

Lift and Load Out

The Newsletter for Xena Systems Ltd **May 2009**

Xena Wins Award for Innovation

Xena systems new LoadSwift product received recognition as the most innovative product in the recent North East business awards.

CEO John Fuller said – “This is a major award and it’s fantastic recognition for the whole team. It is another endorsement for LoadSwift that will help us maximize future sales “



Check out the NE Business awards video at www.gazettelive.co.uk

Business update

After a quiet finish to 2008, the first quarter of 2009 has been very busy for the whole team.

Jonathan Harbron – MD said – “the UK business has seen a doubling of activity and is now back to normal levels for this time of year. We know that our customers are progressing their projects now and we are here to help. **Give us a call for some great deals”**

LoadSwift International

Our new website has been launched

www.LoadSwiftinternational.com

USA Marketing

March and April saw the marketing team spend over 25 days in the USA actively marketing the LoadSwift system to senior members of General Contractors and Crane hire companies. With over 70 contacts made on the West Coast, Miami and Florida the key survey feedback was :-

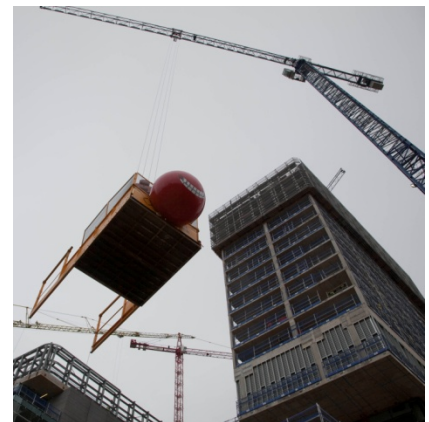
- 98% thought the product was innovative and would be used on construction sites
- 100% agreed that pricing v performance made it a cost effective system
- 100% agreed that it was a significant safety improvement over their current methods

Several of the Contractors are now looking at projects where LoadSwift systems will be used for more effective building Load in and Out

Red Nose day

Xena products appeared on TV again with a suitably red nosed product being installed on the media city site in Salford Keys

Well done to all those that raised money for great causes.



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