



LIFTING & HANDLING with EASE & SAFETY

Linian Engineering Sales Limited

LINIAN CRANE & HOIST COMPANY

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MISSION STATEMENT

Ambition

- To achieve our full potential as the very best at what we do.
- To reward the trust placed in us by our customers.
- To deliver a consistently high-quality service.
- To be regarded as an excellent company to do business with.
- To be admired as much for how we do business as for what we produce.

Values

- To invest for the future in new technology and training.
- To act with integrity, setting high standards.
- To communicate and consult, creating good relations with our partners.
- To strive for excellence through continuous improvement.

Goals

- To raise our profile, strengthening our position in our chosen markets.
- To grow the business, increasing sales volumes and raising profitability.
- To expand and diversify, exploiting the potential of strategic partnerships.
- To extend our capability to create new business opportunities.
- To secure our future as a UK based family owned business.



St Helens
Chamber
Member



Celebrating **45** Years 1974-2019