

## BITA members optimistic on economic prospects and sales

BITA members are optimistic about the economic outlook for the forklift truck sector, with the UK economy exceeding expectations and GDP growth revised upwards.

The latest qualitative survey, carried out for BITA by Oxford Economics, indicates that the majority of respondents expect market conditions to remain constant, 17% thought they would improve, and none expected conditions to deteriorate.

The members' survey, which is a key part of BITA's exclusive biannual economic forecast for the forklift sector, shows that when it comes to expected sales the vast majority of BITA members are expecting orders to rise modestly (83%) or significantly (17%) - with none expecting sales to fall. Regarding forklift prices, 83% expected that prices would rise modestly, reflecting growing demand.

The broader economic survey revises upwards the forecast for UK GDP growth, from 2.7% to 2.8% which gives the UK the highest forecast growth of all the G7 countries, including the US.

Jeremy Leonard, Oxford Economics' Head of Industry Services said: "We expect that 2015 will be the year when total shipments finally break through the pre-recession sales peak, with total shipments of 30,399 units forecast, representing a growth of 10%. Orders are also forecast to grow by 6.8% to a total of 32,087, above their 2007 peak."

Performance in the warehouse sector is the real success story. In 2014 total warehouse shipments grew by 11.5% compared to the fore-



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cast of 10.2% and orders came in ahead of expectations at 17.5% versus the 11.7% forecast. This has resulted in the forecast for 2015 being upgraded as consumers' rising disposable income, related to falling petrol and energy costs, has facilitated increased spending so boosting online shopping and driving the warehouse and distribution sectors.

In comparison counterbalance shipments since the last report have been relatively disappointing, but this comes off the back of previous strong growth. In 2014 shipments grew by 6.1% compared to the forecast of 6.9%. This has resulted in the forecast for 2015 being downgraded slightly, but counterbalance orders and shipments are expected to begin picking up in the second half of 2015 as the improving economy drives new orders and confidence expands in manufacturing, key to counterbalance orders.

James Clark, Secretary-General of BITA, comments: "The forklift sector is reflecting the wider sentiment that the economy is improving and the much more positive economic outlook. Hopefully this really will be the year that total shipments exceed the pre-recession sales peak."

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responsibility and PR perspectives, this has to be money well spent," added Patricia.

With the backing of 50 original sponsors - including logistics providers, major retailers, financial services and others - the vast majority of the first tranche of 2,800 games produced have already been distributed to schools and colleges nationwide.

demic communities with some 40 games going overseas and to at least one university in each of the world's continents.

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## Howard Tenens providing complete UK coverage

Howard Tenens is a privately owned logistics company providing complete UK coverage who believe in reliable, high quality, value for money supply chain solutions which they provide for an impressive array of customers, including Costa Express, Honda and Toolstation.

Howard Tenens warehouse footprint is over 3,000,000 ft<sup>2</sup> in the UK, of which they freehold own the vast majority of this commercial space which is available for lease, as well as providing warehouse space for 3PL activity and a distribution fleet of 160 vehicles with national coverage.

Howard Tenens take pride in being innovative and proactive, providing cost effective, resourceful and sustainable logistics operations supported by robust IT platforms. The experience, dedication and business acumen of the team at Tenens is a key differentiator from competitors.

Howard Tenens recently exhibited at Multimodal 2015 for the 8th consecutive year. Howard Tenens have been dedicated supporters of the exhibition since it began in 2008 and



always look forward to exhibiting at the NEC. The show has provided an excellent source of leads for Howard Tenens' as both the company and exhibition have grown.

Jamie Hartles, Howard Tenens' Director - Head of Logistics stated: "It was another exciting show this year with record attendance and growth. Multimodal is an excellent way for us to meet new customers, showcase Howard Tenens, and gauge

current logistics industry performance and best practice through the seminar offering, and this year didn't disappoint."

Howard Tenens will return to Multimodal next year which will take place between the 10th - 12th May 2016 at the Birmingham NEC.

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