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William Orchard
President of ELA

First transcontinental associations' meeting, a première...

Editorial We Europeans know more than others, how much free trade can improve life of all citizens: think only of the customs barriers that existed some 20 years ago. Trucks had to stop at every border, inside the European Union. Companies had to fill and store tons of useless documents covered with good old administration stamps. Barriers are now gone in Europe, we have a single currency. These two moves gave a huge boost to trade, industry and ultimately employment in Europe. Consumers pay less for better products and services. Less bureaucracy has meant that the whole production and distribution chains have become faster and more efficient.

What has been done at the level of Europe should be repeated at world level. That is the reason why countries of the world have founded GATT first (the General Agreement on Tariffs and Trade) that has transformed itself into the World Trade Organisation (WTO), to improve commercial exchanges, lessen the taxes and administrative burdens and boost trade. A very important element to facilitate trade is the development of common standards; companies can compete on a level playing field, be innovative while following some basic norms. CDs and DVDs, portable phones, machines of all types respect a minimum of common norms, which make them safe and interchangeable. In the lift industry we have excellent sets of norms; in

Europe (the EN 81 family of standards), in North America (A17.7/B44.7) and in Japan (JIS). They are developed and regularly upgraded by the standardization experts. It is a pity that they have the same essential safety requirements, but that they are all slightly different. This imposes re-certification or (useless) modification of the equipment every time a company (large or small) wants to export lifts, escalators or components out of its "region" of the world. Actually 85% of the world uses the European norm EN 81-1/2 or small variations thereof. The "rest" of the world means above all Asia-Pacific, which is the fastest developing part of the world, with engines such as China, Korea, India and others, rapidly catching up with Japan or Australia.

The lift industry has decided to go further and be one of the first to try and develop a global standard, that would make the world trade and certifications much easier for safer quality products. I must thank my predecessor at the head of the European Lift Association, Richard Maiocchi, for having taken the initiative of inviting our colleagues from the North American NEIL and Asia-Pacific PALEA, to discuss the best way forward and the shortest possible "roadmap" to reach our goal. Writing or – a fortiori – harmonizing standards with their own essential safety requirements, safety parameters, to define common conformity assessment procedures is a complicated and lengthy



process. This will take years, but if we coordinate our efforts efficiently, we could roll out a “global” performance based code in a relatively short time. It will be done in cooperation between our CEN and ISO experts, with input in both CEN and ISO, the idea being that the base on which we will build this world standard

will be the European EN 81-1/2 standard, after a light revision with the input of our partners, especially China, Korea, Japan, Russia and India. This will then enable the lift industry to develop within ISO the ISO performance based code and ISO prescriptive standard that will become the global code of the future.

An exciting task for our experts, a decisive step to free global trade and unite the world.

William Orchard
President of ELA

European associations: Richard Maiocchi

Richard Maiocchi decided in June 2007 to retire from his position as President of the European Lift Association. In parallel with an international management career in industry, Richard became President of the French “Fédération des Ascenseurs” and took part in the very first discussions to create the European Elevator Association (EEA) in 1991. He was then continuously active in the European associations, notably as Chairman of the Quality & Safety Committee, member of the EFLA then ELA Board and finally President of the ELA Board until June 2007. We have asked him to reflect on these 16 years spent in the European associations:



Q. You were present in the first discussions that brought the creation of EEA, in 1991. What was the goal and spirit of the “founding fathers”?

R.M.: In the early nineties, the top managers of three of the largest companies were French, a pure coincidence, but it made things easier. At the time the European Community only comprised 9 countries, with an announced extension to 12. The top managers for the European operations, Pierre Fougeron, Raymond Beaudelet and Raymond Villiers had realized that the representation at national level was losing



The 1994 EEA General Assembly : Richard Maiocchi (center)

the spirit of the founders

of its importance and that the European Commission needed an industry representation at European level. The first reaction was to try to convince the 12 national associations to create a European-level group. But it turned out to be too difficult. So they tried to regroup as many individual companies as possible, to get a good representation. A specialized American lawyers' office was hired, White & Case, because there were few specialized European law firms with an antitrust experience. They obviously wanted to avoid any accusation of forming a cartel. I must say that we partly failed. The intention was to regroup some 200 companies, but we never reached 100. Small companies do not have the human resources, the English-speakers or simply the financial means to participate to meetings at European level. That is the reason why we went over to the creation of EFLA (the European Forum of national Lift Associations) in 1997. The representation was much better through the national associations that regrouped many more small and medium-size companies. EFLA could announce a representation of about 90% of the European market for lifts & escalators, as well as a good representation of components manufacturers.



Q. Was the consolidation of the lift industry in full swing in the early nineties?

R.M.: Not really, the main wave of acquisitions had taken place before that, in the 80s. Of course we lost some member companies through acquisitions or mergers, but globally the consolidation of industry did not play any role in the creation of our associations.

Q. What were the main objectives of EEA and then EFLA?

Our will was to deal with both the safety of new lifts on the one hand and the existing stock on the other. The first analysis of the situation revealed that new lifts & escalators were already well covered by national standards that were different from each other, true, but were very close. On the other hand, the “after-sale” business was typically national and with great differences. In France, we already had a legislation imposing double doors, while most other countries did not. So we decided to focus on the stock of existing lifts. We decided to work on two aspects:

- increase the threshold of technical standards, find common denominators between countries, to bring existing lifts to the level of new ones
- define the conditions of maintenance (content and number of visits, commitment on the part of the maintenance company,...)

We had these two “construction sites”:

- the publication of a European Recommendation (95/215/EC) and later the work on a safety norm for existing lifts (SNEL). It was originally the work of Eric Maziol and his Technical Committee



Eric Maziol, from the Technical Committee in 1994

- the definition of a Quality Charter and the development of a maintenance norm (EN 13015) by the Quality & Safety Committee, headed by myself (with the present President William Orchard as an active member).

We also wanted to create an ethical platform, define and spread good practices for our industry.

Q. Was the lift directive 95/16/EC a main step forward for the lift industry?

R.M.: The lift directive was an important milestone. It was in line with the



philosophy of the European Community of the time. We were more interested in getting as little regulation as possible.

Q. Are the lifts of 2007 safer than the lifts of 1987?

R.M.: Naturally, and it is partly thanks to our work, in the associations. We have strongly contributed to the reliability and performance of lifts and their maintenance. It started with the application of Recommendation 95/215, that contained the future work on SNEL EN 81-80 and ended with the upgrading of the maintenance norm EN 13015. SNEL still has a long way to go to be implemented throughout Europe, but the results in several key-countries are already significant.

Q. Why has EEA become less visible, compared to ELA?

R.M.: As I said earlier, EFLA (which then became ELA) ensures a much wider representation, through the national associations. EEA was the first stage of the rocket. You must remember that at the time, in the early nineties, national associations had little love for all things European. It is only later that the European fact imposed itself, that Europe became an evidence. The second stage of the rocket was already in the mind of the "founding fathers". The companies which are members in EEA put their experts and finance at the service of ELA, where small and medium-sized companies can rely on a democratic decision process.

Q. What are the present ELA objectives that you would stress as important?

R.M.: I think an industry such as the lift & escalator industry can not live without a minimum of basic statistics and absolutely needs to collect accident statistics, to be able to make lifts safer for users as well as technicians and other persons "visiting" the technical side of the installation. We must be able to control our progress and

the areas where a specific effort is needed. There have been discussions on the best way to collect statistics. There are different viewpoints, but it is essential to know where we are, if only because when statistics are needed, the national government or the European Commission turn to the associations to know the answer.

The association committees and workgroups work today on several topics



"I am very proud to have had the chance to contribute for 15 years to all what was done by the associations."

Richard Maiocchi

which are all important in a Europe of 27 member states: saving energy, training & education of our technicians, details of the application of the lift directive, accessibility of the disabled and – most important – the continuation of the application of SNEL throughout Europe. All these are signs of a robust activity of vigilant associations. Perfect!

I would also stress the importance of lobbying Europe to do more in order to make Europe fully accessible for a rapidly ageing European population. All new buildings should be equipped with a lift if they have more than 1 floor and existing buildings would be adapted where

possible. Tax rebates should be given to owners who take their responsibility. This is no long-term issue anymore. In a decade it will be top priority.

Q. Standardisation is a slow process. Can it be accelerated? How do you see globalisation?

R.M.: One must be patient! At times, I have got nervous myself; it is difficult to conjugate efficiency and consensus! When you are active in industry, you are used to gaining time and applying rapid decision-making. It is the contrary at the level of associations, in a world of equals, where the decision process is slow because of the search for a consensus. Ideas don't mature at the same speed with different individuals. Company histories are different, company cultures are different; one has to give time to time, the pace of progress depends upon the gestation of ideas.

A good example of it is ELA's initiative to launch discussions for a Global Technical Barrier-Free Trade with our colleagues in the Americas and Asia-Pacific. It took time to mature but it is now on rail.

Q. In a nutshell, how do you see these 16 years in the associations?

R.M.: I am very proud to have had the chance to contribute for 15 years to all what was done by the associations. We have improved our products, we have created a conscience for our industry. One has to wait and come to revisit topics sometime later, but in the end, I never encountered any destructive attitude. We reach the same goal by following different paths. In our companies, we live in a sort of micro-culture; it is good to see other different approaches.



INTERLIFT: EVER MORE VISITORS



China was well-represented this year

More than ever, the largest European elevator & escalator fair, in Augsburg Germany, attracts visitors from all over the world, like a magnet. Most companies exposing are components manufacturers or relatively small niche market players. This year for the first time, some of the companies belonging to one of the largest groups, was exposing under its general name, Schindler. The representation of many of our members was impressive, with 400 m² stands and more for companies such as Wittur, Fermator, Sematic, Kleemann, Orona or VFA-Hütter Aufzüge.

Another significant evolution was the presence of a large number of Chinese components manufacturers and some Indian companies. The Turkish presence was also stronger than in 2005.

EEA and ELA were of course present as every 2 years, with a stand, but more interesting, several of our experts gave speeches to a large audience. All conferences and following Q&As were moderated by Werner Boehm, who just retired from his position as ELA



A large audience for the conferences & speeches moderated by Werner Boehm during the Augsburg fair



Stella Bedeur with Tadeusz Popielas, from the Polish lift association, on the ELA stand, next to Sefa Targit, Chairman of the Turkish association AYSAD and Michael Merz, Marketing director of Hilti Germany



Components Committee Chairman. Philippe Casteleyn who was one of the ELA speakers (global standardization), next to Urs Lindegger (energy efficiency of lifts), Lazaros Asvestopoulos (renovation kits for elevators), Emanuele Emiliani (alarm systems and norm EN 81-28) and Luc Rivet (norms related to fire) also organized a meeting of his CEN TC10 WG6, of which he is the convenor, on the premises of the Augsburg fair, which gave the opportunity to his WG experts, to visit

the fair. Good contacts were made and the pulse of the lift & escalator industry has rarely been so good!

First meeting of the E4 Energy project group

The reduction of energy consumption is a priority the world over and affects all industrial sectors. It is also the case for the building sector, where lifts are among the very low consumers of energy, compared to heating, airco or other building functions. Still, the lift industry wants to reduce its consumption and ELA has decided to participate to a programme, supported by the European Commission, and aimed at identifying the areas of energy efficiency improvements on lifts.



The work already done by our Swiss member association VSA on the energy consumption of lifts will serve as the basis for the work that will be done jointly by the University of Coïmbra in Portugal, the Italian Energy agency ENEA, the German laboratory Fraunhofer, the Polish laboratory KAPE and the European Lift Association.

The first meeting has taken place in the course of the month of October, and work should take place over a period of two years. Were present at the meeting: Anibal T. de Almeida, Professor – University of Coïmbra and project leader, Krzysztof Brzoza-Brzezina from the Polish National Energy Conservation Agency KAPE, Dr. Peter Radgen and Tobias Fleiter from the Fraunhofer Institute in Germany, Ing. Claudio Viola and Walter Cariani from ENEA, the Energy & Environmental Agency of Italy, and for ELA, Esfandiar Gharibaan

and the members of the WG Energy & Ecology U. Lindegger, W. Boehm, D. Smith, M. Nanetti & L. Rivet



Fraunhofer Gesellschaft



University of Coïmbra



The group with representatives from the 5 partners listen to the recommendations of Dr. Kerstin Lichtenvort, Project Officer, Energy Efficiency Unit of the European Commission, who will accompany the E4 Energy project.



Contacts with EPSA



Luc Rivet at the EPSA conference

The European Platform & Stairlift Association (EPSA) regroups the producers of equipment for people with disabilities, most of which fall under the Machinery directive (2006/42/EC) and not under the Lift directive (95/16/EC). A clear distinction is now made between the two, for lift applications, but ELA

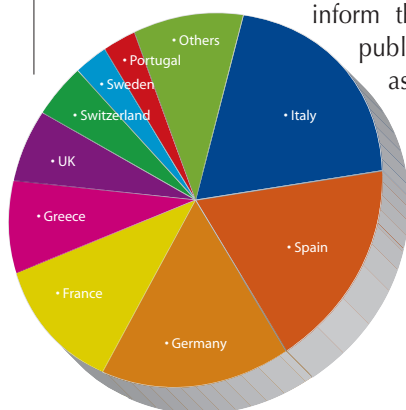
would like the new standard for the fire-testing of lift landing doors EN 81-58, to be also valid and applied for the doors of platform lifts (when they are equipped with doors). It was the message delivered by the Secretary General, Luc Rivet, to the General Assembly of EPSA in Stavanger, during the summer.

The EPSA President, Ing. Pier Franco Linari and the Board listened with interest to the message and will consider the question positively.

Statistics: progressing on a new collection system

The discussions were long and arduous, but it seems that ELA and the national lift & escalator associations are on the verge of resuming the collection of their yearly statistics, filling the gaps of 2006 and 2007. All main companies are on the same wavelength to collect and publish statistics that will be consolidated outside the associations by a third party. The selection process is nearly completed and we hope that all national associations will accept to participate, so that the European Lift Association can correctly

inform the European authorities and the public at large, while the national associations can inform their national governments on the basic economic statistics, and most importantly about the accidents, their causes and incidence rates, in order to make lifts even safer than they are.



ELA to resume statistics collection

SNEL in progress



Order taking in full swing to apply the French legislation

After Sweden, it is Norway that gets ready to adopt legislation that will upgrade the overall safety of existing lifts, by improving the national legislation, to take EN 81-80 and the 74 risks that it covers into account. This brings the number of countries to 9 (France, Belgium, Spain, Italy, Germany, Greece, Austria, Sweden) where SNEL is becoming reality, with diverse application periods. France is the first in the application process. French owners see their application limit lengthened by 2 years

for the high risks that had originally to be covered by July 3rd, 2008; so great is the number of orders and calls for tender that the French lift industry has booked for the coming months: more time to amortize the safety upgrading work and more time for industry to do the work.

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A new Chairman for the Components Committee



W. Adldinger, the new Chairman of the Components Committee.

The new Chairman for ELA Components' committee is a well-known figure in the European industry. Wolfgang Adldinger, from Wittur (Wiedenzhausen Germany) representing VFA, will replace Werner Boehm (VFA – Germany) who is retiring. Wolfgang has been active for years in different Committees and Work Groups of ELA. Next to the

Components Committee, he presently participates to the work groups on Article 2.2 of Annex 1 of the Lift Directive (space in extreme positions), and to the WG on the application of EN 81-58 (norm on fire-testing of lift landing doors). In order to facilitate the first few months of the new Chairman of this important Committee for the association, W. Boehm has accepted to stay on for a few meetings. The best of both worlds... The Components Committee of ELA regroups small and medium-size companies that are involved in all sectors of the lift components industry, from rails to electronic switches.

The QSEE gets a new French Chairman



Michel Chartron, the "come-back expert" to head the QSEE of ELA

Our thanks for the efficient chairmanship of Peter De Neef (Kone/representing the Dutch association) over the last few years. His new position in his company in Northern Europe makes it difficult for him to pursue his tasks at ELA. He is followed in his position by a "come-back expert" who was very active in the nineties and until 2001: Michel Chartron, from the French lift

federation. Michel Chartron (Kone France/ Fédération des Ascenseurs) is one of the fathers of the maintenance norm EN

13015, while working as Chairman of the Technical Committee of the European Elevator Association, on the same premises as ELA then named EFLA). After some years in the automatic doors division of his company, Michel Chartron is back to his "first love": lifts. It is excellent news for ELA to be able to count on such an expert to lead the work in the fields of Quality, Safety, Environmental issues and Training/Education. Welcome back.

William Orchard, President of ELA, Jorge Ligüerre President of EEA



Jorge Ligüerre, the new President of EEA

Another move in the lift associations is the nomination of Jorge Ligüerre, until now Chairman of the Communication Committee of ELA to the position of President of the European Elevator Association (EEA), which is a main support of the associations' association ELA. Jorge will resign from his position of Chairman of the Communication Committee.

Jorge Ligüerre is the MD for Schindler in the Benelux countries.

William Orchard has left his position of EEA President to replace Richard Maiocchi at the head of ELA.

A new smile at ELA

The new smile who welcomes you at ELA is Carol Stroobants.

Since October 2007, Carol is the secretary of the association.

She welcomes you in English, French or Dutch.

Welcome to the world of lifts & escalators

