



Stannah is a family-owned British company with a reputation for safety, reliability and design. Joseph Stannah began his crane and hoist manufacturing business in the 1860s and it has grown into today's Stannah Group of companies – Stannah Stairlifts, Stannah Lifts, Stannah Microlifts and Stannah Lift Services. Its name is synonymous with stairlifts and Stannah is committed to providing customers with a tailored solution.



Market

According to consumer research by Hall & Partners, Stannah Stairlifts continues to dominate the market in terms of brand awareness. Both spontaneous consideration and awareness have increased since 2007.

In a highly competitive market Stannah has built a reputation for safety, quality of service and product design. It now operates in 40 countries including the US, France, Holland, Italy and Germany.

While consumers know the brand best for its stairlifts, it also produces vertical platform

lifts and passenger lifts in a range of sizes and capacities.

Product

Stannah has continued to innovate in its market with its most recent concepts in stairlifts being the Sofia and Solus. The chairs are the culmination of research by international product designers SeymourPowell and reflect crucial consumer insights.

Designed to be tailored to the individual, both seats include features such as a seat load sensor so the lift cannot accidentally move until the user is safely in the chair; adjustable arms



with 'grab' handles for improved support and comfort; seat-to-footrest height adjustment; a choice of fabrics; and a 'one-step' fold away system.

The Sofia and Solus can be used on straight and curved stairs, and the choice of rail colour has been extended to allow consumers to more effectively incorporate their stairlift into their home interior.

Stannah always considers the environmental impact of its operations and products. It aims to make all its products energy efficient and uses working practices and techniques that produce the lowest possible levels of noise and waste. It also works towards ensuring its products are easy to reuse, dispose of and recycle. Stannah offers reconditioned stairlifts and will buy back products no longer required by customers to help reduce waste.

Achievements

Stannah is a member of the British Healthcare Trades Association (BHTA). The BHTA is the UK's oldest and largest healthcare association (founded in 1917) and has a strict Code of Practice for its member companies to ensure



they trade ethically and professionally. The Code has been granted stage one approval under the Office of Fair Trading's Consumer Codes Approval Scheme.

Stannah has achieved environmental management certification ISO 14001:2004. It was the first company to become compliant with PAS 2050, created by the Carbon Trust, Defra and BSI to measure embodied greenhouse gas emissions. This adds to Stannah's portfolio of compliances which includes ISO 9001, OHSAS 18001 and the Investors in People Standard.

In 2009 it won a Gold award at the Royal Society for the Prevention of Accidents (RoSPA) Occupational Health and Safety Awards.

Recent Developments

Stannah has developed a Mobility Partner Scheme which allows consumers to test-ride a stairlift before committing to a purchase; bespoke demonstration units have been installed in-store in selected mobility shops.

The website – stannahstairlifts.co.uk – has also been redesigned and has received the Royal National Institute for the Blind's accessible websites seal of approval as a result. Improved navigation means that visitors to the website are able to access all pages by following

keyboard navigable links, rather than having to rely on using a mouse to access hidden menus.

Offering the best service has been at the heart of the company's recent developments and Stannah Stairlifts has extended its warranty from one to two years as standard on all new stairlifts. The warranty covers all call outs, parts and two service visits. It has also introduced a 100 per cent Money Back Guarantee on all direct sales of new or reconditioned products within 14 days of installation.

Promotion

The Think Again Fund was set up in March 2007 with the aim to help people over the age of 50 to realise a life-long dream. In March 2009 a dedicated website was launched to extend the fund to a wider audience. Thinkagainfund.co.uk makes the process of applying for an experience more interactive while also allowing friends and family to play a part. The site features photographs and video and allows winners to create blogs about their experiences.

Stannah's new advertising campaign hit TV screens in March 2009 to highlight the caring nature of the brand with humour and character, promoting its friendly, tailored service. The adverts were directed by Paul Weiland who has directed award-winning commercials for



more than 20 years for clients such as Hamlet Cigars, Heineken, BT and Levi's 501. 'Tidy Up' features a woman busily making cakes for her local Stannah engineer who is coming to service her husband's stairlift. 'Shapes and Sizes' observes the relationship between Stannah and its customers by showing a sales representative taking the measurements of their home in order to fit a new stairlift.

Brand Values

Stannah's values are leading, caring, crusading and experienced. The company upholds strong ethical principles – a dedication inextricably linked to the values passed down through generations of the Stannah family. It sees ethical practice as vital and aims to follow the highest possible standards of responsible behaviour in all its dealings with employees, suppliers, customers and the wider community.

stannahstairlifts.co.uk

Things you didn't know about Stannah Stairlifts

Before purchasing, consumers can test-ride a Stannah stairlift at their local Stannah-selected mobility shop.

Stairlift installers visit customers' homes with two pairs of shoes – one pair solely for use indoors so that they won't dirty the carpet.

All Stannah Stairlifts' personnel who go into customers' homes undergo a Criminal Records Bureau (CRB) check.

Stannah employs 1,672 people worldwide and its products are available in 40 countries.

The Stannah Think Again Fund allowed 63-year-old Pamela Shaw and her husband to fulfil a lifelong dream to go sledging with huskies.

Stannah's stairlifts are now available to buy through The Southern Co-operative's newly launched home shopping catalogue, co-operative Xest.



1860s	1975	1993/94	2003	2005	2008
Joseph Stannah starts manufacturing hoists and cranes in London, adding hand-powered lifts soon afterwards.	Stannah produces its first stairlift and begins exporting the range in 1979.	Subsidiaries open in the US and Holland and Stannah produces its 100,000th stairlift. The division also wins its second Queen's Award for Export Achievement.	Stannah Stairlifts wins awards from the Department of Trade and Industry for the best UK manufacturing and engineering factory, and a subsidiary opens in Slovakia.	Stannah Stairlifts' new Solus chair wins the Golden Trophy Award for design. The division also purchases its distributor in Ireland and sells its 300,000th stairlift.	Stannah Stairlifts is awarded Superbrand status for the first time.