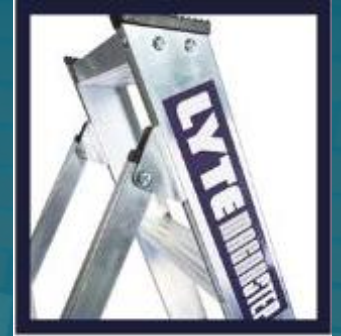


# MAGNASTEP

Sales Briefing

# What is MagnaStep?

- Premium UK-made step ladders designed for trade professionals.
- Features innovation-driven upgrades including:
  - Magnetic tool tray
  - Increased working height: Same treads, more reach, better productivity
  - Sustainable materials and repairable design.
- Built to perform, built to last.



# Top Differentiators vs. Existing Range

Feature	Existing Lyte Step Ladders	MagnaStep Step Ladders	Why It Matters
Magnetic Tool Tray	✗ Not included	✓ Included as standard	Keeps tools secure and within reach – saves time and prevents drops from height.
Green Aluminium Treads	✗ Standard aluminium treads	✓ Made from low-carbon, recycled aluminium 4.0	Eco-conscious, low-carbon materials meet growing sustainability demands.
Tread Pitch	Approx. 220-270mm	✓ 295mm – allows greater working height with same treads	Greater working height with fewer steps – better efficiency, fewer ladder sizes needed.
Working Height	5 Tread Platform 1025mm, Working Height ~2775mm	✓ 5 Tread Platform 1240mm, Working Height ~2990mm	

# Sustainable Step Ladders

- ✓ UK-made = reduced transport emissions
- ✓ Made in our solar powered factory in Swansea
- ✓ Green Aluminium treads from low-carbon recycled aluminium 4.0
- ✓ Bolted repairable design reduces waste and extends lifespan
- ✓ Built to last - Durable and tested to 50,000 cycles (EN131 Professional certified)

## The extra CO<sub>2</sub> of importing ladders:

- From China: 5.3 Kg CO<sub>2</sub> / ladder
- From America: 1.6 Kg CO<sub>2</sub> / ladder
- From Europe: 0.8 Kg CO<sub>2</sub> / ladder

# MAGNASTEP Aluminium Swingback Steps



## Key Benefits

- **Magnetic Tool Tray:** Keep your tools and accessories within easy reach with the integrated magnetic tray.
- **Green Aluminium Treads:** Featuring treads made from low-carbon recycled aluminium 4.0.
- **Repairable Design:** Bolted steps allow for easy maintenance and extended product lifespan.
- **Greater Working Height:** Generous 295mm tread pitch enables you to reach higher working heights.
- **Durability Tested:** Certified to EN131, tested to 50,000 cycles, ensuring long-lasting performance.
- **Convenient Design:** Lightweight and compact for easy transport and storage.
- **Maximum Load Capacity:** 150kg, ideal for industrial and trade applications.
- **Optional Extras:** Optional handrails for enhanced safety.



# Size Comparison – Aluminium Swingback Steps



Range	Product Code	Tread	Open Height mm
Current	NESS4	4	795
MagnaStep	NESS4M / NBSBB4M	4	984
Current	NESS5	5	1010
MagnaStep	NESS5M / NBSBB5M	5	1255
Current	NESS6	6	1235
MagnaStep	NESS6M / NBSBB6M	6	1527
Current	NESS7	7	1455
MagnaStep	NESS7M / NBSBB7M	7	1798
Current	NESS8	8	1680
MagnaStep	NESS8M / NBSBB8M	8	2070
Current	NESS10	10	2140
MagnaStep	NESS10M / NBSBB10M	10	2613
Current	NESS12	12	2555

Current Model  
NESS6

Open Height 1235mm



**MAGNASTEP**

NESS6M / NBSBS6M

Open Height 1527mm



# MAGNASTEP Glassfibre Swingback Steps



## Key Benefits

- **Non-Conductive Safety:** Glassfibre stiles ensure safe use around electrical hazards.
- **Magnetic Tool Tray:** Keep your tools and accessories within easy reach with the integrated magnetic tray.
- **Green Aluminium Treads:** Featuring treads made from low-carbon recycled aluminium 4.0.
- **Repairable Design:** Bolted steps allow for easy maintenance and extended product lifespan.
- **Greater Working Height:** Generous 295mm tread pitch enables you to reach higher working heights.
- **Durability Tested:** Certified to EN131, tested to 50,000 cycles, ensuring long-lasting performance.
- **Convenient Design:** Lightweight and compact for easy transport and storage.
- **Maximum Load Capacity:** 150kg, ideal for industrial and trade applications.
- **Optional Extras:** Optional handrails for enhanced safety



# Size Comparison – Glassfibre Swingback Steps



Range	Product Code	Tread	Open Height mm
Current	NGFBB4	4	775
MagnaStep	NGFBB4M	4	984
Current	NGFBB5	5	990
MagnaStep	NGFBB5M	5	1255
Current	NGFBB6	6	1215
MagnaStep	NGFBB6M	6	1527
Current	NGFBB7	7	1435
MagnaStep	NGFBB7M	7	1798
Current	NGFBB8	8	1665
MagnaStep	NGFBB8M	8	2070
Current	NGFBB10	10	2105
MagnaStep	NGFBB10M	10	2613
Current	NGFBB12	12	2540

Current Model  
NGFBB6

Open Height 1215mm



**MAGNASTEP**

NGFBB6M

Open Height 1527mm



# MAGNASTEP Aluminium Platform Steps



## Key Benefits

- **Non-Slip Platform:** Provides a stable and secure working area for extended tasks, plus added knee-rail for extra safety.
- **Magnetic Tool Tray:** Conveniently keeps tools and accessories within reach while working.
- **Green Aluminium Treads:** Featuring treads made from low-carbon recycled aluminium 4.0.
- **Repairable Design:** Bolted steps allow for easy maintenance and extended product lifespan.
- **Greater Working Height:** Generous 295mm tread pitch for enhanced reach and efficiency.
- **Durability Tested:** Certified to EN131, ensuring long-lasting performance.
- **Maximum Load Capacity:** 150kg, ideal for industrial and trade applications.
- **Optional Extras:** Optional handrails for enhanced safety.



# Size Comparison – Aluminium Platform Steps



Range	Product Code	Tread	Platform Height mm
Current	NESP3	3	580
MagnaStep	NESP3M / NBSBP3M	3	697
Current	NESP4	4	800
MagnaStep	NESP4M / NBSBP4M	4	969
Current	NESP5	5	1025
MagnaStep	NESP5M / NBSBP5M	5	1240
Current	NESP6	6	1240
MagnaStep	NESP6M / NBSBP6M	6	1512
Current	NESP7	7	1450
MagnaStep	NESP7M / NBSBP7M	7	1783
Current	NESP8	8	1675
MagnaStep	NESP8M / NBSBP8M	8	2055
Current	NESP10	10	2120
MagnaStep	NESP10M / NBSBP10M	10	2598
Current	NESP12	12	2575

Current Model  
NESP4

Platform Height 800mm



NESP4M / NBSBP4M

Platform Height 969mm



# MAGNASTEP Glassfibre Platform Steps



## Key Benefits

- **Non-Conductive Glassfibre Stiles:** Provides protection against electrical hazards.
- **Non-Slip Platform:** Provides a stable and secure working area for extended tasks, plus added knee-rail for extra safety.
- **Magnetic Tool Tray:** Conveniently keeps tools and accessories within reach while working.
- **Green Aluminium Treads:** Sustainable, non-slip treads ensure stability and reduce environmental impact.
- **Repairable Design:** Bolted steps allow for easy maintenance and extended product lifespan.
- **Greater Working Height:** Generous 295mm tread pitch for enhanced reach and efficiency.
- **High Load Capacity:** Supports up to 150kg, ideal for industrial and trade applications.
- **Optional Extras:** Optional handrails for enhanced safety.



# Size Comparison – Glassfibre Platform Steps



Range	Product Code	Tread	Platform Height mm
Current	NGFBP3	3	590
MagnaStep	NGFBP3M	3	697
Current	NGFBP4	4	820
MagnaStep	NGFBP4M	4	969
Current	NGFBP5	5	1045
MagnaStep	NGFBP5M	5	1240
Current	NGFBP6	6	1270
MagnaStep	NGFBP6M	6	1512
Current	NGFBP7	7	1470
MagnaStep	NGFBP7M	7	1783
Current	NGFBP8	8	1680
MagnaStep	NGFBP8M	8	2055
Current	NGFBP10	10	2130
MagnaStep	NGFBP10M	10	2598
Current	NGFBP12	12	2555

Current Model  
NGFBP4

Platform Height 820mm



NGFBP4M

Platform Height 969mm



# MAGNASTEP Aluminium Widesteps



## Key Benefits

- **Extra-Wide Workspace:** 400x600mm non-slip platform, and extra-wide treads for stability during prolonged use.
- **Enhanced Safety:** Handrails, knee-rail and folding safety gate for added security allowing 360° access.
- **Magnetic Tool Tray:** Keeps tools and equipment within easy reach for improved productivity.
- **Portable Design:** Rear wheels ensure easy transport and storage.
- **Green Aluminium Treads:** Featuring treads made from low-carbon recycled aluminium 4.0.
- **Repairable Design:** Bolted steps allow for easy maintenance and extended product lifespan.
- **Greater Working Height:** Generous 295mm tread pitch for enhanced reach and efficiency.
- **Durability Tested:** Certified to EN131, ensuring long-lasting performance.
- **Maximum Load Capacity:** 150kg, ideal for industrial and trade applications.



# Size Comparison – Aluminium Widesteps

Range	Product Code	Tread	Platform Height mm
Current	NBSWP2	2	400
MagnaStep	NBSWP2M	2	425
Current	NBSWP3	3	620
MagnaStep	NBSWP3M	3	697
Current	NBSWP4	4	825
MagnaStep	NBSWP4M	4	969
Current	NBSWP5	5	1050
MagnaStep	NBSWP5M	5	1240
Current	NBSWP6	6	1270
MagnaStep	NBSWP6M	6	1512
Current	NBSWP7	7	1480
MagnaStep	NBSWP7M	7	1783
Current	NBSWP8	8	1710

Current Model  
NBSWP4

Platform Height 825mm



MAGNASTEP

NBSWP4M

Platform Height 969mm



# MAGNASTEP Glassfibre Widesteps



## Key Benefits

- **Non-Conductive:** Glassfibre stiles protect against electrical hazards.
- **Extra-Wide Workspace:** 400x600mm non-slip platform, and extra-wide treads for stability during prolonged use.
- **Enhanced Safety:** Handrails, knee-rail and folding safety gate for added security allowing 360° access.
- **Magnetic Tool Tray:** Keeps tools and equipment within easy reach for improved productivity.
- **Portable Design:** Rear wheels ensure easy transport and storage.
- **Green Aluminium Treads:** Featuring treads made from low-carbon recycled aluminium 4.0.
- **Repairable Design:** Bolted steps allow for easy maintenance and extended product lifespan.
- **Greater Working Height:** Generous 295mm tread pitch for enhanced reach and efficiency.
- **Maximum Load Capacity:** 150kg, ideal for industrial and trade applications.



# Size Comparison – Glassfibre Widesteps



Range	Product Code	Tread	Platform Height mm
Current	NYFWP2	2	390
MagnaStep	NBSWP2M	2	425
Current	NYFWP3	3	614
MagnaStep	NYFWP3M	3	697
Current	NYFWP4	4	830
MagnaStep	NYFWP4M	4	969
Current	NYFWP5	5	1050
MagnaStep	NYFWP5M	5	1240
Current	NYFWP6	6	1260
MagnaStep	NYFWP6M	6	1512
Current	NYFWP7	7	1480
MagnaStep	NYFWP7M	7	1783
Current	NYFWP8	8	1710

Current Model  
NYFWP4

Platform Height 830mm



NYFWP4M

Platform Height 969mm



# Promotional Support

- High resolution product images, including products in use
- Detailed specification sheets
- Product videos detailing key features and benefits (links below)
  - Aluminium Swingback Step Ladders
  - Aluminium Platform Step Ladders
  - Aluminium Widesteps
- Social media
  - Promotional 30s reel
  - Graphics for Instagram, Facebook and LinkedIn
- In-store POS A3 posters available

