

Safety and sustainability are at the heart of Niftylift's innovative work platform solutions

Founded in 1985 by Roger Bowden, Niftylift has grown from humble beginnings into one of the world's leading manufacturers of mobile elevating work platforms (MEWPs). With over 550 employees across the UK and the USA, and an established dealer network operating in more than 60 countries, exports now account for over 75 percent of the company's sales.

Niftylift's range spans everything from trailer-mounted cherry pickers to track-mounted platforms and award-winning self-propelled boom lifts. "Our self-propelled booms offer efficient operation from a compact and maneuverable base," says Roger. "They can be driven from the cage while elevated, which saves time and boosts productivity on site."

Despite a global industry that often favors ever-larger machines, Niftylift has stayed true to its founding principle: innovation through compact, low-weight design. "Our tallest machine is 28 meters," Roger explains, "which is relatively small compared to some of our competitors. But we



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, greater return on investment.”

Headquartered in Milton Keynes, Niftylift has three UK manufacturing sites, offices in the US and Europe, and recently expanded into the UAE market with a founding presence in Dubai. The company’s origin story is equally striking. “It all started in a garden shed,” Roger reflects. “I began by buying, selling, and hiring machines. I designed a lightweight 12-meter trailer mount for my own hire fleet, and every time it went out, people wanted to buy one. That machine is still in production today.”

Since those early days, the company has continued to grow steadily, relocating to Milton Keynes and designing its first self-propelled model, the HeightRider, in 1988. It later moved into its current purpose-built headquarters in 2015. The site spans over 150,000 square feet across 12 acres and brings multiple disciplines together under one roof. It includes an engineering team of more than 75 specialists working across more than 25 technical disciplines, overseeing each product from initial concept through to final manufacture. All machines are designed, developed, manufactured, and tested in-house to meet global standards and type approvals.

Innovation remains central to Niftylift’s DNA, with R&D investment consistently averaging seven percent of

strong focus on developing practical solutions to real-world challenges, particularly in [Subscribe](#) ty, safety, and efficiency.

One of the company's most significant breakthroughs is its Hydrogen-Electric range, the first and only MEWPs in the world to integrate hydrogen fuel cell technology. These machines deliver powerful, zero-emission performance without relying on mains charging, which is often unavailable at the early stages of construction. A single G20 hydrogen bottle fully charges the onboard batteries, effectively doubling the machine's range while producing no CO₂, particulate matter, or noise emissions. "It's a clean, convenient and scalable solution for construction sites where mains charging isn't available," says Roger. "It gives our customers a way to keep moving toward their net-zero goals without compromise."

Niftylift also pioneered a new standard for MEWP safety. In 2009, the company became the first to fully integrate an anti-entrapment safety device onto a MEWP with the launch of SiOPS® (Sustained Involuntary Operation Prevention System). This innovative system instantly stops all machine movement if an operator is pushed onto the controls, addressing a key factor in serious trapping incidents. "We were at the forefront of that innovation," Roger explains. "And six years later, systems like SiOPS® became a legal requirement. We've always believed safety should be intuitive."

That belief also inspired the development of ClipOn, Niftylift's visual and audible lanyard reminder system. Seamlessly integrated into the machine's harness points, ClipOn alerts the operator if they attempt to use the machine without connecting their harness. It reinforces safe

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m has now evolved into the Gen2 Hybrid, which combines a fuel-efficient Stage V-compliant diesel engine with an advanced electric drive system powered by maintenance-free AGM batteries. This setup allows operators to work cleanly and quietly in low-emission zones while still having full performance and range for more demanding outdoor tasks.

This people-first ethos extends beyond customers to include suppliers and staff. “We view our suppliers as partners,” Roger explains. “Strong relationships are critical to weathering uncertainty, whether that’s global logistics disruption or political and economic volatility.” Every new supplier undergoes a thorough vetting process, which includes audits, supply agreements, and review of quotations. Existing suppliers are also regularly audited and supported through Niftylift’s Supplier Partnership Manual, which sets clear expectations for collaboration and performance.

Niftylift’s North American operations have also experienced substantial growth. Since establishing a permanent presence in the US in 2005, the company opened its purpose-built Distribution, Service and Spare Parts Centre in South Carolina in 2020. This site supports the company’s rapidly growing customer base across the US and Canada.

It. Niftylift also works closely with many local schools, running STEM programs and offering challenges to help inspire the next generation. [Subscribe](#) to get young talent into engineering and manufacturing.

In support of its workforce, Niftylift has a dedicated Training Centre at Shenley Wood. It is designed to onboard and upskill production staff in a purpose-built environment that replicates the factory floor. “It’s about giving people the confidence and practical experience they need before stepping into live production,” Roger explains.

Niftylift’s 40 years of experience has also played a vital role in shaping its approach to design and manufacturing. Over the decades, the company has refined its processes to ensure that safety and structural efficiency are built in from the very beginning. This is particularly evident in the chassis design of its machines, where precision engineering and in-house fabrication enable the creation of compact, low-weight platforms that deliver exceptional performance without compromising strength. It’s a philosophy that runs throughout the business—safety and intelligent design aren’t added on, they’re embedded in Niftylift’s DNA.

Automation has also played a growing role in the company’s evolution. Over the past decade, Niftylift has invested millions in robotics, powder coating systems, and AI-enabled processes to enhance quality and productivity. “We fabricate all our major components at our fabrication plant in Yorkshire,” says Roger. “So, investing in smarter manufacturing makes sense both in terms of efficiency and appeal. It helps us attract people who want to be part of a modern, forward-thinking organization.”

Looking ahead, Niftylift is focused on organic, sustainable growth, both in terms of product range and market reach.

overheads, and geopolitical uncertainty, Niftylift remains confident in its trajectory. **Subscribe** t a strong foundation,” Roger concludes. “We’ll keep investing in innovation, our people, and our partnerships, building on our 40 years of experience. That’s what makes this company special. Any success we’ve had is down to the incredible people who make up the Niftylift team.”

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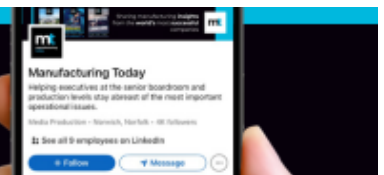
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