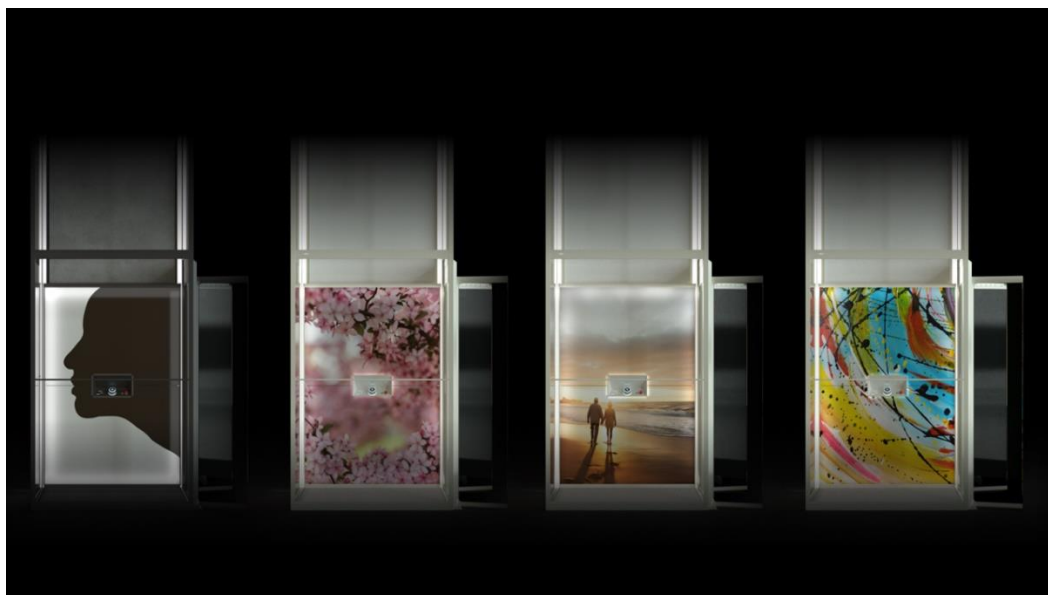


Aritco Introduces New Design Features for Aritco HomeLift, Redefining Functional Accessibility

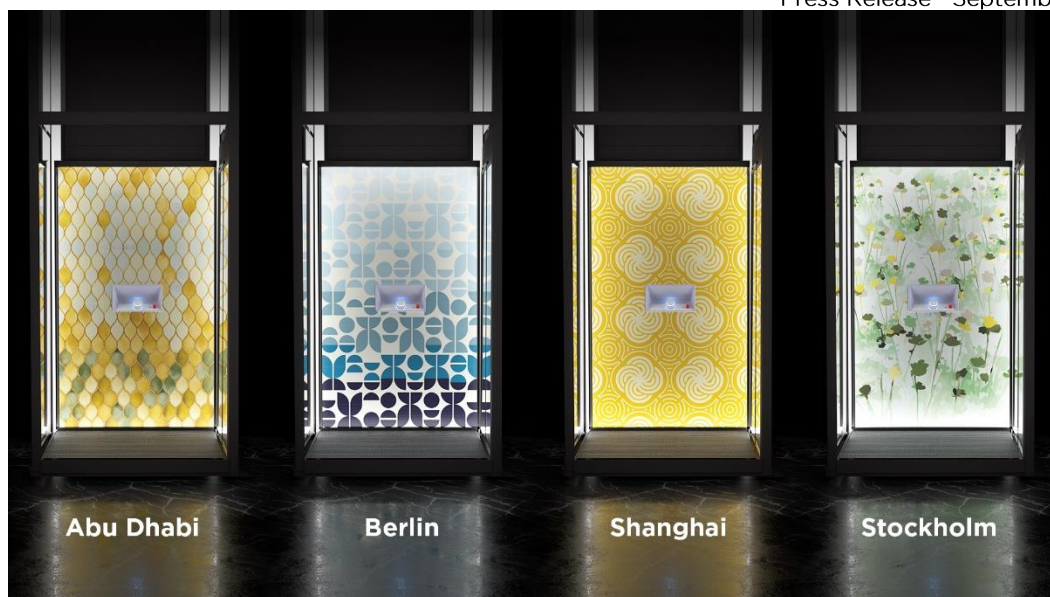


Aritco, a leading provider of residential lifts, is proud to announce the introduction of new design features for its renowned Aritco HomeLift. This latest update offers unparalleled customization options, transforming functional accessibility into a design statement that reflects the homeowner's unique style.

With the new design update, Aritco HomeLift owners can now personalize their lift's DesignWall with any image they choose. This innovative feature allows homeowners to truly make their lift a reflection of their individuality and personal taste.

In addition to the customizable DesignWall, Aritco HomeLift offers expanded options for floorings, ceilings, interior coverings, lighting, and even control panels. This comprehensive range of customization options ensures that almost every aspect of the lift can be tailored to suit the homeowner's preferences.

Aritco now also introduces four predefined Design Concepts, created by acclaimed Swedish designer Alexander Lervik. He brings global design to the Aritco HomeLift with his new Design Concepts inspired by Nordic nature, Berlin's urban graphics, Shanghai's elegant simplicity, and Abu Dhabi's Arabic chic. Each concept is a unique combination of colors, DesignWall, ControlPanel, DesignPanels and flooring.



Safety, reliability, and smart functionality remain at the core of Aritco's design philosophy. The new design features are seamlessly integrated into the lift's structure, ensuring that the highest standards of safety and performance are maintained.

"Aritco HomeLift has always been synonymous with quality and innovation," says Aritco's Product Manager Petra Lind. "With the introduction of these new design features, we are taking customization to a whole new level, allowing homeowners to express their personality and create a truly unique space."

Aritco HomeLift is designed to enhance accessibility and convenience within residential spaces, providing a seamless and stylish solution for multi-level homes. The lift's compact design and quiet operation make it suitable for a wide range of living environments.

For more information about Aritco HomeLift and its new design features, please visit <https://www.aritco.com/products/home-lifts/design-and-options/>



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ABOUT ARITCO

Aritco is a leading manufacturer of residential lifts, committed to providing innovative and reliable accessibility solutions. With a focus on safety, quality, and design, Aritco offers a range of lifts that combine functionality with style. Aritco's products are known for their exceptional performance, ease of installation, and minimal maintenance requirements. With a global presence and a strong network of partners, Aritco continues to revolutionize the residential lift industry.

Aritco was founded in 1995 based on the simple idea of opening up spaces for everyone by improving mobility, with a focus on Scandinavian design, smart functionality and safety. Over the years, Aritco has revolutionized the home lift industry. Aritco lifts have now been installed in more than 40,000 buildings and private homes around the world.

In 2016 Aritco launched the all-new Aritco HomeLift, taking residential accessibility to a new level. The Aritco HomeLift was Winner of Red Dot Product Award 2017 and won a Gold Medal at the European Product Design Awards. It was also nominated for Best Domestic Design at Wallpaper* Design Awards, was a finalist for Stora Design Priset (Great Design Prize) 2017 and was one of five finalists for the Grand Award of Design by Teknikföretagen and Svensk Form.

ABOUT ALEXANDER LERVIK

Alexander Lervik is a well-known Swedish designer with a global audience, and he has now worked with Aritco for almost 10 years. Their collaboration started when Lervik pitched for, and won a competition to design the company's new domestic lift, the Aritco HomeLift. Since then, he has developed new lift designs, DesignWalls, exhibitions and events of various kinds.

Lervik has been working as a product designer for 20 years. His work is characterized by innovation, humor, passion, unruliness and intensity. From his design studio in Södermalm, Stockholm, he collaborates with some of the most high-profile Swedish design brands and manufacturers including Absolut Art; Designhouse Stockholm; Atelje Lyktan; Johanson Design; Skaargarden; Skandiform; Zero and Adea. His international collaborations include Adea and Saas Instruments from Finland and Moroso from Italy.

Lervik's work is represented at the Nationalmuseum in Stockholm, the National Museum and the National Museum of Art, Architecture and Design in Oslo and the Röhsska Museum in Gothenburg.

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