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## 100,000 up for JLT

JLT Mobile Computers has produced its 100,000th rugged mobile computer.

The celebratory unit was presented handed over to Mikael Hofflander, Project Manager, Volvo Car Body Components, by Per Holmberg, CEO, JLT Mobile Computers, during a ceremony at the JLT production site in Ronneby, Sweden.

JLT has made a concerted push into the port market in recent years, including becoming a certified Navis-Ready supplier. The 100,000th unit, however, is part of an order of 10 JLT VERSO+ 10 rugged computers placed by Volvo for its forklifts, and it was supplied with a 100,000-hour warranty. This, says JLT, "is equivalent to over 4,000 days — or 11 years — of continuous 24/7 use, emphasising JLT's promise of delivering top quality products."



Picture available: [info@prismapr.com](mailto:info@prismapr.com)

"Together with our customer Volvo Car Body Components, we thoroughly defined the requirements for the IT solution that would equip their forklifts, and agreed that reliability was of utmost importance since unplanned downtime disrupts business, and every minute of unavailability increases their costs," explained Per Redenius, Key Account Manager at logistics solution provider and JLT sales partner Idnet. "That is why we recommended JLT's rugged computers; they provide the best performance and reliability on the market."

The 100,000th unit is also testimony to JLT's ability differentiate itself in a market that has become increasingly consolidated and commoditised. "After the recession in 2009, the company embarked on a strategy to take a leading position in the high-end of the market, focusing on segments where reliability, performance and ruggedness are imperative criteria. In 2014, JLT ramped up its US establishment with its own subsidiary in Chandler, AZ. As a result of the strategic shift and the US presence, the company's operating margin went from negative to positive and since 2013 the turnover has doubled and operating results have increased more than ten times," JLT stated.

"Working our way back from the recession in 2009, we have expanded our market share and established ourselves as a leader in the high-end segment by focusing on reliability and performance," said Per Holmberg, CEO, JLT Mobile Computers. "This makes delivering the 100,000th JLT computer all the more special, and by adding a 100,000-hour warranty we truly emphasise our commitment to outstanding quality for many years to come."