

# Monopoly in the elevator business?

## Builders, Architects, Customers, beware of the giants!

Through misleading information on matters of safety of low rise lifts and home lifts; building owners; architects, and end users are being persuaded by large international lift manufactures, to purchase machine room-less (MRL) traction lifts, instead of the safer, more reliable and less expensive hydraulic lift.

To monopolise the lift business they exclude competition from small efficient companies, by obtaining patents of questionable significance, and prohibiting other companies from rendering repair or replacement of such equipment. They may argue that this is a safety measure: whereas in reality, in an emergency, only experts, not immediately available in most cases would be able to take action.

Hydraulic lifts are basically simpler and safer to install and to service, than traction lifts and are ideal for small efficient lift companies who generally concentrate on local installations with competitive prices.

The sales arguments for MRL lifts are misleading in that much is written about safety but the end result is a system far less safe than that of the hydraulic system, especially in cases of earthquake, fire, or electrical failure.

Installation and servicing of MRL lifts in the shaftway instead of in a secured machine room is putting the safety of mechanics and consequently the safety of passengers at risk.

MRL's are supposedly environmentally friendlier and energy saving. The reality is that in a household or apartment building, the yearly difference in electricity costs could range between only \$ 50 and \$ 150. However when travelling for the more intensive servicing of MRL's is taken into consideration, the MRL proves to be no more environmentally friendly than is the hydro.

The endeavour of major companies to monopolise the lift industry by excluding the hydraulic lift can be seen in their subsidising of initial MRL installation prices. Their take over of smaller, hard hit companies which had concentrated on the hydraulic lift business, is only a matter of time.

Relieved of competitive pressure, the giant lift companies have been making record profits through high servicing costs at the expense of the misinformed customer.