



Lift Shop delivers big  
news at designEx

**It's an exciting week for the Lift Shop team. We've descended on Melbourne's Convention and Exhibition Centre for the highly coveted designEx show... but that's not all.**

Not only are we exhibiting our award-winning solutions at the country's leading design and architecture event, we've got some big news to share... but, because you're a valued Lift Shop patron we won't keep you in suspense.

Here's a sneak preview...

designEX



**Introducing Supermec 2 - Australia's Fastest, Best Performing Residential Lift**

Faster and stronger, Supermec 2 is a non-hydraulic lift featuring an improved drive and computer system. It is the first home lift in Australia to travel at speeds of up to 0.50m/s (67% faster than most other home lifts) carrying an additional two people (a total of 630kg), all while providing a quiet, smooth ride and using just 13% of the power of its oily and noisy hydraulic equivalents.

With its tiny headroom of only 2800mm and a shallow pit of 350mm, and lack of machine room, the Supermec 2 fits easily into your design without encroaching on other building space.

This latest model builds on the success of the original Supermec, the first post-hydraulic era residential lift with an incredible power failure-proof, energy efficient, programmable traction drive system.

With its new speed and performance efficiencies, Supermec 2 is the only residential lift developed to take full advantage of new National Occupational Health and Safety Regulations due to take effect on 1 January 2012.

Following the success of the FreedomLift, winning the designEx award for Building Technologies in 2010, Supermec 2 has also been nominated for an award in 2011.

We have Supermec lifts set-up in our showrooms in Sydney and Melbourne, ready for you to test-drive. You definitely won't be disappointed!

[To read more, see Lift Shop's press release announcement](#)

### **New Lift, New Look**

In addition to setting an entirely new standard for home lift performance and design with Supermec 2, we're also launching a new-look website that's now even more informative and easier to navigate.

It includes all the very latest information you need about Lift Shop, our impressive product line-up, and the industry, but importantly, we're also featuring valuable advice on what to look for when considering a home lift.

A residential lift is an important purchase, and choosing the right lift can be a challenge. We want to simplify the decision-making process and ensure you walk away with the best lift for your project requirements, and get the best possible value.

We're very enthusiastic about the new website and we encourage you to check-it out at [www.liftshop.com.au](http://www.liftshop.com.au)

Our stand is in good company here at designEx, surrounded by a vast range of truly impressive innovations. We are proud to be amongst such design and architectural inspiration, and, with the exciting new Supermec 2 added to our portfolio, we feel right at home.

We continue to pride ourselves on delivering the best products, people and value, and this latest news we believe we are doing just that. It is, afterall, just what you would expect from Australia's award-winning leader in luxury residential lifts.

We look forward to introducing you to the Supermec 2 and hope to see you soon - either at

designEx or in one of our showrooms.

## The Lift Shop Team

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#### Showrooms

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QLD Home Ideas Centre, 66 Merivale St	SOUTH BANK	BRISBANE	Phone +61 7 3014 0633	
WA Home Base Expo, 55 Salvador Rd	SUBIACO	PERTH	Phone +61 8 9460 0666	

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