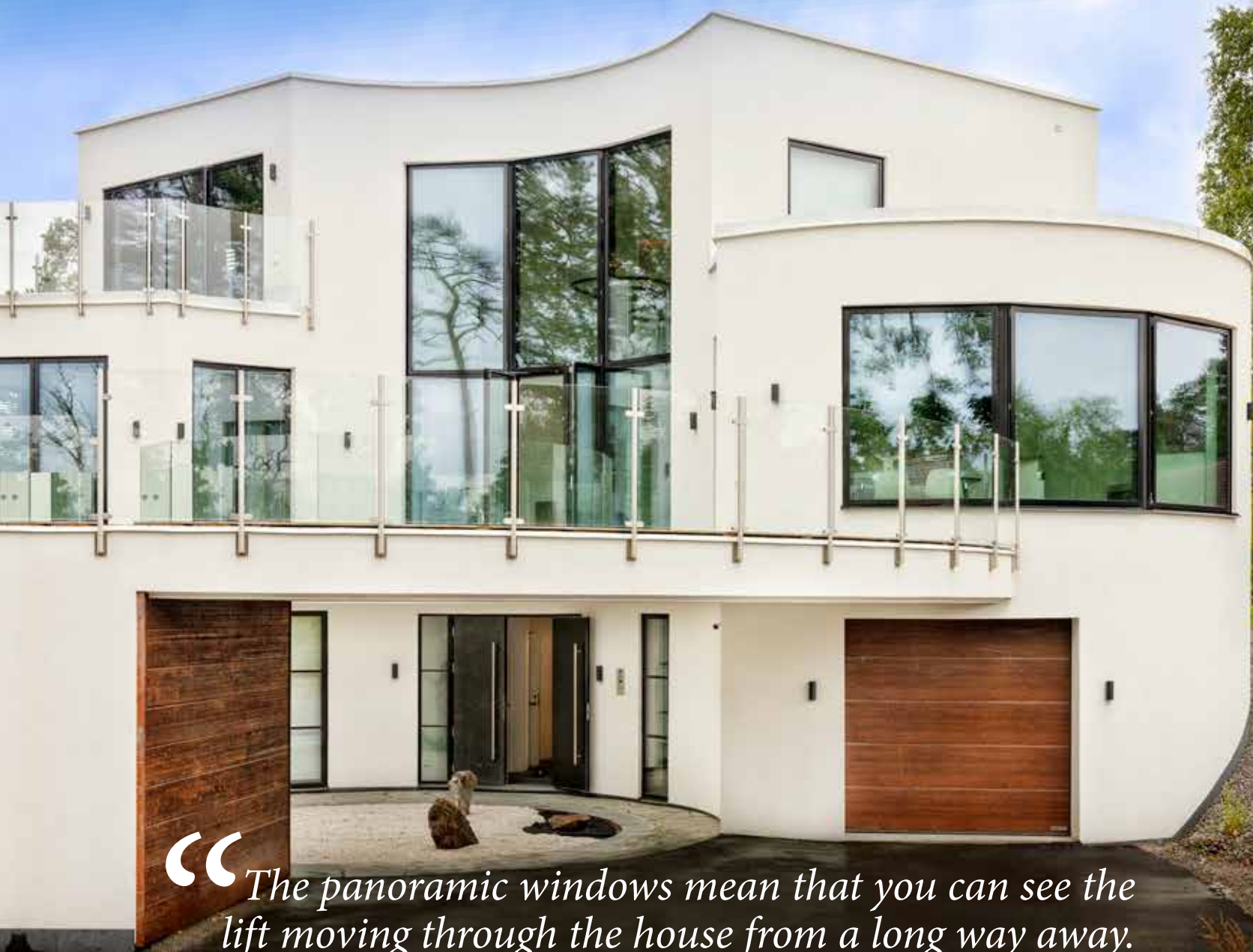


Aritco. Next Level Living.

# TECH& DESIGN

*The latest in technology,  
safety and sustainability  
from the world of Aritco lifts.*



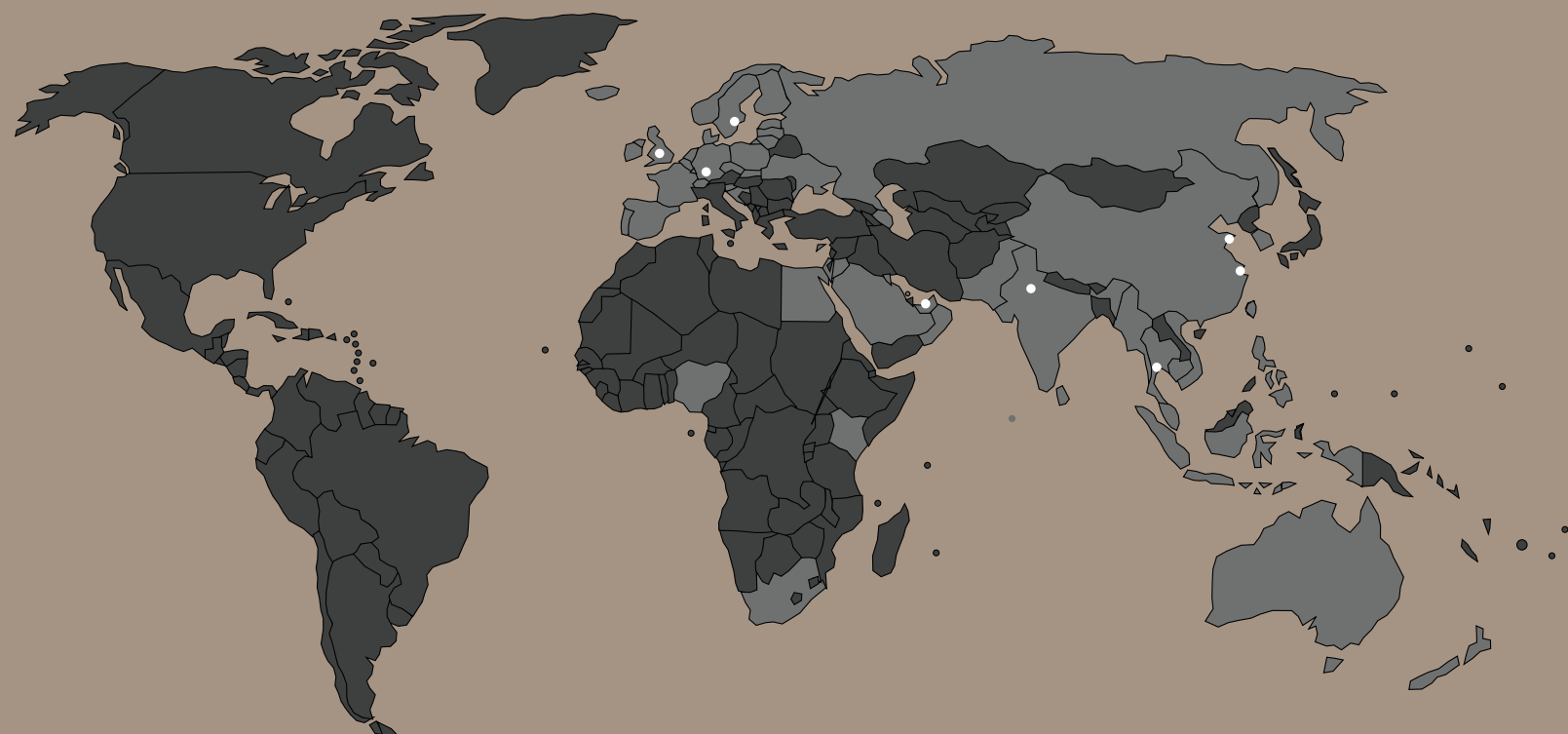
“The panoramic windows mean that you can see the lift moving through the house from a long way away.”

ROBERT LUCIANI, OWNER OF AN ARITCO HOMELIFT, PAGE 18.

  
ARITCO™



170 distributors,  
installers and  
service units in  
50 countries



Contact us



**HEADQUARTERS  
ARITCO SWEDEN**  
Elektronikhöjden 14  
175 43 Järfälla  
Sweden  
Phone: +46 8 120 401 00  
Email: info@aritco.com

**ARITCO UK**  
Prince's Cottage  
8 Cheyne Walk  
Northampton  
NN1 5PT UK  
United Kingdom  
Phone: +44 1604 808809  
Email: info.uk@aritco.com

**ARITCO GERMANY**  
Stuttgarter Str.19  
72555 Metzingen  
Germany  
Phone: +49 7123 9597272  
Email: info.germany@aritco.com

**ARITCO CHINA**  
02-b A102-b  
Wending Living Style Plaza  
No.258 Wending Road  
Xuhui District, Shanghai  
China  
Phone: +86 5326 6736895

504, Building No. 32  
Tianan Cyber Park No.88  
Chunyang Road Qingdao  
Shandong  
China  
Phone: +86 5326 6736895.  
Email: info.china@aritco.com

**ARITCO SOUTH EAST ASIA**  
35/5-7 Comet Office Building  
Krung Thonburi Road, Kihong Ton Sai  
Khlom San, Bangkok 10600  
Thailand  
Phone: +66 2 116 9944  
Email: info.thailand@aritco.com

**ARITCO THAILAND**  
35/5-7 Comet Office Building  
Krung Thonburi Road, Kihong Ton Sai  
Khlom San, Bangkok 10600  
Thailand  
Phone: +66 2 116 9944  
Email: info.thailand@aritco.com

**ARITCO UAE**  
Aritco Lift AB  
c/o Business Sweden,  
Concord Tower, 26th floor,  
Office 2607, Media City  
Dubai, UAE  
Phone: +971 58 285 0719  
Email: info.uae@aritco.com

Find your closest reseller at [www.aritco.com](http://www.aritco.com)

PRESS & SOCIAL MEDIA @aritco



# CONTENTS

**4**

Eyes on the  
future every day

**7**

Me & My Lift  
Meet the lift owners

**13**

Safety by details  
The screw-and-nut system

**16**

Join Aritco's  
creative talks

**22**

Green solutions  
Interview with Jan Knikker

**30**

Sustainable  
all the way

**32**

Increasing access  
to clean water  
Aritco supports  
innovative solution

**6**

The Aritco story  
A simple plan hatched  
in a living room

**12**

Next level in  
urbanization

**14**

Dynamic duo  
Petra and Daniel: Leading  
product development

**18**

Welcome to  
Villa Luciani

**28**

Go for a ride  
Visit Aritco's showrooms

**31**

Super-smooth  
installation

**34**

3 models,  
hundreds  
of options

*“We were well prepared for the new way of meeting customers, partners, architects and builders because we had already started our digital journey years ago.*

**Tell us about Aritco's 2020.**

Like most people in the world, the pandemic came as a shock to us. We had the advantage that we were able to follow the rapid development and see the consequences via our business in China. But even for us, everything we believed in was turned upside down. Suddenly, there wasn't a single forecast that was relevant. So, we had to produce new scenarios based on worst-, middle- and best-case scenarios for Aritco. Then we addressed the rest by conducting the business on a day-to-day and gradually going up to-week-to-week to monitor the impact of the pandemic on operations.

**What were the consequences?**

The closedown in the beginning caused a lot of insecurity for all our partners in terms of installation. Would they be able to enter different homes and buildings to do installations as planned? This caused an immediate drop in the flow of orders. Then, of course, we could not meet people, participate in trade fairs, or receive customers in our showrooms.

But it turned out that we were well prepared for the new way of meeting customers, partners, architects and builders because we had already started our digital journey years ago. So we had digital tools, forums and arenas in place where we could meet the world. This, our strong brand, and our distinct corporate culture allowed us to maintain our momentum in 2020. In the later part of the pandemic, we have also started facing the consequences of shortages of steel and copper because the production capacity of raw materials is not back to normal levels yet.

**But you have also been good at interpreting the trends early regarding how people want to live around the world. How did it happen?**

By listening to our customers, taking part in

the dialogue and putting effort into research, we get a more complete picture of what direction things are moving. This has enabled us, through a combination of our own insights, plus ideas from farsighted people who know a lot about the issues, to help our customers and partners understand how people want to live today and tomorrow. Our lifts are not just about taking people from one floor to another, they are about elevators that can create new opportunities in both how you live at home and how you live your life. Creating new possibilities!

**How would you describe the needs of your customers?**

I would say that customers who buy a lift for their home are either need-driven or desire-driven. If the customer is need-driven, it is about needing a lift to create accessibility in the home – they simply want to make it possible to stay in their homes and need the lift to get around. The customer who is desire-driven does not need the lift to enable accessibility. This customer sees the lift as a tool to add smart functionality or enjoyable solutions to their home. Making more things possible or easier to do in the home. The lift becomes a new feature that is a natural part of the modern home.

**What will be important for Aritco in the coming years?**

Strategically, four things matter most to us, and we work on them every day. We ask ourselves, how can we and our partners inspire customers to become enthusiastic fans? How do we evolve our ways of working and thinking to have as positive an impact on the world around us as possible? What do we need to do to help our partners around the world become even more successful? And how can we create a world-class workplace for our employees?



**MARTIN IDBRANT**  
**AGE:** 48  
**LIVES:** Stockholm  
**TITLE:** CEO



# The Aritco Story

## PLATFORM LIFTS

## SINCE 1995

In 1995, four young entrepreneurs decided to execute a simple, brilliant plan to improve mobility for people everywhere.

**P**etter, Klas, Roine and Claes founded Aritco in a living room in Kungsängen outside Stockholm in 1995. All four had extensive experience in the lift business, and all agreed that there was a need for a new kind of product. A lift that would be easier to install, easier to operate and significantly less expensive than the lifts that were on the market back then. The four of them, all engineers, built their first lift by hand and called it the Aritco 7000.

The product was an immediate success. The founders' vision of improving mobility everywhere, with smart, compact platform lifts, had come to fruition. Aritco was established as a force to be reckoned with on the Swedish market.

Aritco was acquired by new owners in 2005, enabling global expansion and the development of further models. A global network of services – installations, repairs and sales – was created during the 2010s. The company intensified its focus on design and comfort, eventually culminating in the Aritco HomeLift, a major worldwide success when it was launched in 2016.

When Aritco was bought by the investment company Latour in mid-2016, Latour's experience in developing companies such as ASSA Abloy and Securitas proved a great contribution to Aritco's future.

Today, there are Aritco lifts installed in more than 35,000 homes, offices and public buildings around the world. The lifts are still built outside Stockholm, but the factory has moved several times as volumes grew. And the drive to create opportunities for more people to be more mobile via platform lifts is stronger than ever.

### 1995

Aritco is founded. The company's first lift, the Aritco 7000, is launched.

### 2005

Aritco launches its second home lift, the Aritco 6000.

### 2014

Aritco establishes a global network of partners to install and service its lifts in all markets.

### 2016

The Aritco HomeLift, designed by Alexander Lervik, is launched worldwide. Investment company Latour acquires Aritco.

### 2020

The Aritco HomeLift Access and The Aritco PublicLift Access, designed by Alexander Lervik, and the Aritco PublicLift Cabin\* are launched worldwide.

### 2000

The first home lift, the Aritco 4000, is launched.

### 2013

The Aritco 9000, Aritco's first cabin lift, is launched.

### 2015

Aritco opens a showroom in Metzingen, Germany, followed by more than 100 locations around the world.

### 2018

Aritco moves its headquarters and factory to a new state-of-the-art facility in Järfälla.

2020: Aritco HomeLift Access with DesignWall Sheets as option.



# Client stories

## ME & MY LIFT

Some Aritco customers want to future-proof their houses. Others want to enhance everyday life or enable everyone in the family to have access to all floors of their house. Say hello to some of our customers and their elevators.

**Lift model:** Aritco HomeLift  
**Owner:** Marianne Roscoe-Hudson  
**Installed in:** Dorset, United Kingdom

**Why did you want a lift?**  
We decided to build a new house with the main living area on the 1st floor - as we have stunning views over Poole Harbour and The Purbecks in Dorset. As this is our 'forever home', we needed to make sure that when we could no longer use the stairs, we would not

have to move downstairs or even sell up and move.

**How did you choose between the different lift models?**  
There was only the one model that was suitable - the S15 - the largest. We have friends in wheelchairs and needed to make sure that they could visit. Also, we are in our 60s and 70s and who knows when or if we might need to use a wheelchair in the future?

**What has surprised you the most with the lift?**  
How quickly one gets used to having such a great feature - we quite take it for granted now but it always surprises visitors!

**What are you most happy with?**  
The lift is quiet and reliable. It's easy to use. You cannot hear the lift working when you are not in it, and only the lights coming on tell you the lift is moving!



“The lift only required a hole in the ceiling, and that was the ideal solution.

**Lift model:** Aritco 7000  
**Owner:** Andreh Gharhah  
**Installed in:** Jericho, Palestine

**Why do you need a lift?**  
I needed a lift to allow customers to go to other floors. Before we have the unit here was ordered no access to top floors for customers on wheel chairs. How di dyou learn about Aritco Lifts? I saw an ad on Phasebook by Smou Elevators & Escalators Co.

**Why you chose Aritco?**  
This is an existing building and there was no plan for an elevator. The other option was to build an external shaft and there is no perfect location. A lift that only require a hole in the ceiling was an ideal solution.

**How did you choose between the different lift models?**

I liked the AHL model the most but the Aritco 7000 model worked better for my budget and since I need a unit for public use.

**How did you customize your lift?**  
Smou representative visited the site and we discussed different options. The pictures in Smou and Aritco websites were very helpful in seeing the different options. The catalog and the datasheets were easy to understand and Hasan was knowledgeable on the unit and answered my questions

**What everyday problems does the lift solve for you?**  
The lift made our life here easier since we need to go between floors a lot. I also think it will help me get more business since older people and individuals with wheelchair can access the other floors.

**What are you most happy with?**  
I was excited that it does not need a pit like traditional elevators, it comes with a shaft so I don't have to worry about building one locally, and thee is no need for an overhead. In top of that it looks nice and it mix with the site. I have to do minimum preparation for the site.

**Would you recommend Aritco to others?**  
I definitely do, not many lifts can compete with Aritco when you have a limited space or like to add a lift to an existing building with no plan for a lift.

**What has surprised you the most with the lift?**  
I like how the unit look and it fits nicely with all the floors.





“The screw-and-nut drive system makes the lift safe – it cannot fall in any emergency situation.

**Lift Model:** Aritco HomeLift  
**Owner:** Mr. Qian  
**Installed in:** Yanzhou, China

**Why did you choose your Aritco HomeLift model?**

The lift is installed in the middle of the stairs. And the space there is big enough and fits quite well for the model AHL S15. Besides that, I think Aritco HomeLift looks more beautiful than other models.

**Why do you need a lift?**

Our house has four floors with a total height of 15 meters. We have my parents living with us. And we have two kids. To make life more convenient for them, we need a lift.

**Why a lift from Aritco?**

We compared many different lift brands, including domestic and imported brands. What I was most concerned about was safety. I learned about the screw-and-nut drive system

of Aritco lifts and how the lift cannot fall in any emergency situation. That's why I chose Aritco.

**How did you personalize your lift?**

I picked the traffic-white color for the lift and the Bolon Sisal Plain Sand flooring. I like this combination, which makes the lift look clean. I chose clear glass for the walls, which creates a feeling of more space in my house.



**Lift Model:** Aritco 4000  
**Owner:** Mr. Sabah Al Fadhil  
**Installed in:** Muscat – The Sultanate of Oman

**What everyday problems does the lift solve for you?**

My gym and office are on the second floor, and the lift creates easy access. Also, my parents need a lift, since they have become old and can't climb stairs.

**What has surprised you the most with the lift?**

That the lift can be fitted directly on the floor and in a compact space like the one we have in our house.

**How did you choose your model?**

I had seen this lift in one of our relatives' houses, and I have always thought it looked good and was easy to use. I personalized my lift with fixed glass on both sides and got a panoramic feeling in the lift.



“The bedroom and office are on the first floor, and the lift makes it easy to access them.

**Lift Model:** Aritco 6000  
**Owner:** Mr Habib  
**Installed in:** Muscat – The Sultanate of Oman

**Why did you choose a lift from Aritco?**

We did not plan to install a lift, but when we found out that a lift from Aritco can be put right on the floor, we realized we had enough space in the house.

**How did you choose between the different lift models?**

Aritco 6000 is very easy to use.

**How did you customize your lift?**

We chose fixed glass on the rear side of the lift so light could shine through the house, and there is a park behind it, so there is quite a good view from the house.

**What everyday problems does the lift solve for you?**

My bedroom and office are on the first floor, and the lift makes it easy to access them.

**What are you most happy with ?**

That I have a lift in my house that looks great and makes it easy for us to access all the floors.





# Future living NEXT LEVEL IN URBANIZATION

Rapid digital transformation has created new needs and requirements for how we want to live. Aritco's David Schill looks into the future.

During the past year, we have been spending more time than ever in our homes. What used to be our place of residence has also become our workplace and even a place for recreation. New needs have often led people to look for larger homes. In 2020, several major European cities reported that for the first time ever, the price per square meter was higher for large homes than for small ones.

The rush for urban houses has also caused the cost of living under one's own roof to jump significantly. "The housing trend of leaving the city to live in the countryside has also grown strongly," says David Schill, Aritco's Marketing Director. "People who had chosen to live in smaller and more efficient apartments in the city, and instead have the city itself as their living rooms, lost access to culture, services, meeting places and, in many cases, to their workplaces, due to the pandemic. At the same time, they discovered that there was a great deal of freedom in nature and green areas."

The trend of leaving the city for the countryside will most likely create a completely new way of living in the countryside. "Clusters will probably be formed – like new kinds of villages – and across generations," he says. "In these clusters, you live with a clear awareness of resources, with an obvious connection to a sharing economy for cars, culture, and machines. City lifestyles have simply been taken to the countryside."

## But won't the cities and urban areas still be the main living space?

"Most people will, of course, continue to live in cities. First of all, land is both limited and expensive, so it is not possible for everyone to have their own piece of land. Also, the proximity to culture,

services, experiences, infrastructure and workplaces is an enduring advantage of the city and urban areas. And if everyone starts to use a car to go to the city, it is really a lose-lose situation," David says.

"But life in the city will be lived in a new way. We are already seeing how important urban parks and green spaces have become. However, they don't need to be on ground level. That is why new residential areas need to create even more green oases – communal gardens for cultivation and recreation, for example – but now on shared terraces or on roofs."

## How do you meet people's new needs for larger areas for work, for example?

"It will require us to get started and share

areas for social interaction, cultivation and even work," he says. "Maybe you create a common working space for people who live in the same multi-family house, or the local café offers working spaces.

Architects will play a starring role in this development," he continues. "In both the countryside and the city, people will have to live more across generations and thus share resources. Urbanization will not stop, nor will the awareness that the world is fragile when it comes to pandemics, climate change, etc. So, we must all be able to adapt to a future in which we live more flexibly and above all share our resources, because we need to avoid making it so that living sustainably is only for the few who can afford it."



DAVID SCHILL

AGE: 51

LIVES: Stockholm

TITLE: Marketing Director

David Schill, Marketing Director at Aritco.

# SAFETY IN EVERY DETAIL

All our home lifts are equipped with our SmartSafety systems, with safety features that meet most any situation that can occur in a home, as well as to prevent accidents.



## 1. Locking the control panel

It is possible to lock the control panel to prevent the lift from being used.

## 2. Emergency call

If an accident occurs, you can make an emergency call directly from the lift with the alarm button, which is connected to a pre-programmed telephone number.

## 3. Fall-proof mechanism

Aritco's mechanism for driving the lift up and down is a well-proven and reliable screw-and-nut drive system. This means that the lift will not fall down if any fault

should occur. The drive system also makes the lift move quietly and smoothly with a soft start and stop.

## 4. Battery operation

If the lift is used during a power failure and stops between two floors, the lift runs on battery. The batteries will ensure that the lift immediately goes to the nearest floor. The battery also have a function that keeps it from running down, even if the power is disconnected.

## 5. Smart doors

In a family with children, a home must be safe to play in. This also applies to the lift. Aritco HomeLift is equipped with smart doors that detect if something is in the way when they close. If so, the doors open automatically. For Aritco HomeLift Access and Aritco 4000, the doors can also be locked, if required.

## 6. Meets all requirements

The lifts meets Europe's strictest safety requirements. They are also CE-certified, which means that they are safe products according to EU rules.



# Developing future THE DYNAMIC PRODUCT DUO

## What controls the product development of Aritco's lifts?

Petra Lind (PL), Product Manager at Aritco: The brand experience we want to create, the future trends that we detect and the understanding of what the customer needs. The combination of the three makes the product to stand out and at the same time be relevant for the owner.

Daniel Westin (DW), Product Manager Services at Aritco: When it comes to the strategic investments, we have key focus areas where we aim to be the industry leader. The focus areas work as a guide and help us to set priorities. Safety, for example, is one of our focus areas. To be able to be the industry leader in the field of safety, you need to constantly observe the market to understand underlying trends that might change user behaviors and perceptions. You need to explore new offers and new technologies that can enable us to develop services and products that will result in achieving a position as the long-term industry leader in our key focus areas.

## Do you have any examples of how your product development is affected by the outside world?

PL: Recycling plastic is a big and important issue around the world, and today we are looking into whether we can use recycled plastic from PET bottles in our lifts. Due to the pandemic, we have also accelerated the development of a control panel that neutralizes bacteria and viruses using UVC light.

## Where do you find the inspiration?

PL: It comes from all types of industries. Sometimes it comes from the automotive industry, like when it starts to use a new sustainable material. Another time, it could come from the elevator industry, when a player pushes boundaries, such as offering light-therapy lighting

in their lifts, or when a tech company introduces a new technology that we see our customers could benefit from, such as voice control.

## Of all the things on your drawing board today, what's most exciting?

DW: The services that we will be able to offer to our customers and partners when all Aritco lifts have connectivity. The technology can open up a completely new business for us and our partners. We will be able to offer services and digital features that will be totally new for our industry and enable Aritco to differentiate our offer to the market.

## How fast can you be with product development?

PL: Creating a brand-new lift like the Aritco HomeLift does take time. But in close cooperation with other departments that work directly with customers, lift technology, production and sustainability are undergoing product development almost daily. We strive to

be a leader in lift technology and innovation, it is important that our services and product development are always relevant to our users, owners and partners. The new possibilities of IoT are endless and could easily be developed just for pure engineering pleasure, and not because customers need the feature.

## What will it take for you to continue to be a leader in platform lifts?

PL: That we continue to develop our products and services in close relationship with our customers and our partners, and that we continuously create new values for all parties throughout the chain. We are not alone in being able to transport people in lifts! Therefore it is important to create an understanding among people of how we can be a part of changing their daily life and create new opportunities for them in their ways of living. Likewise, it is important for us to also deliver values outside the product itself, such as sustainable production and distribution.



Petra Lind, Product Manager and Daniel Westin, Product Manager Services.



Petra and Daniel test driving applications in Stockholm showroom.

PETRA LIND

AGE: 47

LIVES: Stockholm

TITLE: Product Manager Lifts

DANIEL WESTIN

AGE: 41

LIVES: Stockholm

TITLE: Product Manager Services



---

# Aritco's trend-spotting CREATIVE TALKS

Working with industry-leading designers and architects, Aritco has created its own forum for ideas on how we will live our lives in the future.

Those who have followed Aritco on channels such as Instagram, YouTube and LinkedIn know that Aritco has long acted as a trend-spotting voice in architecture, design and urbanization. The concept of a Next Level Living panel has drawn acclaim at major design fairs, attracting both attention and well-known voices who have shared their knowledge of issues and trends in such areas as urbanization. The talks have also been broadcast live on Aritco's own digital channels.

"Our talks have been very popular, both to listen to and to participate in. Right now many of the issues that we have already had high on our agenda for several years are now more relevant than ever," says Joakim Gustafsson, Experience Marketing Manager, who has developed Aritco's content and activities for the major design fairs.

#### What do you think has made these talks a success?

That we have been able to work together with established, industry-leading

architects and designers to share their unique knowledge. Also, we have been very keen to keep the production values very high.

#### What do you expect from the Next Level Living talks?

For us, our lifts are about creating new opportunities for people to get the most out of their homes and enjoy more comfort in their lives. Being able to anticipate and show what the future holds is therefore important. It is also important that we keep on inspiring our customers with the latest thinking on design, technology and sustainability.

#### In these times, new challenges and opportunities have been created when it comes to reaching customers. How do you think you'll continue to make a success of your talks?

One challenge is the rise of digital fatigue. It takes more for a company to break through today. But I think the combination of talking about the right topics, maintaining high production quality, attracting our industry's most

exciting voices, and increasing the production rate of our video content will keep us interesting to our customers, partners and architects.

In order to create more content more quickly, we are currently building our own TV studio at the head office in Järfälla. A studio where we can produce both audio and video will make us very accessible to our customers, but also to our partners and installers, who can take part in training and other presentations in an efficient way. So, I feel that we are well positioned for the digital times we are living in.

Follow Aritco's Next Level Living talks at: [youtube.com/AritcoLift](https://youtube.com/AritcoLift)

*"One challenge is the rise of digital fatigue. It takes more for a company to break through today."*



Aritco Talk, December 2020



---

JOAKIM GUSTAFSSON  
AGE: 53  
LIVES: Stockholm  
TITLE: Experience  
Marketing Manager

---





## Home of Family Luciani

# THE VILLA THAT HAS EVERYTHING

When Robert Luciani had the chance to build a dream house for his family, he enlisted the help of the architect Pål Ross. “Together, Pål and I have filled the house with features that will make this house our home for a long time to come.”

We wend our way between turn-of-the-century houses on squiggly roads in Danderyd, a prosperous suburb north of Stockholm. When we get to the spot described in the directions, we can't find the house. Only when we look toward the top of a hill do we catch a glimpse of a fragment of a white house with soft shapes. We walk in on the newly built driveway and the three-story house stretches and stands

out against the centuries-old villas nearby. The house makes a stunning impression, and when the afternoon sun makes shadows from the birch trees dance on the white façade, it is easy to relate to the love the Luciani family feel for their newly built house.

“We found the site three years ago. Then it went quickly, I think. Pål Ross won my wife and me over when

he told me that the philosophy behind his architecture is to live in a work of art.”

But for the Lucianis, the new house was not as much about form as about function. “When you build a house like this today, you build it with all the features – swimming pool, large living areas, terraces, garage space and the latest technology. But for us as a family, it was





also important to have a gym, cinema and crafts room,” Luciani says. With Ross’s architecture, the family got a stone house with curved shapes and large, panoramic windows. Living areas, kitchen. Terrace and pool ended up on the third floor.

“It never occurred to me that the house should have an elevator. Even though it’s a premium house, it just wasn’t in my plan. But Pål introduced us to the idea and told us why his houses always have lifts. It is about function and sustainability – to be able to decide for yourself when you want to move, not because you no longer have the energy to carry the grocery bags or yourself up the stairs.”

But it was only when Robert and

his wife got to see the design of the Aritco HomeLift that the couple agreed to include an elevator.

“I was extremely fond of the smallest model of Aritco HomeLift and the way it could be personalized so it would harmonize with the architecture. But when we applied for planning permission, our kitchen being located on the second floor meant the authorities thought we should have a larger model for more functionality. Also, a larger elevator has a longer lifespan because it could allow us to stay in the house even if we needed an assistant to help us in and out of the elevator.

The position of the house on a hill and the and large, panoramic windows mean that you can see the elevator moving through the house from

a long way away. Close up, the central location of the elevator is revealed, right next to the beautiful open stairwell. From the second floor, you can follow the elevator’s journey from the entrance up to the bedroom area on the third floor. The family has chosen blue lighting when the lift is moving and warm orange light when it is still.

“We use the lift more than I thought we would do. And it has proved to be absolutely indispensable to us when we have been shopping. Then we fill the lift with the bags. Very comfortable and good. And as soon as we have guests, everyone uses it. So far, no guest has gone home without trying the lift, and it is a lovely feeling to see their faces as they move silently up through our house.

## VILLA LUCIANI

**Lives in the house:** Robert and Danwei and son Dante

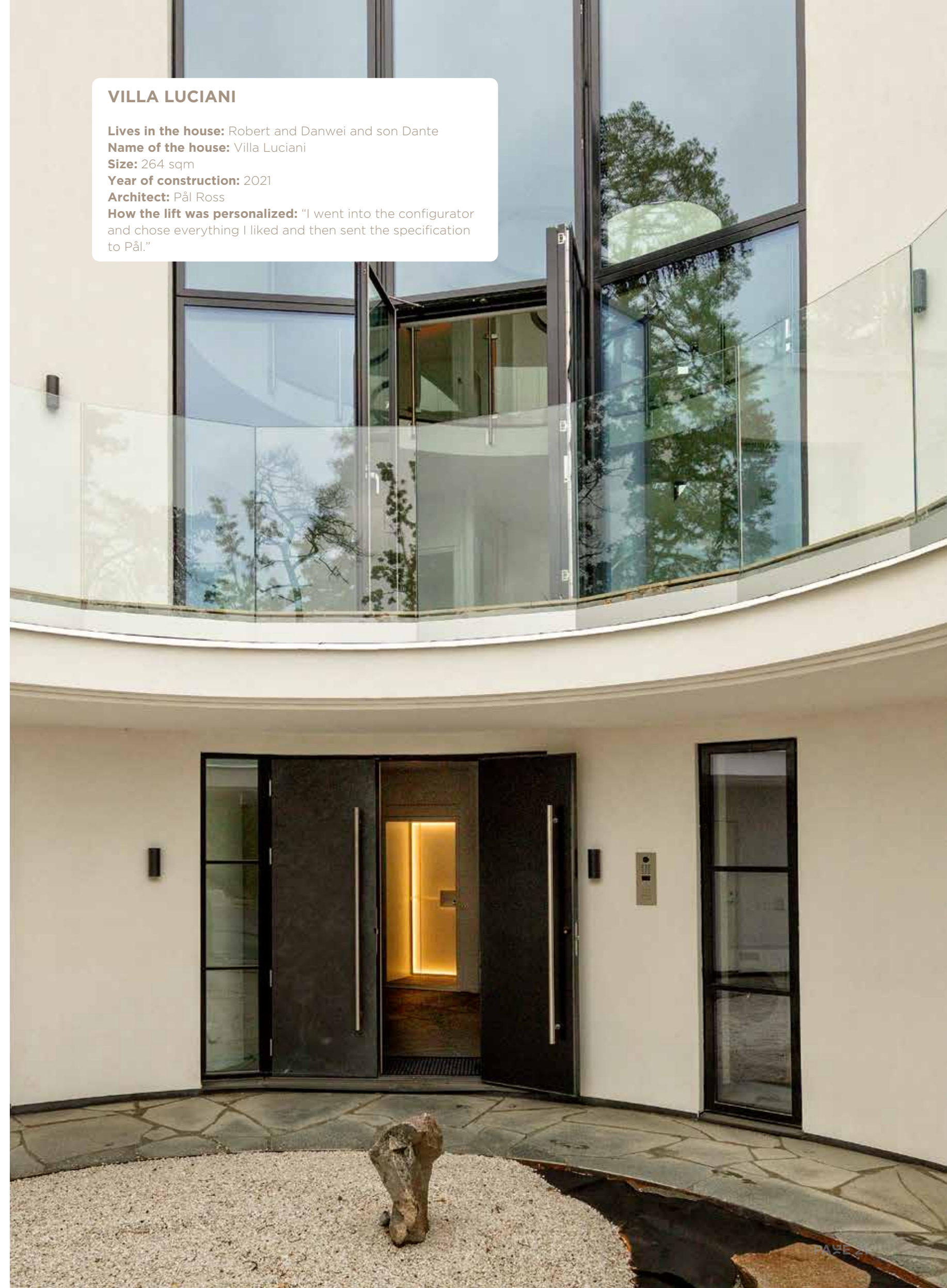
**Name of the house:** Villa Luciani

**Size:** 264 sqm

**Year of construction:** 2021

**Architect:** Pål Ross

**How the lift was personalized:** “I went into the configurator and chose everything I liked and then sent the specification to Pål.”





---

Meet the transformers

# **SOLUTIONS FOR A GREEN LIFE**

The architectural firm MVRDV in Rotterdam and their blueprints are drawn up with the watchwords function, relevance and sustainability. “Our projects are always about creating an architecture that assumes a role for good, socially beneficial and sustainable population over time,” says Jan Knikker, Partner and Director of Strategy & Development at MVRDV.





MVRDV was founded in Rotterdam in 1993 by Winy Maas, Jacob van Rijs and Natalie de Vries. By the 2010s, the group had made itself known as an architectural office that mastered everything from research to exhibitions. Today, MVRDV is also found in Shanghai, Berlin and Paris.

Originally a journalist, Jan Knikker joined the firm in 2008 and today works with the firm's strategic planning.

### What is most recognizable in MVRDV's architecture?

Our buildings always create better conditions for both the city and the people. In simplest terms, you can recognize our architecture because it is remarkable, green and social. We will never take on a project unless we see that this outcome is possible. But our projects can be anything from a new bus stop in Amsterdam to a new neighborhood in Paris. So, when we choose to take an assignment, it's never about the scope. It's about creating structures that are relevant.

### What does relevance mean in your buildings?

It means that the architecture we cre-

ate provides a better solution for people's lives and for the planet we live on. That's why we actively look for projects and customers where we can create these solutions. If that ambition or the



goal for a project isn't there, it is not a project for us.

### Have you always had this approach to your work and the world around you?

We have all grown up with the warning that one day our resources will run out, that there will be no space to build on. We are also Dutch, which means that we

are not spoiled us with an abundance of nature around us – we created most of our country artificially. This has led us to strive for density and to build artificial nature into our architecture to provide a better life for people. Ponds, lakes, forests, gardens and parks can be found in courtyards or on communal roof terraces. It has become important for us to have a holistic view of people's living spaces.

### What does it take to be a credible partner for people's housing?

Credibility is about understanding how people want to live, not only today, but also tomorrow. During childhood, you need larger areas, as a student you need accommodation to be inexpensive, and when you are older you want to live in less space that is more practical. That is why it is necessary to create houses that are flexible, so that all living needs can be met. We believe that creating a place where generations can meet will make society better. As an architect, you can contribute to such a society.

### Which cities have succeeded in this today?

Europe's major cities were originally built like this. They were planned with



#### The Markthal, Rotterdam 2014

Rotterdam had a hard time getting people to want to live in the city center. Tourists weren't attracted either. As part of a larger urban renewal effort to make the district attractive again, the Markthal building was erected. Its mix of food market, restaurants, housing and parking created activity from morning to evening. As the building was completed, the tourist numbers in Rotterdam increased from annually 350,000 to 4.5 million people. The building also awakened the desire of Rotterdam citizens to once again live and play in the historic neighborhood. [www.markthal.nl](http://www.markthal.nl)



#### Expo Pavilion 2.0, Hanover, 2020

This was the first time that MVRDV showed that nature could be created artificially within a building. The architecture is also a fine demonstration of the Dutch architectural firm's philosophy about how to densify the city. The theme of the building is "creative space," and it will also serve as a place for co-working. [www.mvrdv.nl](http://www.mvrdv.nl)

simple and larger dwellings in the same properties, with completely different standards in the apartments facing the street compared to the ones on the courtyard. It was good to have plenty of parks and green spaces and plenty of meeting places and local businesses. It was easier for people to meet and live. Some of this remains in parts of our big cities, and today young people want to live this kind of life in the city.

### What are the major trends in housing right now?

One big trend is that housing has be-

come very expensive because too little has been built. It's true almost everywhere. Then, the lack of housing has led to the evolution of how of multi-family housing works. Today, more features are being built that can be shared. For example, communal terraces, party rooms and communal laundries are becoming more common again. These common areas promote quality of life.

### Are we returning to the traditional multifamily building?

Roughly generalising: apartments are getting smaller and smaller – there is

more compact living. Housing has to be smaller for people to be able to afford to live in the middle of a city. The effects of people living in less space and more efficiently can be seen in citizens' making greater use of the city's infrastructure, culture, restaurant life and green spaces.

### What's driving architecture today?

It is always the market that decides, and sometimes architecture gets out of step. When small apartments are needed, they are sometimes built too large and are too expensive. Today, we cannot make cities





#### **Salt, Amsterdam, 2018**

*Salt, an office block for creative companies, was created in Amsterdam harbor. By using prefab materials and structures in a sustainable and efficient way, MVRDV managed to bring the construction cost down to below 1,000 Euro/Sqm. The building is radical in its uncompromising cost reduction. Despite the low construction cost, an attractive office was created with flexible floor plans, a ceiling height of 4 meters and large windows. [www.mvrdv.nl](http://www.mvrdv.nl)*

bigger, so we must instead bring the benefits of the suburbs to the center of the city. Like having more green areas and plantations on roofs and terraces and then taking the elevator down and ending up in the middle of the city. There is wisdom in the urban lifestyle because it is basically about sharing things.

#### **There is also a trend to move from the city to the countryside.**

This is a very positive trend for shrinking regions. People can create a better life, and old buildings get new life. The digitization of society is an important part of making this happen. You can also see that people bring the desire to share facilities out to the countryside. But if people moving out into the countryside start commuting long distances by car to go to their jobs, it would be a negative trend.

**In previous interviews, you've talked about future-proof archi-**

#### **tecture. What does that mean?**

Basically that we create buildings that can live a long time both in their use and in their expression. It's not good for our planet to tear down buildings and erect new ones. We also need to build flexible accommodation. Not only to satisfy different needs, but also to enable people to live in ways they feel good about. Therefore, we want you to be able to influence everything in a living space, have your rooms high up, decide where to have a kitchen and bath, choose if you want a big room or a lot of small ones. You also have to keep in mind that apartments in a building may also function as offices or shops in the future.

#### **What do you think it takes to create architecture that is sustainable?**

We need to create buildings that do not require much energy. In Europe, we walk around indoors in a T-shirt

and turn up the heat to keep warm. In countries with a tropical climate, we try to cool down the indoor climate in order to wear a suit. We need to find a solution to this, and then transform buildings.

#### **What technology can help us?**

There are many, but solar power has great potential! If we can, for example, get windows that can produce solar energy, we have solved a lot. All houses have windows so it would be a revolutionary technology. But as always, it is important that function and form belong together. Today, many solar panel solutions make buildings ugly.

#### **What does the term urbanism mean to you?**

That we jointly create a city that we like to live in. If we follow the trends in tourism we will see which cities and neighborhoods people are attracted to and want to live in.

# BEST IN CLASS

At Aritco, we've always dedicated ourselves to making our lifts more and more recyclable. We lead the industry in safety, design and sustainability. In these pages, you can learn more about why our lifts and our company are trailblazers in the platform lift industry.





# SHOWROOM EXCELLENCE

In Aritco's showrooms, you will experience the lifts and how they look and feel.



In a world that is becoming more and more digitized, Aritco's showrooms around the world have taken on even greater significance. That's because when a premium brand is present in a global market, it must be recognizable whether you meet it in Bangkok or Stockholm.

"It is very important to us that you recognize our brand, whether you are in our own showroom or in one of our partners' showrooms," says Joakim Gustavsson, Aritco's Experience Marketing Manager.

Indeed, work on appearance and expression in the showroom is already under way and will continue to move forward throughout the years to come. It will cover common guidelines regarding furni-

ture, décor and more – all to make the most out of the meeting between customer and brand during a showroom visit.

"No matter how strong we are online with our virtual showroom or with our digital LiftGuide, for example, we want customers to have the opportunity to experience our lifts and how they look and feel," Joakim says. "How the design is in real life and what the controls and materials feel to the touch are very important, and that's also why we're investing in developing the showroom experience."

Today, Aritco's own showrooms are found in seven cities around the world, and the lifts are available to touch, feel and ride in with more than 60 partners.



All photos are from Aritco's showroom in Stockholm.



# SUSTAINABLE ALL THE WAY

In one year, the Aritco HomeLift uses less energy than a standard dishwasher. Meet the lift designed to be sustainable.

**A**ritco's development effort aimed at creating a more sustainable lift is ongoing every day. It includes not only lift production, but also the choice of materials and transport.

When developing the Aritco HomeLift, sustainability was a core part of the design, which makes it possible today to recycle as much as 95% of the lift. The goal, of course, is 100 percent. To achieve this, there is continuous product development, research and testing of new and more sustainable materials.

The design enables recycling of metals such as steel and aluminum, which can be recycled over and over again. Another main material is glass, which can also be recycled many times. With other components and materials in the lift, Aritco also strives to

find suppliers and producers as close to the factory in Stockholm as possible. That way, Aritco can make the subcontractors' transports to the factory in the Stockholm suburb of Järfälla more sustainable.

Over the past year, Aritco has also carried out several sustainability projects to find a more climate-smart way to transport its lifts to customers' sites. One of the projects resulted in transporting Aritco HomeLift in specially designed boxes made of recyclable wood. The concept is based on having more parts of the lift assembled at the customer's site, which makes the transport less bulky. For example, a three-story elevator today takes up as much transport space as a two-story elevator did before. The design of the wooden boxes also means that the lift is better protected in transit, and the size of the

boxes is adapted so that each container that Aritco sends is optimized. The boxes can later be shipped back to Aritco for reuse in the recycling system that Aritco offers to the customers.

Logistics for transport are also more sustainable today. Previously, Aritco's partners were responsible, since transport the lifts. This meant that several trucks loaded with just one or two lifts could be sent to the same market, depending on how many partners there were in that country or city.

Today, Aritco organizes and plans all transports itself, which means that truck transport in particular is more efficient, climate-smart and sustainable, since transport for each country can be coordinated in a more efficient and sustainable way.

# SUPER-SMOOTH INSTALLATION

The secret behind Aritco's fast installation is the unique platform technology.

**I**nstalling a platform lift from Aritco is easy and can be done in at almost all properties without the need for any major site preparations. Other lifts require space and remodeling to accommodate both an engine room and a lift shaft. Aritco solves these problems by incorporating its lift technology into the back wall of the lift and by using a self-supporting lift shaft.

The simple construction means that the lift requires less space than other lifts, and is

therefore more easily situated in a house. The lift can be placed in any open space, with minimal impact on the premises. It can either be placed directly on the floor with a ramp or installed in a 37 mm pit. Perforation between floors is required. The lift must be attached to a wall or equivalent.

The unique design and technology also means that Aritco's lifts are not required to follow the Lift Directive regulations that other lifts must. Instead, they follow

the Machinery Directive and European legal requirements. This makes it easier for Aritco's lifts to adapt to local construction standards.

As a result, installing an Aritco platform lift generally costs 70 percent\* less than installing a conventional lift.

\* global average calculation of difference in cost of product and installation between conventional lifts and platform lifts.



# CONTRIBUTING TO A BETTER WORLD

As HR Manager at Aritco, Ellen Lagerholm leads the company's extensive social sustainability work.

Ellen Lagerholm is in her fifth year at Aritco. During these years, she has been part of the company's continued journey out into the world and the creation of a brand-new headquarters. But her biggest assignment has been to develop Aritco's corporate social responsibility (CSR) efforts.

"Contributing to a better world is one of our responsibilities," she says. "As a company, we do not exist in a vacuum. We do not have a responsibility only to ourselves. We also have a responsibility to protect the environment and a social responsibility to give back to the world around us."

"Aritco's engagement has always had a clear idea that you should help if you can, that we should care about our fellow human beings, animals and the planet both in terms of how we make our lifts and how we as a company can help those as we do," who do not have the same opportunities as we do," Ellen explains.

Aritco's journey started with the dream of building lifts that create opportunities for everyone, through continuous innovation. Opening up opportunities is also one of the key reasons why Aritco chose to support the water cleaning project Solvatten ("sun water" in Swedish). Solvatten is a revolutionary Swedish invention that purifies water from pathogenic microorganisms through solar heating and natural UV radiation directly in a water can.

"Our owner, Latour, started by supporting Solvatten," Ellen says. "For us at Aritco, it was a natural partnership, since Solvatten elevates life for many people around the world. Solvatten is also an effort that is easy to follow up on. It makes a concrete contribution to



#### **Solvatten heats up water**

*Hot water is more important than ever for washing to protect against viruses. The supply of warm water also means that people do not have to walk several miles every day to collect firewood, a task traditionally carried out by young girls and women. These trips are often dangerous, as firewood and coal are often a source of armed conflict in these areas. Also, girls and women are often abused when collecting firewood.*

people in vulnerable areas of the world by enabling them to access a Solvatten device and its ability to purify water. When the pandemic is over, we will get back to realizing the next opportunity, namely that two employees will be allowed to go as volunteers and see for themselves how crucial Solvatten's contribution can be."

In 2020, Latour, Aritco, Aritco's partners and Aritco's employees (who can support Solvatten directly with deductions from their own salary) contributed some 109 Solvatten purifiers.

"Solvatten has really inspired commitment from us, and we have conducted competitions and auctions among the staff to raise even more money," she says. "It feels fantastic that over the next seven years, our 109 Solvatten purifiers will create 4.6 million liters of clean water in Uganda and Kenya – with more to come!"

But Aritco's CSR work does not end

there. In the town of Järfälla outside Stockholm, Aritco is an important partner. During the pandemic, Aritco helped Järfälla via its operations in China when there was a lack of masks in Sweden. And when the all-important high-school internship program faced cancellations, Aritco partnered with Järfälla municipality to arrange digital tours for the town's high school students, so they could gain a better picture of what it is like to work with one of Järfälla major employers.

"Our sustainability work – caring for fellow human beings, animals and nature – is an important part of becoming a better workplace for our employees. We also strive to become one of Sweden's best workplaces in the 'Great Place to Work' rankings made by our own employees every year," Ellen says. "To achieve this, it is not only necessary for us to have a holistic approach. We must also be long-term and constantly bring care, love and warmth to our world."



**ELLEN LAGERHOLM**  
**AGE:** 48  
**LIVES:** Stockholm  
**TITLE:** HR Manager



# Aritco HomeLift

Aritco HomeLift is designed to ignite the full potential of your home. It goes beyond mere function to be a spectacular design feature that makes your home stand out, while giving you that extra feeling of luxury.

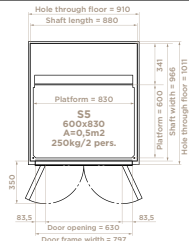


## Explore Aritco HomeLift

### Key features

Aritco HomeLift comes with luxury design features like the DesignWall, a backlit wall with selected art from prominent Scandinavian designers, and DesignLight, with state-of-the-art lighting that you can control via the SmartLift app. The lift is operated via a unique solution: a steering wheel called the SmartControl. The lift is equipped with our SmartSafety system, with safety features that anticipate situations and prevent accidents.

### Sizes

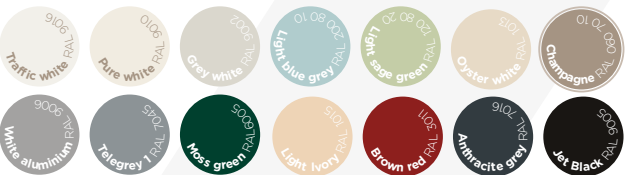


MODEL	CARRIER SIZE	EXTERIOR DIMENSIONS	RATED LOAD
S5	600 x 830 mm	966 x 880 mm	250 kg / 2 persons
S8	1000 x 830 mm	1366 x 880 mm	250 kg / 3 persons
S9	1100 x 830 mm	1466 x 880 mm	250 kg / 3 persons
S12	1000 x 1200 mm	1366 x 1250 mm	400 kg / 5 persons
S15	1100 x 1400 mm	1466 x 1450 mm	400 kg / 5 persons

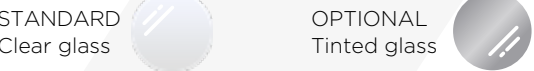
### DesignWall



### Lift color



### Glass



### Floor



### Intended use

Installations in private homes  
Indoor installation environments

### Technical compliance

European Machine Directive 2006/42/EC  
European Standard EN 81-41

### Drive system

Patented screw-and-nut system

### Rated speed

Max 0.15m/s inside Europe  
Max 0.30 m/s outside Europe

### Emergency lowering

Battery-powered

### Travel height

250 - 15 000 mm

### Top height

Min. 2 225 mm to 4 000 mm

### Number of floors

2 to 6 floors

### Installation

Recessed installation 37 mm below floor level  
Installed directly on the floor with a ramp

### Operation

Hold to run (press and hold)  
One-touch operation (press one time) for installations outside Europe

### Power supply

230 V 1-phase  
400 V 3-phase

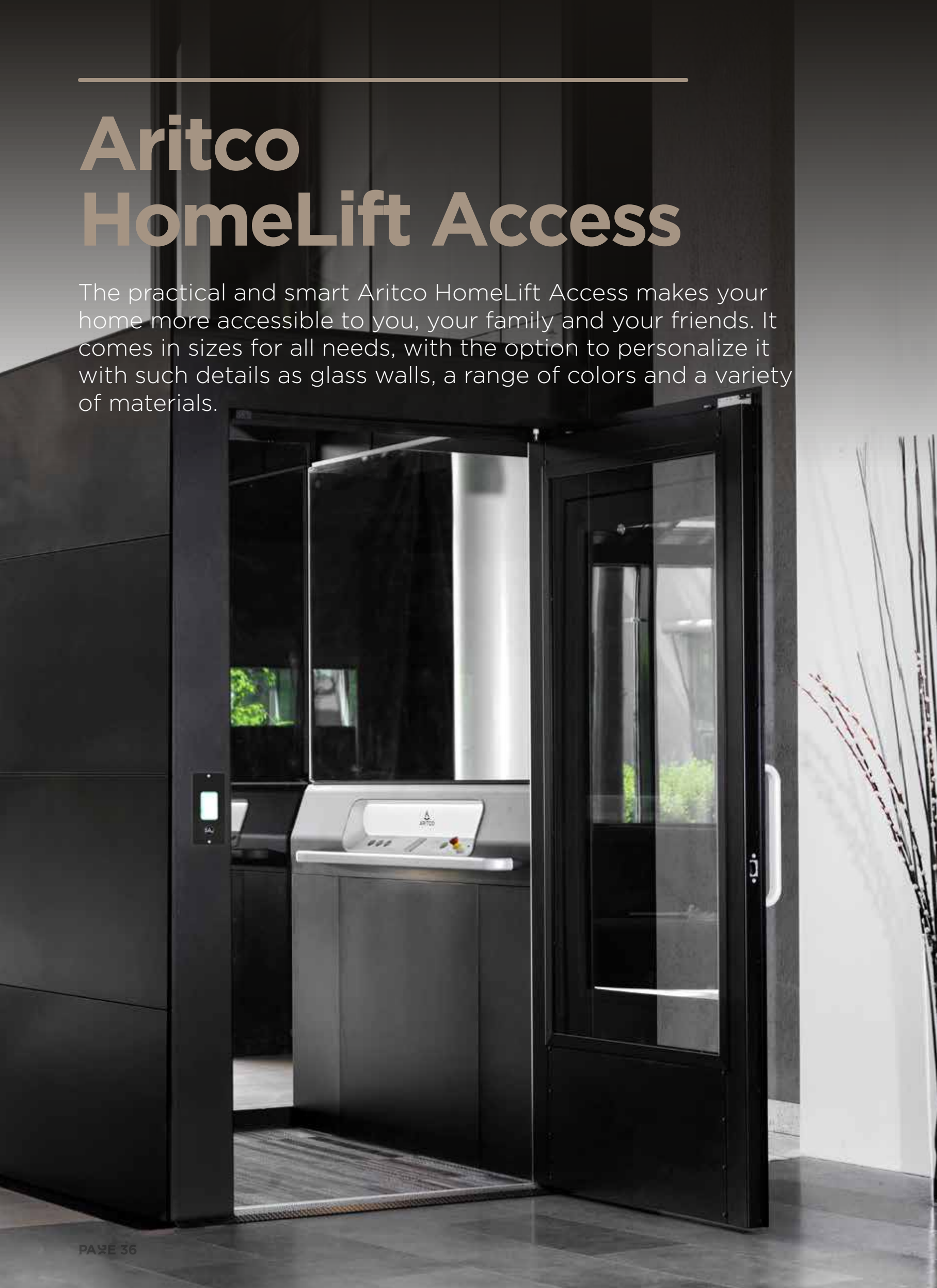
### Warranty

Aritco HomeLift comes with a 24-month warranty (From September 2021 60 months).  
The screw-and-nut assembly has a 10-year warranty



# Aritco HomeLift Access

The practical and smart Aritco HomeLift Access makes your home more accessible to you, your family and your friends. It comes in sizes for all needs, with the option to personalize it with such details as glass walls, a range of colors and a variety of materials.



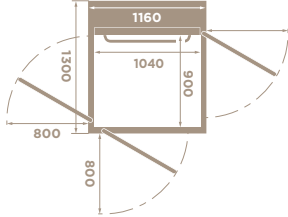
## Explore Aritco HomeLift Access

Alternative model  
Outdoor version

### Key features

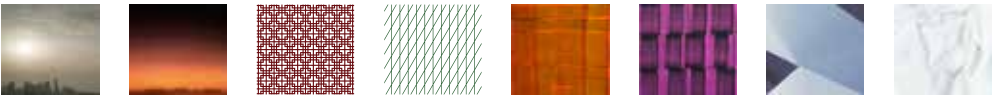
Aritco HomeLift Access comes with many customization options. You can personalize your lift by choosing from more than 200 different colors, two different glass types and eight different floorings. The lift is very practical and smart and increases your home's accessibility for everyone. It comes in several different sizes. The larger models accommodate a stroller or wheelchair. The lift is equipped with our SmartSafety system, with safety features that anticipate situations and prevent accidents.

### Sizes



MODEL	CARRIER SIZE	EXTERIOR DIMENSIONS	RATED LOAD
1	900 x 1040 mm	1300 x 1160 mm	250 kg / 2 persons
2	900 x 1280 mm	1300 x 1400 mm	410 kg / 5 persons
3	900 x 1480 mm	1300 x 1600 mm	410 kg / 5 persons
4	1000 x 1280 mm	1400 x 1400 mm	410 kg / 5 persons
5	1000 x 1480 mm	1400 x 1600 mm	410 kg / 5 persons
6	1100 x 1480 mm	1500 x 1600 mm	410 kg / 5 persons
7	1000 x 1980 mm	1400 x 2100 mm	500 kg / 6 persons
8	1100 x 1580 mm	1500 x 1700 mm	500 kg / 6 persons

### DesignWall



### Lift color

Can be painted in any RAL color from the RAL K7 classic chart (Except for pearl and fluorescent colours)



### Glass

STANDARD  
Clear glass



OPTIONAL  
Tinted



### Floor



### Intended use

Installation in private homes  
Indoor and outdoor installation environments

### Technical compliance

European Machine Directive 2006/42/EC  
European Standard EN 81-41

### Drive system

Patented screw-and-nut system

### Rated speed

Max 0.15m/s inside Europe  
Max 0.25m/s outside Europe

### Emergency lowering

Battery-powered

### Travel height

250 - 13 000 mm

### Top height

Min. 2 240 mm

### Number of floors

2 to 6 floors

### Installation

Recessed installation 50 mm below floor level  
Installed directly on floor with 50 mm ramp

### Operation

Hold to run (press and hold)  
One-touch operation (press one time) for installations outside Europe

### Power supply

230 V 1-phase  
400 V 3-phase

### Warranty

Aritco HomeLift Access comes with a 24-month warranty (From September 2021 60 months).  
The screw-and-nut assembly has a 10-year warranty

### Alternative model

**Aritco HomeLift Access OUTDOOR version** is designed for outdoor use. All outdoor lifts are delivered with corrosion class C5 guides to avoid corrosion.  
**For more information please visit [aritco.com](https://www.aritco.com)**



# Aritco 4000

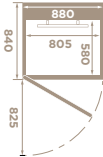
Our smallest and most compact lift. This lift has been designed to meet all requirements for comfort, space and design. It is available in different sizes, with an option to personalize it with details such as glass walls, a range of colors and a variety of materials.

## Explore Aritco 4000

### Key features

Aritco 4000 comes with several customization options to personalize your lift. You can choose between more than 200 different colors, two different glass types and eight different floorings. The lift is also very compact and space-efficient, which makes it possible to install the lift in almost any home, even where space is limited. The lift is equipped with our SmartSafety system, with safety features that anticipate situations and prevent accidents.

### Sizes



MODEL	CARRIER SIZE	EXTERIOR DIMENSIONS	RATED LOAD
1	580 x 805 mm	840 x 880 mm	250 kg / 2 persons
2	880 x 805 mm	1140 x 880 mm	250 kg / 2 persons
3	1080 x 805 mm	1340 x 930 mm	250 kg / 2 persons

### Lift color

Can be painted in any RAL color from the RAL K7 classic chart (Except for pearl and fluorescent colors)



### Glass

STANDARD  
Clear glass



OPTIONAL  
Tinted



### Floor



### Intended use

Installation in private homes  
Indoor installation environments

### Technical compliance

European Machine Directive 2006/42/EC  
European Standard EN 81-41

### Drive system

Patented screw-and-nut system

### Rated speed

Max 0.15 m/s

### Emergency lowering

Battery-powered

### Travel height

250 - 13 000 mm

### Top height

Min. 2 300 mm

### Number of floors

2 to 6 floors

### Installation

Recessed installation 50 mm below floor level  
Installed directly on floor with 50 mm ramp

### Operation

Hold to run (press and hold)  
One-touch operation (press one time) for installations outside Europe

### Power supply

230 V 1-phase

### Warranty

Aritco 4000 comes with a 24-month warranty (From September 2021 60 months).  
The screw-and-nut assembly has a 10-year warranty



# TAKING YOUR HOME TO THE NEXT LEVEL



Find your closest reseller at [www.aritco.com](http://www.aritco.com)  
Press & Social Media @aritco



*Aritco HomeLift Access  
with DesignWall: Sheets*