

# THE BRAND





**ESTILL**



Dear Reader,

Welcome to the world of STILL! What you now have in your hands is more than a book. It's an open invitation to get to know STILL's brand personality. Perhaps by the end of this brand book you will see STILL from a different perspective. At any rate with greater confidence. Why that in particular?

Everything is based on trust. We all know that from our own lives – wherever we are in the world. Trust in a global corporate brand is as much a part of its valuation basis nowadays as its balance sheet. Careful brand management and the consistent internationalisation of the company have a long tradition at STILL. They can be traced back to the company's founder.

The prerequisites for a trusting relationship are openness and transparency. This principle holds true throughout the world and in all cultures. That's why we will show you openly and honestly in this brand book why it is worthwhile to put your trust in the STILL brand.

Have you become curious? Then we don't want to stop you from reading any longer. You will find out that "first in intralogistics" is more than our promise to you. It's our motivation to continue the further development of STILL. And to do it anew every day.

Your STILL Management Board

THE BRAND

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The image shows the exterior of a building with a corrugated metal facade. The word "STILL" is mounted on the wall in large, black, three-dimensional block letters. Each letter is illuminated from below, creating a bright glow. Above the letter "I" is a large, orange, rectangular sign that is slightly tilted. The sky in the background is a pale, overcast blue.

**STILL**

01 / **WELCOME**  
TO THE WORLD  
OF INTRALOGISTICS

# HOW MUCH STILL DOES A YOGHURT CONTAIN?

Many of the products we handle have passed through a worldwide supply and production logistics chain in which STILL's information and materials flow solutions are used. You can experience a few of the many examples here:



**09° 09' 43" S, 40° 58' 15" W**  
Mango plantation,  
Casa Nova, Brazil  
Using a CLX 25 to load mangos



**47° 28' 59" N, 12° 03' 59" E**  
Dairy,  
Woergl, Austria  
Loading milk products with an FM-X



**50° 02' 00" N, 08° 34' 14" E**  
Airport,  
Frankfurt, Germany  
Unloading mangos  
controlled by an intralogistics terminal



**51° 58' 50" N, 04° 08' 00" E**  
Port,  
Rotterdam, Netherlands  
Using an RX 60 to unload yoghurt jars



**49° 27' 10" N, 11° 05' 23" E**  
Dairy,  
Nuremberg, Germany  
Transport to the production unit  
with an EXU-SF



**48° 51' 41" N, 02° 21' 27" E**  
Louvre Rivoli supermarket,  
Paris, France  
Using an EXU-H to stack shelves



**48° 51' 40" N, 02° 20' 09" E**  
Louvre Pyramid,  
Paris, France  
Breakfast break with mango yoghurt





## WHY HAVE A BRAND?

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Do you remember your biology lessons? Do you still know how plants safeguard their species and reproduce? It has been based for millions of years on a universal survival principle: pollination by insects and birds. But how do plants each succeed in attracting their own correct pollinator to their flowers? It's very simple: they send out clear, unambiguous signals. These must be conspicuous and readily perceptible, and must be understood in every vegetation zone throughout the world. That's not so easy due to the great diversity of species. Plants must "come up with" plenty of good ideas. They entice by using colour, smell, shape and even temperatures that are exactly matched to the needs of the insects being specifically targeted. In this way they attract their important "clients" even from a great distance. The wages for the bees: nectar. A recipe for success on every continent.

Just stop for a moment and think about your favourite brand. Ideally you should close your eyes. Which images do you now see? How does the brand attract attention to itself?

Probably you'll find it easy to recall clear, even unmistakable details such as the logo, specific colours or particular products. The world's leading brands use the same principle as the plant world: they send their customers clear, trustworthy signals. As a result the customer experiences guidance and certainty when making a purchasing decision. One thing is clear from this: purchasing a branded product means purchasing a trusted product! That holds true regardless of the cultural background of the respective market. So what has that got to do with STILL? We in STILL also have "nectar" and we need "bees" for our survival. Our offers are the nectar and the bees are our clients. We must signal to you clearly and attractively that we – and not our competitors – are the "right plants" for you.

If we understand and take to heart this relationship, we will transfer the universal principle of nature to STILL and will hold our position as a leading brand throughout the world. In that way we will remain desirable and will strengthen customer loyalty. A clear picture of STILL will be created in the worldwide market: the unique brand image.





# WHY HAVE A BRAND BOOK?

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Just imagine you are visiting one of STILL's worldwide branches for the first time. Therefore you should ask yourself these five questions:

Which milestones have shaped STILL?

What makes STILL unique throughout the world?

Which pathway is STILL following into the future?

How can I become a part of STILL's success story myself?

Why can I be proud to work in or with STILL?

You are holding the key to the answers in the shape of this book. It is intended for everyone who has a special interest in STILL. First of all that means our clients and employees throughout the whole world. But investors, the media, citizens, local authorities

and organisations are also interested in our international commitment. You will learn about the important role that

*This book will make the STILL brand transparent and its essential features understandable.*

you personally play for STILL. That's because a successful brand is shaped exclusively by the convinced, committed persons who support it. STILL wants these people to feel it is part of their homeland - in any of its locations throughout the world. So let's join together in strengthening this trust - trust in the STILL brand.



*Service*

*www.still.eu*

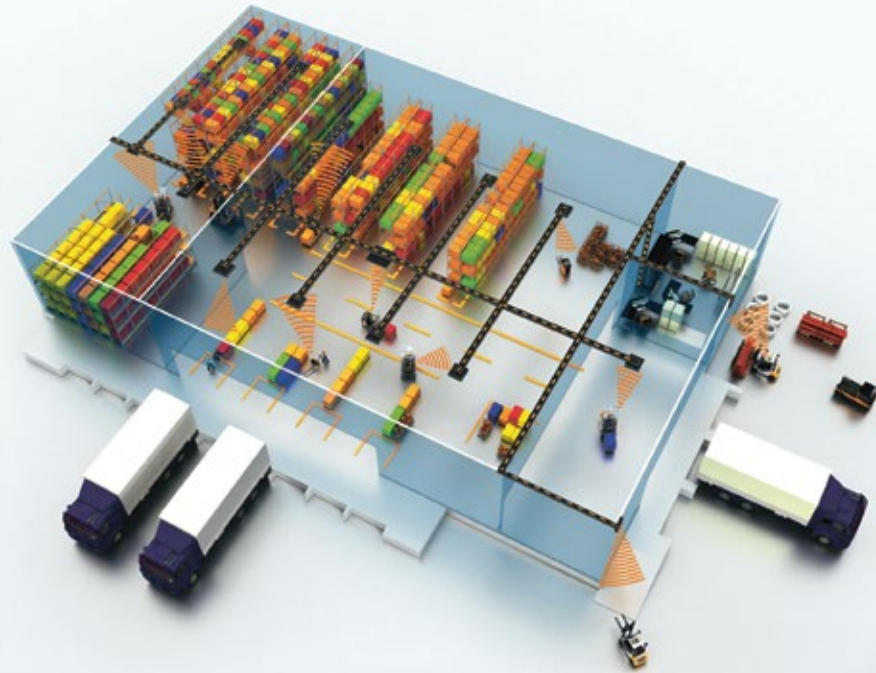
tems S.A.

02

**STILL**

MESSAGE AND MISSION

**In the lead with a system.**  
STILL intralogistics.



**STILL intralogistics.** The in-plant flow of materials and information that takes place between the individual logistics nodes, is a complex system. STILL Intralogistics solutions give you the lead you need right away to achieve optimized networking and control.

For further information go to [www.still.co.uk/intralogistics/systems](http://www.still.co.uk/intralogistics/systems)

A clear view of materials flow –  
the STILL system.

*Advert, 2008.*



first in intralogistics

**STILL**

Tailor-made solutions  
for discerning customers.

*Advert, 1953.*

*“The Muli FORKLIFT TRUCK. High-performance auxiliary  
equipment to MECHANISE the loading service in the RAIL INDUSTRY.”*



25. April 1953

Nr. 5



Der  
*Muli*

**GABELSTAPLER**  
das leistungsfähige  
Hilfsmittel für die  
**MECHANISIERUNG**  
des Ladedienstes  
bei der  
**EISENBAHN**

**HANS STILL AKTIENGESELLSCHAFT HAMBURG**

**8 Stunden am Tag  
sieht Ihr Stapler-Fahrer  
immer noch so...**

**oder in Zukunft so.**  
Mit dem neuen  
STILL-Freisichthubgerüst\*



“Clear view from the driving seat –  
with the user in mind.”

*Advert, 1976*

*“Is this what your forklift truck driver still sees for eight hours a day ...  
or like this in the future? With the new STILL clear-view lift mast.”*



Service immédiat.  
Le service après-vente STILL.

Le service d'assistance téléphonique STILL est atteignable 365 jours par an, 24 heures sur 24. Et avec plus de 850 techniciens de maintenance que compte notre réseau de service après-vente très dense, la proximité client est notre maître mot. Ainsi nous garantissons non seulement des trajets courts, mais également des délais d'intervention extrêmement rapides. Cette forme de sécurité, vous n'en profitez que chez STILL.

Pour plus d'informations : [www.still-fr.com/service](http://www.still-fr.com/service).

## Unlimited readiness for action

*Advert, 2009.*

*"Immediate response. STILL Customer Service."*



first in intralogistics





Electrifying drive,  
forward-looking effect.

*Advert, 1952.*

*"Fuel too expensive? No problem! I drive electrically."*

Commitment and  
passion for new ideas.

*Advert, 2002.*

*"I'll invent a machine for that tomorrow."*



Mañana **inventaré** una máquina para esto.

Estupenda idea. Y así de geniales han sido los ingenieros del departamento de desarrollo de STILL. Ellos han desarrollado unas carretillas muy especiales, para trabajos fáciles en espacios muy reducidos. Por ejemplo las transpaletas

y apiladoras EGV y EGU, también en el segundo nivel. Para trabajar sin contratiempos y con máxima seguridad. Esto es lo que en STILL entendemos como ingenio.



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 **STILL**  
Movemos mucho más.





*Sportausrüstung für Bergsteiger*

Strong partner for top positions.

*Advert, 1955*

*“Sports equipment for mountaineers.”*



03

**BRAND**  
PROMISE  
AND COMMITMENT

# THE BUILDING BLOCKS OF A BRAND

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Global competitive markets have unprecedented complexity. There are countless companies offering the widest possible variety of services throughout the world. On a normal day we receive several thousand advertising messages and innumerable offers. With this flood of information, customers find it increasingly difficult to recognise the relevant differences in the services that are offered, or even to assess them objectively compared to those of the competitors.

The only brands that are noticed are those that succeed in using their exceptional features to stand out from the crowd and to occupy an international leading position. On the following pages you will learn to recognize the essential building blocks of STILL's brand personality. They enable our potential customers and clients to gain certainty when making their decisions in the world market for in-house logistics.

*As seen by our customers, our product range must be unmistakeable throughout the whole world.*



STILL in a nutshell

Claim

Brand benefits

Brand experience

## STILL IN A NUTSHELL

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A brand's strength is shown in dialogue. Just imagine: you are in a lift and someone asks you: what really are STILL's special characteristics? In just two sentences you put in a nutshell what is at the heart of the STILL brand.

“STILL provides customized solutions for intralogistics worldwide. STILL implements the intelligent management of material handling equipment, software and services.”

These two sentences express our strategic alignment and indicate the forward-looking offers with which we inspire our clients in world markets and gain their long-term loyalty. They simplify the choice of promising business areas and the points of emphasis in them. Every brand is based on a brand core that defines the company's unique performance capability. For us it is: “STILL is the leading supplier for the intelligent management of intralogistics.” Bringing such a brand core to life in everyday work is decisively important, because in-house logistics, i.e. the flow of goods and information within a business, is a decisive market for STILL. Intelligent interplay between all the building blocks is our aim. That succeeds only through tailor-made solutions based on individual customer advice.

In a nutshell, STILL builds the conceptual bridge from the brand core to our daily work and the claim to which we aspire.



STILL provides customized solutions  
for intralogistics worldwide.

STILL implements the intelligent  
management of material handling  
equipment, software and services.

# THE CLAIM

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The speed with which we humans need to absorb and mentally classify ever more information, professionally and in private, is constantly increasing. In these situations our brain gives priority to processing concise messages that promise a quick decision that is correct in the long term and convey a good feeling.

That's why it makes good sense to compress our position into a distinctive statement – our claim. This message is clearly and unambiguously understandable throughout the world, regardless of cultural

differences. Through this emotional address we anchor our claim permanently in the memory of our internationally

*Our claim is clearly and unambiguously understandable throughout the world, regardless of cultural differences.*

active clients. We use the claim in adverts and leaflets, on posters and at trade fairs, and in our online communication. In this way we repeatedly draw attention to the added value of the STILL brand. At the same time we invite our employees, customers and partners to promote the positioning specifically through their own commitment. This appreciation releases forces to further expand our leading international position.



first in  
intralogistics

## BRAND BENEFITS “5+2”

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Through our positioning we have laid the foundation for the successful future of the STILL brand. This gives rise to certain challenges for the worldwide management of the brand, because our customers want actual products or services and examine the specific benefits of every offer. If the customer’s benefit profile and our brand benefits are identical, we have achieved our objective.

At STILL we offer our customers 5 functional and 2 psychosocial benefits. The functional benefits are derived from the advantages of a product or service and as a rule they are technical in nature.

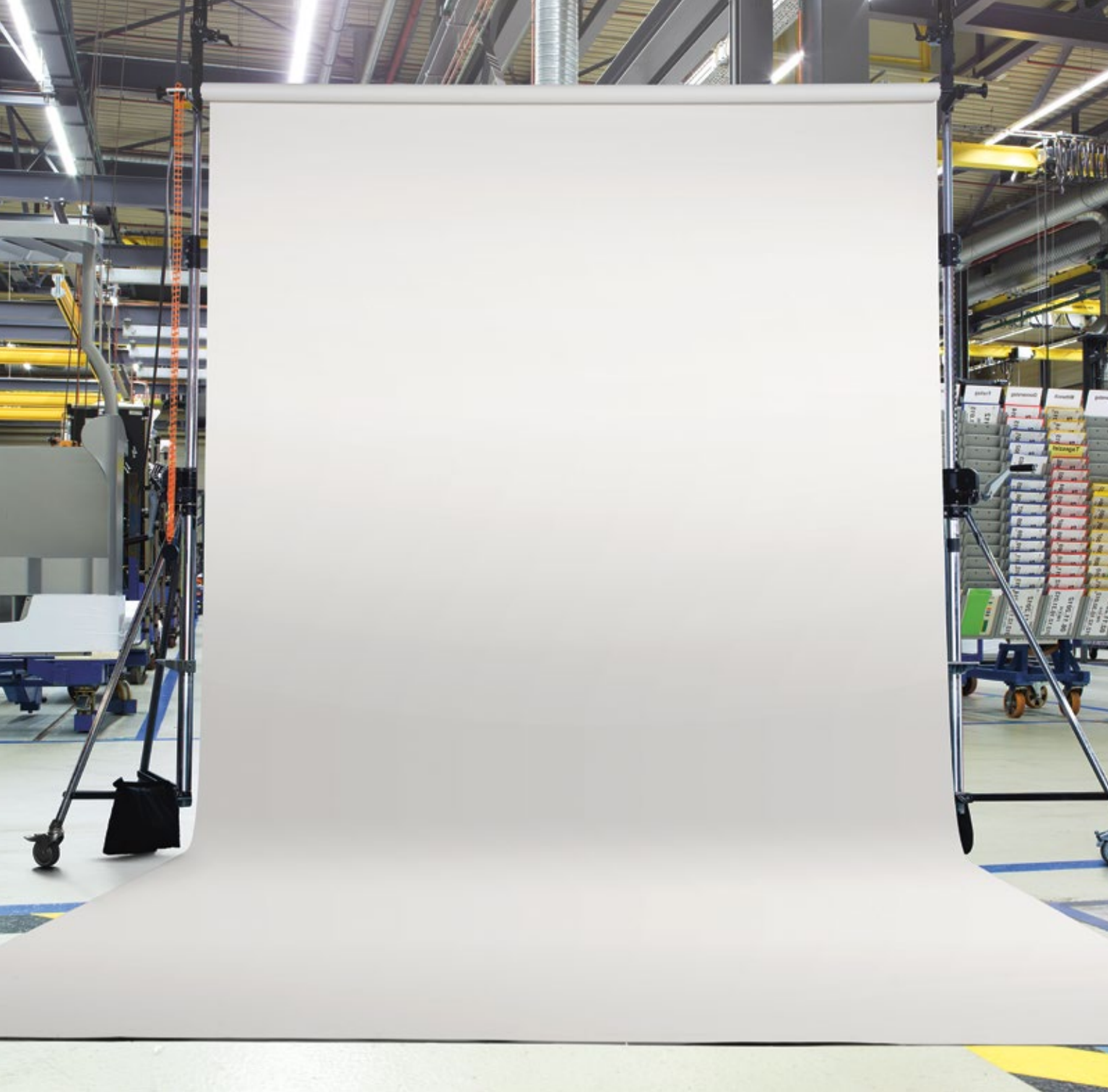
They also demonstrate the level of innovation and the quality of a performance. The assessment of psychosocial benefit factors is based on human social interaction. This

*Seven benefits are decisively important for the way we are perceived by our clients and partners throughout the world, and are characteristic features of the STILL brand.*

is influenced by the respective cultural backgrounds of our customers and employees. Based on the corporate mission statement, STILL takes careful account of such regionally and culturally differing perceptions. This intercultural competence is the only way to create worldwide trust in the STILL brand. If we act consistently within the meaning of the “5+2” benefits when developing and aligning our offers, we will promote our positioning credibly, encourage customer loyalty and enhance the value of our STILL brand.



System-oriented  
Customized  
User-friendly  
Being prepared  
Future-proof  
  
Committed  
Cooperative



For many of STILL's employees, their wide-ranging efforts extending beyond their tasks within the company are a tangible expression of their personal responsibility for a living corporate culture. Discover enthusiasm and passion for the greater common good among colleagues who are representative of many. It is their energy that inspires and shapes our thinking and actions in every encounter in STILL's brand world – externally as well as internally.



“Everyone knows his or her place and individual tasks in our team’s game strategy. We are **system-oriented** and keep the global picture in mind with every strategic move in the game. The structure of our team also ensures that everyone, through their talents, contributes to the success of the game.”

*Mikel, Marvin, Steffen, Florian and Timo, STILL Germany*





System-oriented means:  
harmonizing the interaction of all system components.



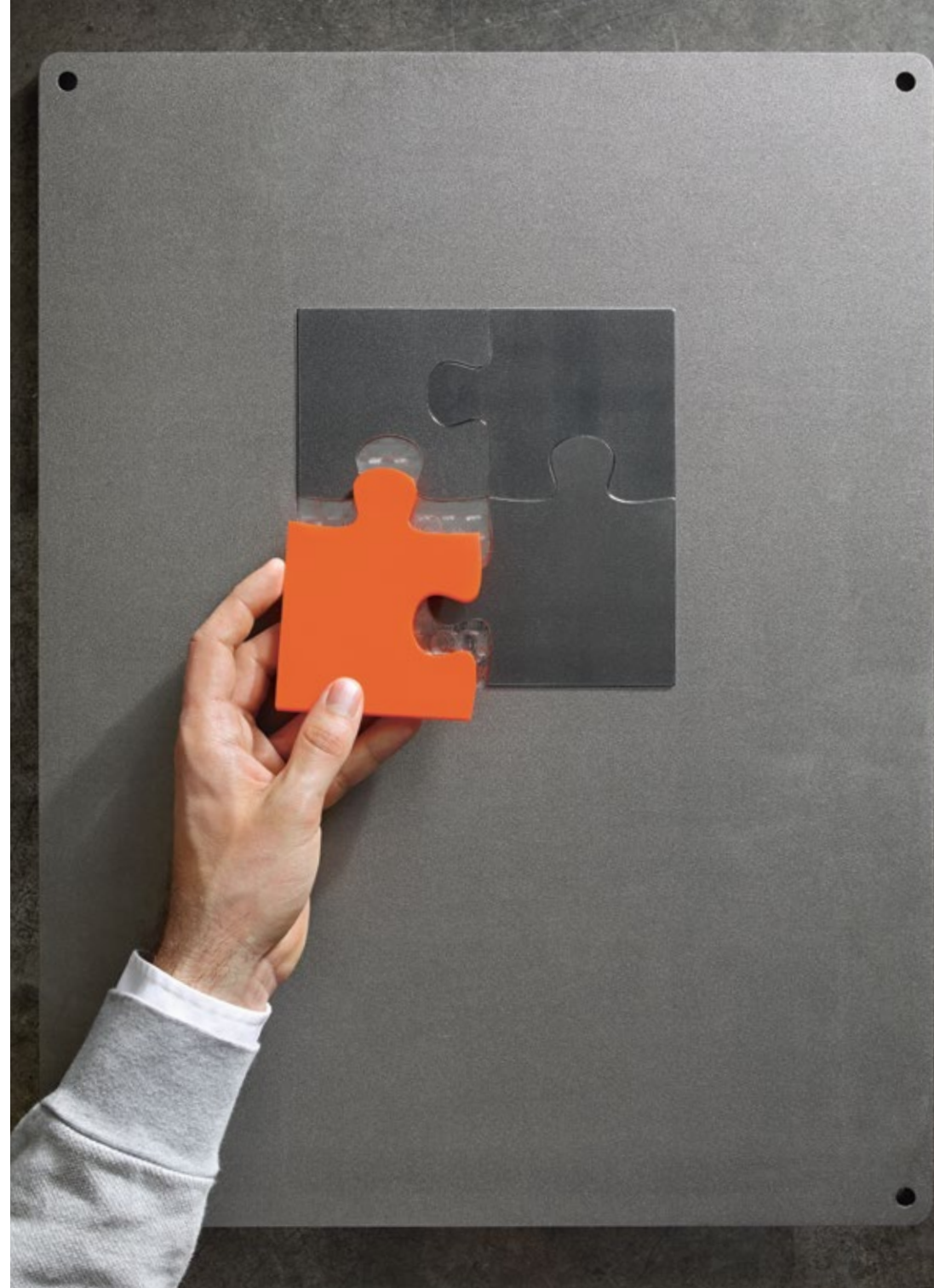


“The value of things lies in their individuality. Every detail counts. That’s why off-the-peg toys don’t meet this demand. The jockey sits perfectly in the saddle of my custom-built rocking horse because it’s **customized.**”

*Marcello, STILL Brazil*



Customized means:  
offering appropriate customer-centric solutions.





“The really important things in life must be **user-friendly**. If I have to start by reading an operating manual for a new product, something’s wrong with it. I want smart devices that are self-explanatory. One touch on the controls should be enough, and off we go. No matter whether it’s at home, on the road or in the office.”

*Aurélie, STILL France*



User-friendly means:  
offering products that are clearly  
understandable and easy to use.





“Social responsibility starts personally with everyone. We are there for others at any time if need be. As fire service staff we are **being prepared** round the clock. For us this constant responsibility is part of our everyday job and is also simply a part of our life.”

*Kai, Holger, Dirk and Michael, STILL Germany*



Being prepared means:  
being ready for operation at all times.





“Our future starts today – and does so with the creation of an environment worth living in for us all. So for me, acting in a **future-proof** way means protecting and caring for our indigenous animal and plant world. By installing and maintaining species-appropriate bird-boxes, I and my daughter take care of a part of the future that will benefit succeeding generations.”

*Tobias, Amy and boxer Hanni, STILL Germany*





Future-proof means:  
using efficient technology sustainably.





“Where commercial operations cross frontiers, humanitarian help must not be neglected. Together with young people from my community back home in the Netherlands, I worked on the construction of a clinic in a village in the Ukraine during my vacation. STILL Netherlands provided a vehicle for the journey. Social **commitment** unites people and brands.”

*John, STILL Netherlands*



Committed means:  
caring and thinking ahead.





“For both of us, whether when climbing or in every-day professional life – acting **cooperatively** means being able to rely on each other one hundred percent everywhere at all times. This principle holds true for us in every respect – including in the signs of our trust.”

*Jacqueline and Janos, STILL Germany*



Cooperative means:  
being able to count on each other.



# THE BRAND EXPERIENCE

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People are influenced by emotions. But it's equally true that is not the same everywhere in the world. Nonetheless certain brands succeed in triggering positive feelings irrespective of differing regional styles or traditions. Their worldwide recipe for success includes always addressing several senses at the same time, thus building up trust. That's why experience-oriented emotional brand experiences such

as the STILL customer days with brand musicals, trade fairs and personal discussions with clients work so well.

*The positive emotional perception of the STILL brand is a precondition for our worldwide credibility.*

Based on the traditionally accepted STILL corporate culture, which is characterised by mutual cooperation, we take care to ensure that our actions are perceived everywhere as experienced, dynamic, humane, flexible, fresh and innovative.

Rapid recognition of our products and employees is also necessary for the good feeling in our STILL brand of knowing you have a reliable partner at your side. That's why we have defined particular design guidelines for STILL: the Corporate Design. It extends from the shaping and colouring of our products and the use of particular type fonts to the workwear of our service staff. This unmistakable visual appearance always generates a trusted image among our customers throughout the world.



Experiencing is more  
than understanding.



## HOW DO I LIVE THE STILL WAY?

**Be a brand ambassador:** My customers tell me they would recognise STILL immediately by the tone of voice and behaviour. STILL gives me the right intonation for that. Brand-appropriate behaviour comes from inside. That's how I can be a brand ambassador.

**Trust at first glance:** Our product design and our logo are a part of my homeland. When I start work I know that the STILL brand is my trustworthy partner in everyday professional life.

**Staying in contact with STILL:** The strengths of our product range enormously simplify contact with customers. Our program of products and services is transparent, high-quality and simple to understand. That's why I find it easy to express clear statements in discussions. And effortless understanding is the best basis for trust.



04 / **ORIGIN**  
THE FORCE-FIELD  
OF OUR IDENTITY





“There may always be someone who supplies something cheaper, but there must never be a situation in which someone supplies something better.” *Hans Still*



**1920**  
**Foundation of the STILL Company**  
 At the age of 22 and with two employees, Hans Still sets up his own business to repair electric motors. Speed, reliability and high quality are the three cornerstones of his brand promise.



**1972**  
**The STILL Service Package**  
 As an industry pioneer, STILL ensures maximum customer satisfaction with full costs transparency by introducing a service package with fixed flat monthly charges.

**1949**  
**The EGS 1000 – STILL's first forklift truck**  
 The first self-developed forklift truck, the EGS 1000, marks the beginning of the STILL brand's intralogistics success story. The German Federal Railways are among the first customers.

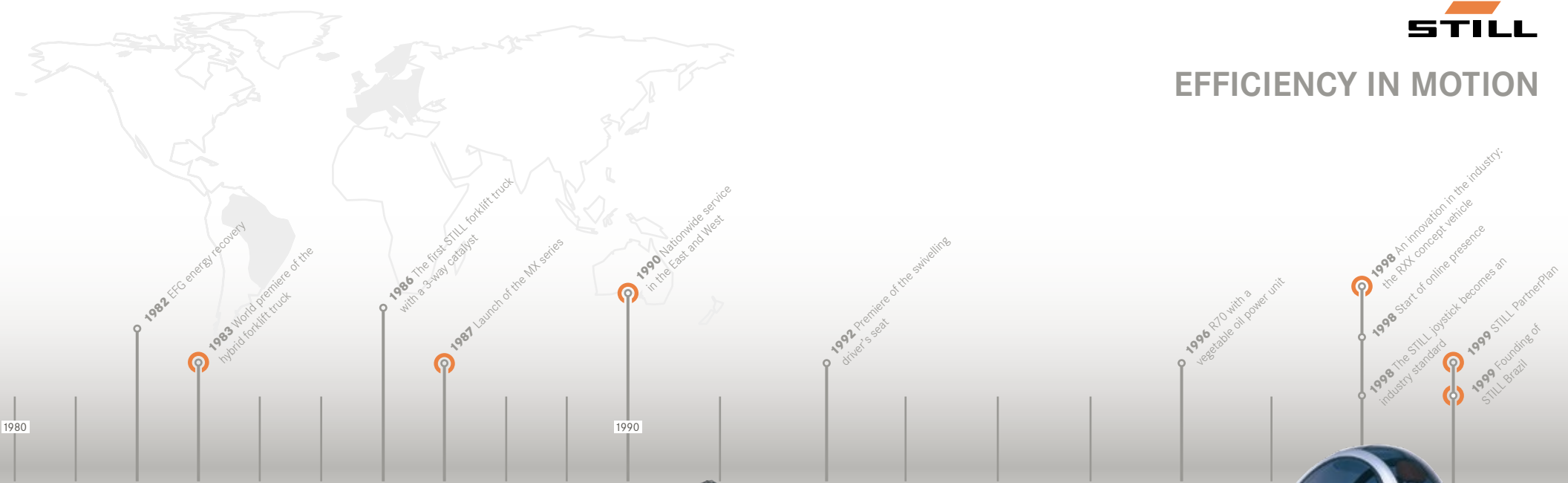


**1961**  
**Internationalising of STILL**  
 STILL's internationalisation starts in France with the foundation of the first national subsidiary company. Today STILL operates with 20 national subsidiaries and sales offices in 75 countries.

**1977**  
**The clear-view lift mast**  
 STILL's innovation opens up new horizons for the driver, and ensures additional safety and user friendliness.



# EFFICIENCY IN MOTION



## 1983

**World premiere: STILL's hybrid forklift truck**  
STILL presents the world's first hybrid drive industrial truck, thus setting new standards for environmental compatibility in in-house logistics.

## 1987

Launch of the legendary MX "Man Up" series



## 1998

**RXX concept vehicle ready for launch**  
Futuristic design and far-reaching technical innovations underline the forward-looking nature of the STILL brand. For example the movable cabin, the rear-mounted camera and the extendable rear weight ensure more safety and efficiency.



## 1990

**Eastern Europe discovers the STILL brand**  
German Reunification and the opening up of the eastern European countries pave the way for STILL's service fleet.

## 1999

**Brazil discovers the STILL brand**  
STILL establishes its first national subsidiary company in Brazil.

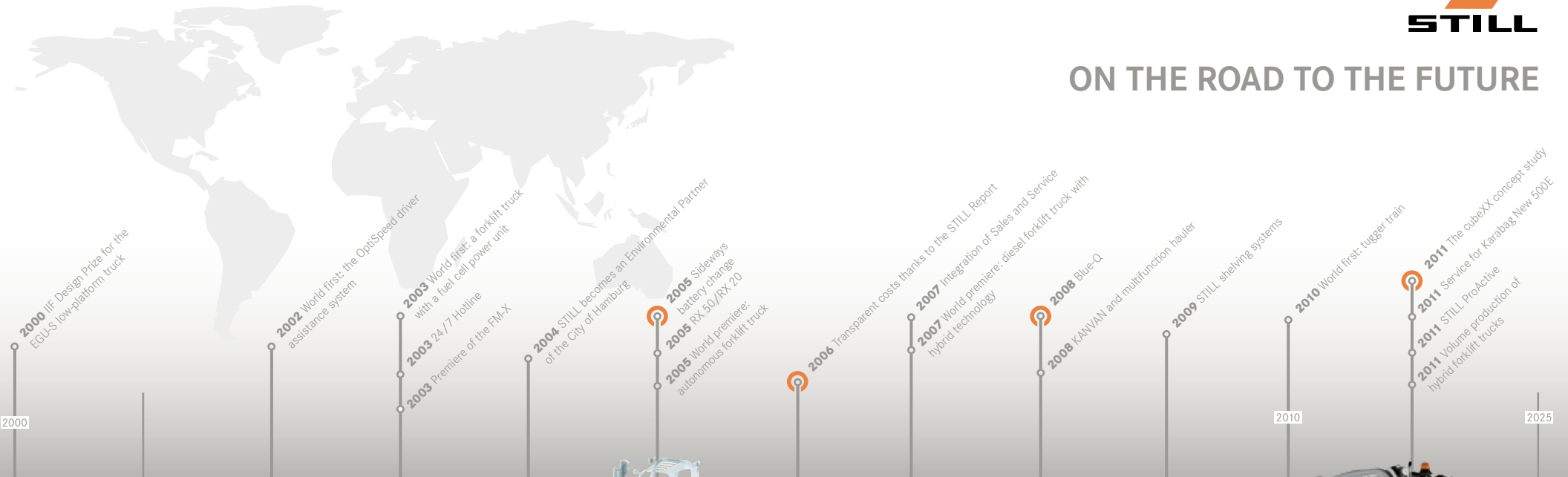


## 1999

**The STILL PartnerPlan offers custom-made solutions**  
The STILL PartnerPlan, a customised provision of service product with an abundance of design options, ensures an in-house logistics solution exactly tailored to the individual client's needs.



# ON THE ROAD TO THE FUTURE



## 2006

**A clear view of the vehicle fleet**

STILL Report, a unique web-based software tool, ensures the complete transparency of a forklift truck fleet.



## 2011

**The RX 70 Hybrid goes into volume production**

The world's first volume-produced counterbalanced forklift truck with a hybrid drive, manufactured by STILL, makes an important contribution to greater environmental responsibility. The RX 70 Hybrid uses ultracaps to store the energy released during braking. That makes it the most economical machine in its class.



## 2005

**A world first: sideways battery change**

For the first time a crane is no longer needed to change the energy source. This means STILL ensures more safety, efficiency and convenience round the clock.



## 2008

**Blue-Q combines efficiency and ecology**

## 2025

**In-house Logistics 4.0**

The transparency of the "Internet of Things" becomes the basis for In-house Logistics 4.0. STILL's autonomous machines operate with swarm intelligence and via cloud computing in autonomous warehouses and production facilities - transparently and efficiently. Welcome to the future of in-house logistics designed by STILL!





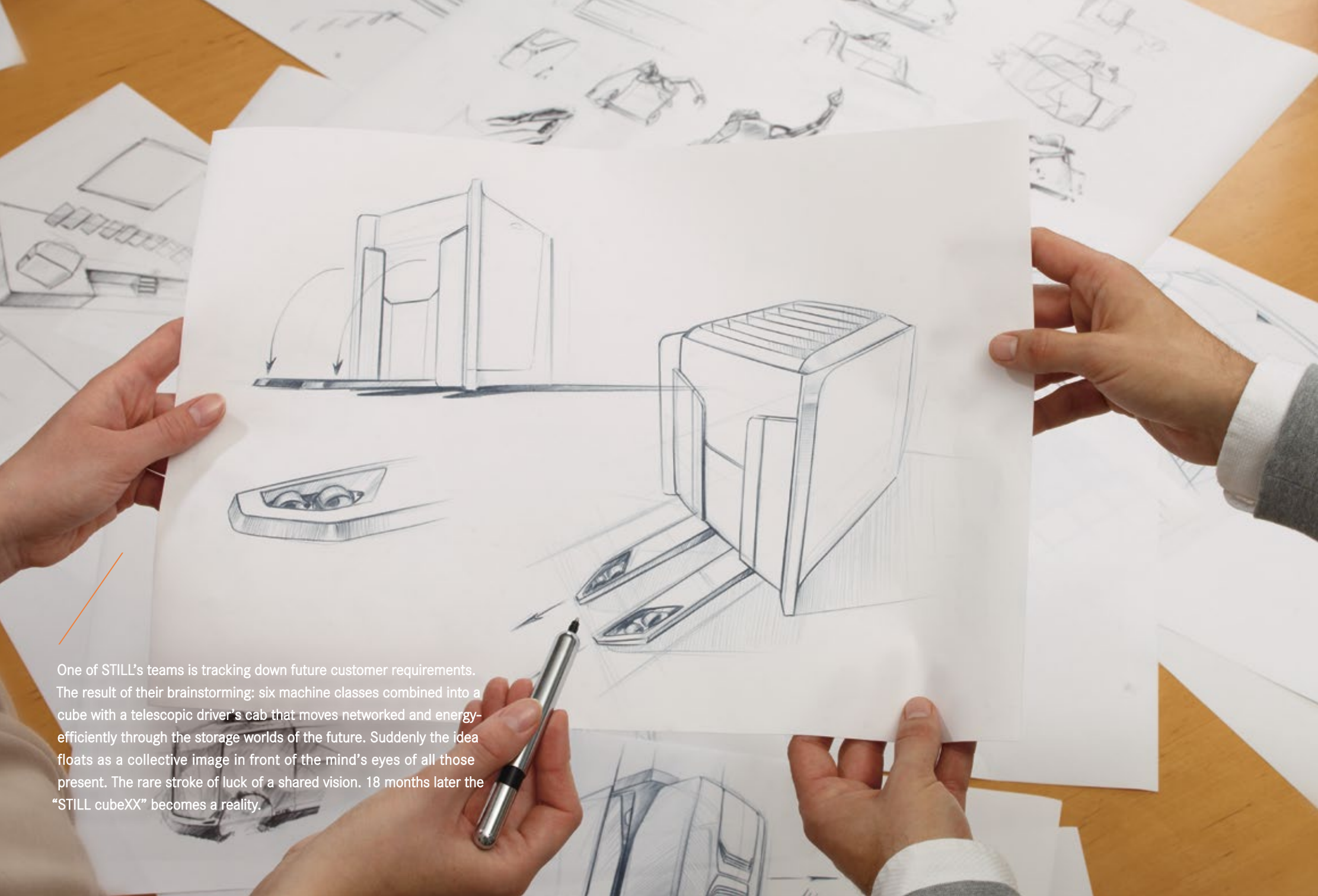
05 / **VISION**  
DRIVING FORCE OF  
A STRONG BRAND



A manager and a development engineer working for STILL get into top gear: in a taxi travelling through Singapore's rush hour they design a forklift truck for the warehouse of the future. Instead of a drawing board or computer, the misted-up car window acts as the user interface and a photo documents the flash of inspiration. Two years later the STILL RXX celebrates its premiere.



Whether in the role of developer, designer or salesperson: trainees at a STILL forklift truck seminar show how inventive talent and powers of persuasion combined with paper and adhesive can lead to efficient solutions for in-house logistics, thus winning their own managers as customers. This is how the company's own talents use enthusiasm, experience and imagination to create the foundation for STILL's future successes.



One of STILL's teams is tracking down future customer requirements. The result of their brainstorming: six machine classes combined into a cube with a telescopic driver's cab that moves networked and energy-efficiently through the storage worlds of the future. Suddenly the idea floats as a collective image in front of the mind's eyes of all those present. The rare stroke of luck of a shared vision. 18 months later the "STILL cubeXX" becomes a reality.



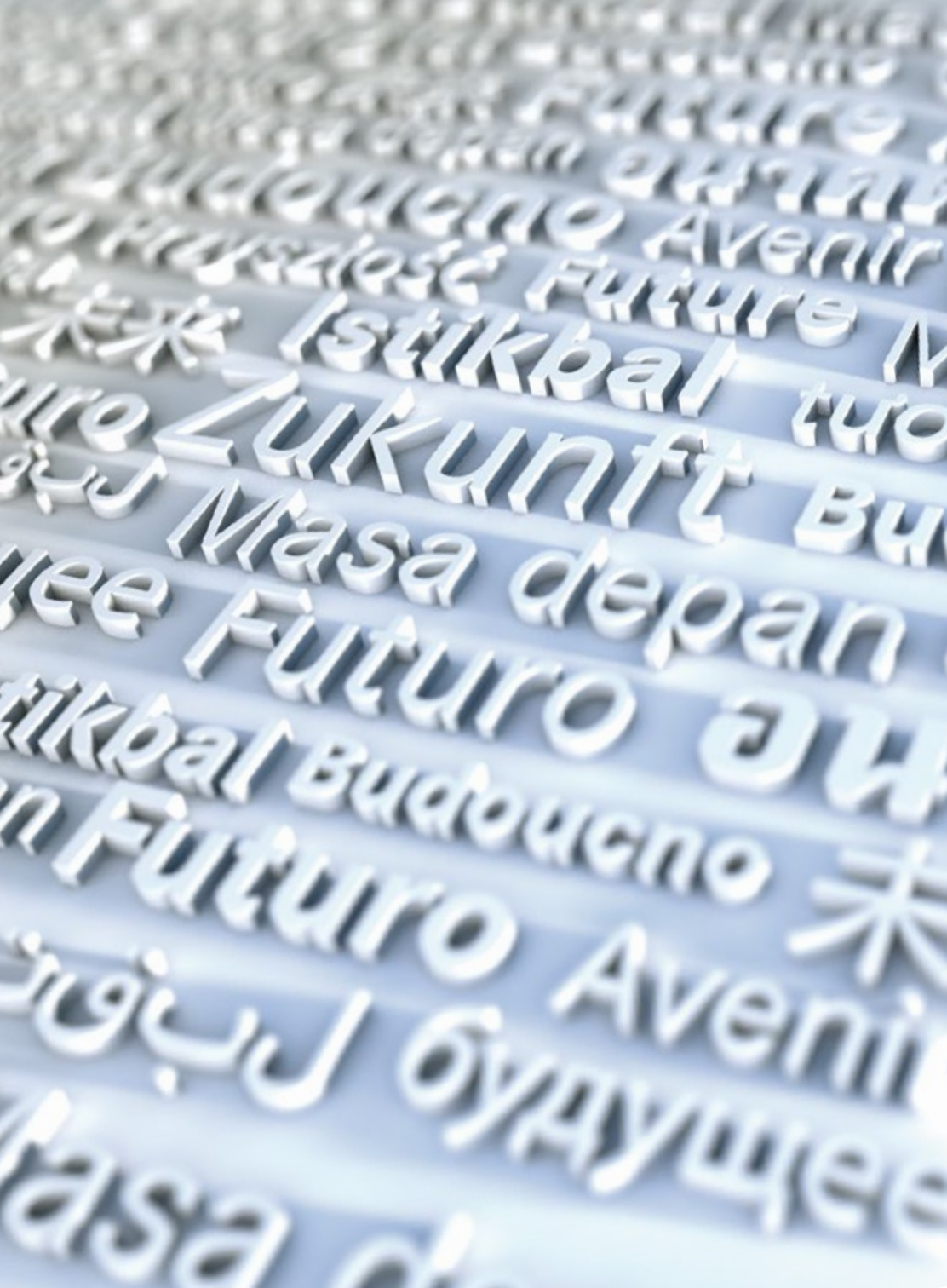


It all begins with a soundly-based materials flow analysis. STILL provides customized solutions for intralogistics worldwide, which is why STILL's salespeople and service engineers are sought-after contact persons wherever clients are seeking solutions for the future of their business. For example an internationally operating franchise company is searching for an integrated infrastructure for a logistics centre to keep pace with the rapidly growing number of its retail sites. STILL implements the intelligent management of material handling equipment, software and services. The client and the STILL salesperson plan the logistics centre of the future together directly at the future site – from the software and vehicle fleet to the racks.









**IMPRINT**

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**STILL**

cube **XX**

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