Advanced Reel Lifter Supplier in China: HEROLIFT Showcases New Solutions at KOREA MAT

Specification

Serial No.	CT40	CT90	CT150	CT250	CT500	CT80CE	CT100SE
Capacity kg	40	90	150	250	500	100	200
Stroke mm	1345	981/1531/2081	979/1520/2079	974/1521/2074	1513/2063	1672/2222	1646/2196
Dead Weight	41	46/50/53	69/73/78	77/81/86	107/113	115/120	152/158
Total height	1640	1440/1990/2540	1440/1990/2540	1440/1990/2540	1990/2540	1990/2540	1990/2540
Battery	2x12V/7AH						
Transmission	Timing Belt						
Lifting speed	Double speed						
Control board	YES						
Lifts per Charge	40Kg/m/100 times	90Kg/m/100 times	150Kg/m/100times	250Kg/m/100times	500Kg/m/100times	100Kg/m/100times	200Kg/m/100times
Remote control	Optional						
Front Wheel	Versatile		Fixed				
Adjustable	480-580			Fixed			
Recharge time	8 Hours						

Shanghai, China May 28, 2026 (Issuewire.com**)** - The bustling floor of KOREA MAT, South Korea's premier materials handling and logistics exhibition, recently served as the ideal stage for global manufacturing professionals seeking to optimize factory floor operations. Among the sea of technical displays, live demonstrations involving heavy, bulky cylinders drew a consistent crowd of international delegates. These attendees observed a highly smooth, mechanized process where large industrial rolls were picked up, seamlessly rotated, and positioned without any visible physical strain from the operator. At the center of this interest was the latest innovation presented by an **Advanced Reel Lifter Supplier in China**, demonstrating how contemporary material handling equipment addresses long-standing challenges in factory ergonomics and operational speed.

Reel lifters have traditionally been vital components in industries such as packaging, printing, and textiles, where heavy film or paper rolls must be loaded onto processing lines. However, conventional methods often involve heavy manual labor or inflexible crane hook setups that threaten operator health and risk damaging expensive materials. The solutions showcased at the exhibition directly target these vulnerabilities by replacing physical strain with smart, precise, and motorized handling capabilities.

a) Market Validation and International Insights at KOREA MAT

As one of Asia's most authoritative industry trade shows, KOREA MAT provided an objective benchmark for market validation and international peer review. For several days, automated guided vehicles, smart warehousing systems, and advanced lifting mechanisms competed for the attention of procurement managers and production engineers. The presence of international manufacturing

representatives allowed for real-time evaluation of newly introduced equipment. Visitors from the pharmaceutical, food processing, and chemical sectors regularly engaged with the live demonstrations, often testing the control interfaces themselves.

Procurement professionals noted that while factory automation frequently emphasizes large-scale conveyor networks, the localized point-to-point handling of materials—such as moving heavy reels from storage pallets to machine spindles—remains a major bottleneck. The live feedback collected on the exhibition floor highlighted a widespread demand for highly maneuverable, independent lifting units that can operate within tight production lines without demanding extensive infrastructure overhauls. This industry recognition emphasizes how modern handling technology is shifting toward decentralized, flexible equipment that integrates smoothly into existing manufacturing workflows.

b) Technical Innovation and Design Evolution of New Mobile Solutions

Stepping into this demand for localized efficiency, the newly introduced mobile lifting solutions present a notable shift in technical design and material composition. Rather than relying on rigid, stationary overhead structures, these systems focus on high mobility combined with smart end-effector technology. The core competitive edge of the latest portable reel lifter lies in its motorized core gripping system. Industrial reels are inherently difficult to handle from the outside without crushing the layers of wound material. By utilizing an internal mechanical core gripper that expands securely inside the center core of the spool, the lifter ensures a robust, slip-free hold.

Operators can pick up a heavy reel positioned vertically on a pallet, raise it via an electric lift mast, and rotate it 90 degrees into a horizontal orientation with a simple button press. The entire manipulation is governed by an electrical control system that permits the operator to remain safely behind the chassis at all times, drastically mitigating workplace injury risks. Built on a modular structure with a standard lightweight aluminum mast—and options for high-grade stainless steel (SS304/316) for cleanroom environments—the equipment maintains an optimal balance between low dead weight and high structural integrity.

c) Comprehensive Product Specifications and Mechanical Performance

To understand the mechanical capabilities of these units, a review of the technical specifications across the product line highlights their adaptability to diverse industrial environments. The equipment series spans a broad capacity spectrum, ensuring that different production scales find an appropriate match.

All models feature a double-speed lifting function powered by a dual 12V/7AH battery configuration, allowing for a precise stop capability that assists operators during delicate machine alignment tasks. A full charge supports approximately 100 lifting cycles per meter at maximum capacity, with an 8-hour recharge period. For continuous multi-shift operations, the units are built with a quick-exchange battery pack kit, allowing fresh batteries to be swapped in under a minute to keep the equipment running continuously. Safety remains integrated into the mechanical engineering; an anti-falling safety belt system is incorporated into the mast architecture, meaning that even if the primary drive system experiences a disruption, the load does not drop suddenly but is instead lowered to the floor in a controlled manner. Maneuverability is handled by polyurethane wheels paired with a three-position foot-operated brake system that handles parking, normal swivel, or directional steering lock, ensuring stable transit through narrow aisles.

d) Manufacturing Foundation and Global Infrastructure Deployment

The engineering behind these systems reflects the broader operational framework of HEROLIFT, an organization established in 2006 that has grown into a major provider of material handling technology. Operating from a modern 7,000 square meter research, development, and production base, the company has developed and manufactured over 80,000 pieces of equipment. This large manufacturing footprint is backed by strict compliance certifications, including the ISO9001 Quality Management System, international CE certification (EN13155), UDEM EN ISO 12100 safety standards, and specialized electrical apparatus certificates for explosive atmospheres (Explosion-proof Standard GB3836).

Over the past two decades, the enterprise has supplied more than 25,000 handling solutions across 60 distinct industrial sectors—including electronics, automotive, logistics, and solar energy—and its global reach now spans more than 150 countries. By maintaining localized sales and service offices in major domestic industrial hubs like Shanghai, Shandong, Beijing, Guangzhou, and Xi'an, alongside an R&D and procurement framework, the company ensures that tailored engineering and technical support remain accessible to global enterprise partners. Ultimately, the integration of advanced ergonomics with reliable mechanical execution underscores an ongoing commitment to modern manufacturing: reducing human effort while safely accelerating material flows.

For more information about advanced material handling solutions, please visit the official website at **https://www.hero-lift.com/**

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