

## **Pronomic Showcases Lift&Drive Data Center Lifter Range to Europe's Expanding Data Centre Market**

Pronomic, a leading provider of safe and sustainable industrial lifting solutions, is excited to introduce its Lift&Drive product range to Europe's rapidly growing data centre industry. This innovative range of lifters enables companies to manoeuvre servers and other critical equipment quickly and safely, reducing the risk of accidents and injuries among staff.

As data centres become increasingly central to business operations worldwide, the demand for efficient and safe handling of servers and other hardware is at an all-time high. Pronomic's Lift&Drive range is designed specifically to meet these needs, offering a smart, ergonomic solution for managing heavy loads in a variety of environments, including hyperscale facilities, colocation data centres, cloud service providers, and on-premises centres.

**Join us at booth A40** to discover how Lift&Drive can enhance **safety and efficiency** in your data centre.

Over the past five years, Pronomic has built a strong reputation as a trusted supplier to some of the world's largest players in the data centre industry. The Lift&Drive lifters help ensure a safe working environment for technicians by eliminating the need for manual lifting—one of the key sources of strain injuries and operational downtime.

### **Challenges in the Data Centre Environment**

Data centres often present significant challenges for staff. Technicians work in confined spaces, navigating narrow aisles and dealing with heavy, expensive equipment. Many facilities still rely on manual handling, putting workers at risk of injury and increasing the likelihood of costly equipment damage.

"Data centres are critical for businesses of all sizes, but standard lifting procedures are often overlooked," said *Pierre Elow, European Business Development Manager – Data Center.*

"Technicians are frequently tasked with manually lifting heavy servers, leading to accidents and strain injuries that could easily be avoided with the right equipment."

### **Protecting Staff and Equipment**

Injuries sustained in data centres can lead to significant operational disruption, with skilled technicians often forced into long-term sick leave due to preventable injuries. In addition, damaged equipment can result in downtime and costly repairs. The Lift&Drive lifter range offers a tailored solution, taking the physical strain off technicians and ensuring both staff and equipment are protected.

"Equipping a data centre with the right lifting solutions not only safeguards employees but also ensures smoother, more efficient operations," *Elow added.*

## Lift&Drive – Built for Modern Data Centres

The Lift&Drive range is designed to streamline manual lifting processes, making it possible for a single operator to safely and efficiently handle servers. Key features of the new lifters include:

- **Lightweight Design** – Lift&Drive lifters are lighter than their load capacity, making them ideal for any data centre environment.
- **Agility** – With a compact footprint and tight turning radius, the lifters easily navigate narrow aisles.
- **Precision Control** – Stepless control ensures precise positioning, allowing operators to reach both the lowest and highest rack slots with ease (from 1U to 52U or higher).
- **Customization** – Standard models can be tailored to meet the unique needs of modern data centres.

With headquarters in Sweden and a network of representatives and partners across Europe, Pronomic brings decades of expertise in industrial lifting solutions. Our team also offers comprehensive maintenance and support services to ensure customer satisfaction, no matter where they are located.

**Pronomic** is part of **Amplex**, a privately owned Swedish corporate group that acquires, owns, and develops technology-based businesses in selected niches. Offering innovative solutions mainly in lifting technology and materials handling, workplace safety and lighting, the group companies contribute to increased efficiency and competitiveness for their customers. Together the companies have operations in some ten countries in Europe, Asia, and North America. To learn more about Amplex, please visit [www.amplexab.se](http://www.amplexab.se)

For more information, please contact:

Pierre Elow – [pierre.elow@pronomic.com](mailto:pierre.elow@pronomic.com) , +46 (0) 708 27 17 13

Visit: [www.pronomic.com](http://www.pronomic.com)

The company Pronomic is member of the Swedish Datacentre Industry Association  
[www.sdia.se](http://www.sdia.se)

Please ask for the communication kit with photos and films  
[christine.holmstrom@pronomic.com](mailto:christine.holmstrom@pronomic.com)

