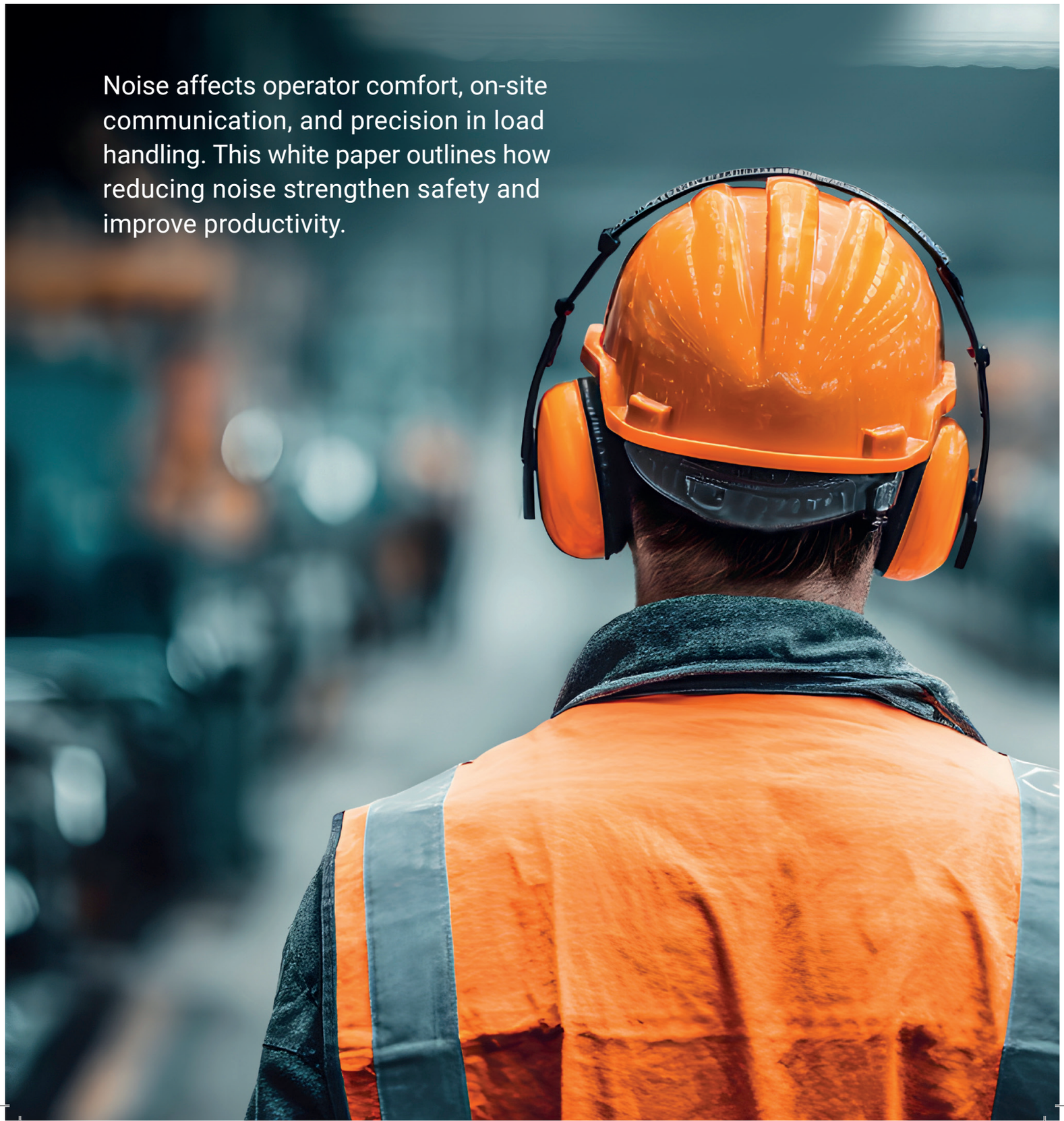
How noise impacts safety and productivity



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Foreword

For a long time, noise has been treated as an unavoidable part of the load handling — always present, rarely questioned. But noise affects how people experience their work, how clearly they communicate, how well they concentrate and how much energy they have left at the end of the day. It impacts drivers, operators, customers and the communities where load handling takes place.

This is why noise deserves closer attention. Not only as sound, but as a broader indicator of unwanted vibration, lost energy, and unnecessary strain within the system. In that light, reducing noise is not simply about comfort. It is about improving control, supporting operator wellbeing, enabling clearer communication, and creating smarter, more efficient operations—something that matters more than ever.

Load handling is becoming increasingly urban, regulated and sustainability-driven. Work is often carried out near homes, shops, schools and public spaces, where demands on low disturbance are rising. At the same time, the industry faces growing pressure to attract and retain skilled operators in a competitive labour market. A quieter working environment is not the complete solution, but it is an important part of making the profession more sustainable and more appealing.

In the pages that follow, we explore why noise matters, where it originates, how it affects daily operations, and what can be gained by reducing it. Through examples from the field, we demonstrate that lower noise is not only achievable, it delivers clear and measurable business value.clear, measurable business values.

Nils Gerdes
Global Marketing
Manager

Tove Gunnarsson
Global Marketing
Manager

Harri Rantala
Global Marketing
Manager

What is noise?

The simplest way to define noise is as unwanted vibrations. However, to truly understand its significance, we need to understand the fundamental principle of the universe. *Everything we hear, see and touch is made up of patterns of vibrations interacting with our senses.*[1] That sounds are generated by vibrations is easy to understand. However, even materials that appear solid only seem that way because of the continuous electromagnetic vibrations between their atomic particles.

All vibrations are energy

Since all vibrations are a form of motion, they represent energy in various states and frequencies. The chart below illustrates the entire spectrum of vibrations that surround and impact us.[2] Note that the frequency spans are approximate and not definitive boundaries.

Tactile vibrations, which we feel through touch, have a frequency range of 0.5 Hz – 500 Hz. Humans' ability to hear sounds spans 20 Hz – 20 kHz. We can not hear ultrasound (20 kHz – 10 MHz),[3] but under certain conditions ultra-sound energy can still interact with the body, including through heating effects.[4]

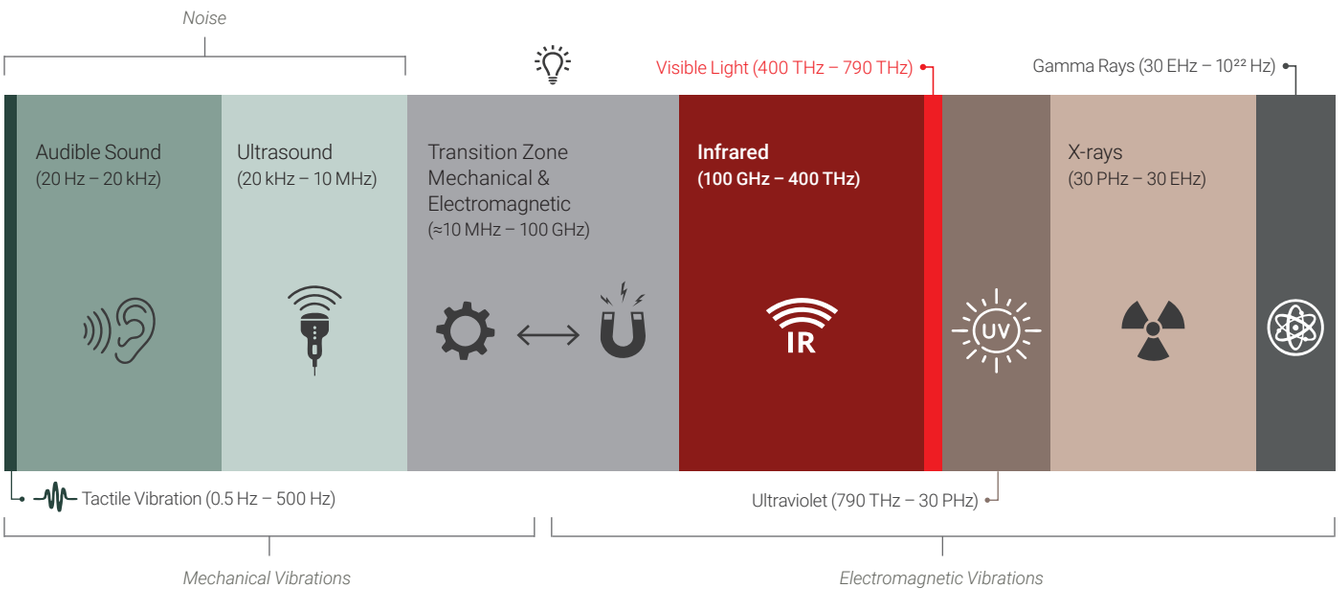
Between approximately 10 MHz and 100 GHz lies a transition zone from mechanical vibrations (which require a medium, such as air, water, or tissue) to electromagnetic vibrations (which do not need a medium and can travel in a vacuum). Infrared (100 GHz – 400 THz) is not visible to the human eye but might generate heat on the skin. Visible light consists of vibrations in the range of 400 – 790 THz (THz = Trillion hertz). Vibrations with even higher frequencies are various forms of radiation that are hazardous to human health.[5]

The definition of noise in load handling

In load handling, every movement of a machine represents energy at work. When that energy is directed toward lifting, loading, or precision control, it creates value. When part of it escapes as unwanted vibration or sound, it becomes waste. Hence, this white paper is based on the following definition of noise:

> ”Noise is wasted energy in the form of unwanted vibrations and sound.”

This definition links noise directly to efficiency, operator comfort, and equipment longevity. By understanding and reducing noise, it becomes possible to make load handling safer and reclaim energy that can be used more productively.



An overview of the entire spectrum of vibrations that surround and impact us (note that the frequency spans are approximate).

Why noise matters more than ever

The approach to noise in the load handling industry has evolved alongside its broader technological shifts:

- **The mechanical power era 1940s–1970s.**
  Noise was largely treated as an unavoidable consequence of power and rugged machine design.[6]
- **The operator comfort era 1980s–1990s.**
  Growing attention to ergonomics brought stronger focus on cab insulation, vibration damping and ride comfort.[7]
- **The efficiency and emissions era 2000s–2010s**
  As efficiency and environmental performance gained importance, reducing unnecessary noise and vibration became increasingly relevant.[8]
- **The electrification and sustainability era 2020s–.**
  Noise is increasingly seen as a performance signal, often reflecting how effectively energy is converted into useful work rather than lost through vibration, friction and acoustic emissions.[9]

The five main reasons why noise matters

The five main reasons why noise matters more than ever in the load-handling industry are:

► **Operator wellbeing and reduced fatigue.** Noise is an invisible workplace risk. Constant noise and vibration can increase physical and psychological strain, while quieter working conditions can help operators stay focused and reduce fatigue.[10]

► **Safer communication and situational awareness.** High noise levels make communication harder and can reduce the ability to hear warnings and detect hazards. Quieter equipment supports clearer communication and better awareness of the surroundings.[11]

► **Higher productivity and precision.** Every decibel of unwanted sound or vibration represents energy that is not doing useful work. Lower noise and vibration often indicate smoother machine behaviour, less wasted energy and better operator feedback, which can support precision and productivity.[12]

► **Reduced disturbance and better access in urban areas.** As logistics and construction move closer to residential and urban environments, acoustic emissions have become more important in environmental compliance, public acceptance and equipment choice.[13]

► **Attracting and retaining skilled operators.** Driver shortages are a structural challenge across road transport. Better working conditions, including a quieter working environment, can make the profession more attractive and sustainable over time.[14]

Insights from field testing a low noise crane solution

Noise is a persistent challenge in load handling. AMK Transport provides crane truck services with a driver on an hourly basis. Through field testing an electric crane solution, AMK has experienced what benefits lower noise levels can deliver in everyday work.[15]

Noise is a persistent challenge in load handling. AMK Transport provides crane truck services with a driver on an hourly basis. Through field testing an electric crane solution, AMK has experienced what benefits lower noise levels can deliver in everyday work.[15]

”AMK Transport operates much like a taxi dispatch for crane trucks, providing crane-and-driver services primarily on an hourly basis.”

“I started AMK Transport in 2006,” says founder and owner Kalle Björklund. “The name AMK comes from my two children and myself — Astrid, Maria, and Kalle. In the beginning, I worked as a single-truck subcontractor for other transport companies. In 2010, I hired my first employee.”

Since then, the business has grown into a fleet of around 11 crane trucks — five company-owned vehicles and the remainder operated by affiliated subcontractors. The fleet includes cranes from several leading manufacturers, including Hiab, HMF, and Palfinger. The largest crane currently in operation is a Hiab iQ.1188 HiPro, with a lifting capacity of 110 tonne-meters

While construction remains the main focus, AMK also handles boat transports for private owners and boat clubs, and assists authorities with the removal of derelict vessels. Approximately 95 percent of the company’s business comes from repeat customers — a reflection of the specialised, trust-based nature of its work.

Noise as a daily operational challenge

For crane operators, noise is not just a background issue — it is a constant operational factor. Diesel engines typically idle throughout lifting operations, creating sustained noise and vibration that affect both concentration and well-being. “The sound of a diesel engine is mentally and physically draining,” Björklund explains. “It becomes especially stressful in dense urban environments, where noise echoes between buildings.”

”The sound of a diesel engine is mentally and physically draining.”

High noise levels also complicate communication on site. Operators and ground personnel are often forced to shout to be heard, increasing the risk of misunderstandings and safety incidents. In some cases, AMK has even had to use intercom headsets to ensure clear communication when training new drivers.

Noise is not only an internal issue. Many assignments take place in residential areas, often early in the morning. In cities such as Stockholm, local regulations restrict heavy vehicle operations in populated areas before 6:00 a.m., making noise levels a growing operational concern.

Field experience with HIAB wspr

During 2023-2024, AMK participated in a pre-market evaluation of the HIAB wspr e-PTO system together with a HIAB X-HIPRO 302 crane. The truck was also equipped with a conventional diesel PTO, allowing for direct, real-world comparisons between the two power sources during daily operations.

The founder of AMK Transport - Kalle Björklund

"The biggest difference is definitely the noise level," says Björklund. "You can talk normally while lifting, and you have a much better sense of what's happening around you. That alone improves safety."

"The biggest difference between a diesel PTO and an e-PTO is definitely the noise level."

When the crane is not in motion, the electric system is completely silent — in sharp contrast to a diesel engine left idling. Even during operation, the sound profile is fundamentally different. "It doesn't take over," Björklund explains. "You hear the system working, but it's a much more pleasant, low-intensity sound."

The quieter environment also improves precision. With the electric system, the operator can hear the hydraulic pump begin to work before the crane starts to move, providing earlier feedback and finer control during delicate lifts.

Benefits with lower noise level

Based on daily operations, Björklund highlights three key advantages of reducing noise during load handling:

Reduced fatigue and stress. Constant engine noise during a long workday is exhausting. Lower noise levels help operators stay focused and reduce fatigue.

Easier to communicate. Quieter operations make it possible to have normal conversations with ground staff and customers. This reduces the risk of misunderstandings and contributes to safer and more efficient work on site.

Less disturbance. Low-noise operation is especially valuable when working near homes, schools, and public spaces. It reduces the risk of disturbing residents and helps comply with increasingly strict local noise regulations.

Today's limits — and what comes next

Despite the clear advantages, Björklund points out that electrification is not yet a complete solution for all crane operations. For AMK's more demanding jobs — involving many lifts per assignment — the battery capacity is not sufficient to last a full working day.

There are also broader challenges related to fully electric crane trucks, particularly the limited flexibility of current electric chassis platforms. For highly specialised crane applications, where vehicle layout and weight distribution are critical, today's electric solutions still impose constraints. "I really wish I had a fully electric crane truck that worked for all our type of operations," Björklund says. "But for that to be possible, the technology needs to mature further."

Kalle Björklund concludes the interview by saying: "Quieter crane operation is more than nice-to-have. It's essential to everyday work — reducing fatigue, improving communication, and making demanding jobs easier when every lift counts."

Kalle Björklund at work, loading a delivery of scaffolding with a HIAB X-HIPRO 302 crane powered by a HIAB wspr.

Operating in the noisy building materials transport sector

In a transport sector where noise is often regarded as a given, AWD Lifts & Transport has taken a different approach. By rethinking equipment choices, this Australian operator has found that lower noise levels can improve productivity, safety, and driver well-being. The shift not only improves working conditions but also creates new business opportunities.[16]

AWD Lifts & Transport is based near Newcastle in New South Wales, on Australia's east coast. Today, the company has seven full-time employees, including one allocator, with the remainder working as drivers. In addition, AWD works with a flexible network of trusted subcontractors. However, this was not the case when Greg Rogers founded the company in 1994. "In the beginning, it was just me. I started AWD to move bricks and building materials on construction sites, naming it after my then all-wheel-drive Sambron telehandler—and the name stuck," says Rogers. Over time, the business expanded into transporting bricks, pavers, and other concrete products. One truck became two, and the fleet continued to grow.

"AWD Lifts & Transport delivers bricks, pavers, and other concrete products to construction sites."

From telehandler to forklift

Initially, AWD was using telehandlers for loading and unloading. However, Rogers soon realized that they occupied too much valuable cargo space on the trucks. As a result, in 2001, AWD purchased its first rear-mounted MOFFETT forklift. "Since forklifts are rear-mounted and much lighter than telehandlers, we were able to carry more chargeable freight. They are also quieter and easier to manoeuvre.", Rogers explains.

After operating several competing forklift brands, AWD decided in 2014 — following more than a decade of real-world performance comparisons — to use MOFFETT truck mounted forklifts exclusively. According to Rogers, the decision was driven by superior product quality, higher reliability with fewer maintenance issues, and stronger technical and service support.

From diesel to electricity

Greg Rogers does not like to follow the pack — he prefers to do things differently. In 2023, AWD became the first company in Australia to order an to order an all-electric MOFFETT eSeries, even though Rogers had never seen or tested one. The decision stood out in a market that still lags behind Europe in terms of sustainability and electrification. As AWD evaluated the transition to electric, questions naturally arose: "Would the electric truck mounted forklift really justify a price 30% higher than the comparable diesel model?"

Once the MOFFETT eSeries was put into operation, those doubts quickly disappeared:

"It absolutely blew me away. The MOFFETT eSeries was even quieter than I expected—but what really surprised me was how responsive it was, and that it handled off-road better than diesel models," Rogers recalls. The reason for this is that electronically controlled motors prevent operators from over-revving — a common habit with diesel models that accelerates wear. As a result, mechanical stress and damage on construction sites have been reduced.

"It just blew me away! The MOFFETT eSeries was even quieter than I expected!"

After around 18 months of operating the MOFFETT eSeries, Rogers notes that the return on investment has come less from fuel savings and more from reduced maintenance costs, lower mechanical wear, and less operator-induced stress on the machine.

Greg Rogers is the founder and owner of AWD Lifts & Transport.

Operational benefits of the MOFFETT eSeries

Initial reactions to the all-electric MOFFETT eSeries on construction sites were sceptical. However, the benefits quickly became clear. Thanks to the low noise level, drivers and site personnel were able to communicate more effectively during operation, and, combined with MOFFETT eSeries superior manoeuvrability, load handling became easier and faster. The low noise level has also opened up new business opportunities in noise-sensitive areas.

”The low noise level has opened up new business in noise-sensitive areas, while the absence of vibration significantly reduces operator fatigue.”

How noise affects driver fatigue

Like many other countries, Australia is facing a shortage of drivers. ”There are many reasons behind the driver shortage, but one that is rarely discussed is that noise — especially vibration – causes far more driver fatigue than many realise”, says Rogers. by saying: ”Quieter crane operation is more than nice-to-have. It’s essential to everyday work — reducing fatigue, improving communication, and making demanding jobs easier when every lift counts.”

“Noise, especially vibration, causes far more driver fatigue than many realise.”

”Even though electric forklifts generate virtually no vibration, drivers still spend most of their working day inside their diesel truck cab, where vibration is transmitted through the steering wheel and the seat.”, says Rogers and adds: “When you step out of an American truck after a day’s work and you’re battered, shaken, and exhausted, with your ears ringing. That’s why we prefer European truck brands — their cabs are better insulated. At the end of the day, you’re still relatively comfortable and relaxed.”

This customer case illustrates that reducing noise is not only a matter of compliance or comfort, but a tangible driver of safety, productivity, and new long-term business opportunities.

Greg Rogers in action, offloading bricks at a construction site with an all-electric MOFFETT E5 NX.

A haulier trading diesel roar for electric calm

Texas Åkeri & Entreprenad is a multi-generation Swedish family business driving the shift to fossil-free transport, with a strong focus on electrification. But it's not only about emissions: the company's electric hook-lift trucks also reduce noise, which improves driver comfort, supporting safer operations, simplifying load handling, and strengthening customer demand.[17]

Texas Åkeri & Entreprenad is a Swedish family business spanning several generations. Lars-Erik Andersson, known to most simply as "Texas," took over his father's small transport business in 1996. A few years later, he founded Texas Åkeri AB, naming it after the family nickname.

"Texas' three adult children all work in the family business."

As the business grew, it evolved into Texas Åkeri & Entreprenad. Today, Texas' three adult children all work in the family business, carrying on a long-standing tradition.

The story behind the name

The American-sounding name has an unexpected family origin. "In the 1930s, when my grandfather was a teenager, he tried to impress his friends by showing them what a rodeo was — jumping onto an unsuspecting horse in a pasture. The horse quickly threw him off! After his short-lived rodeo career, everyone started calling him Texas. The nickname stuck and was passed down — first to my father, and then to me," Texas explains.

No trucks run on fossil fuel

Texas Åkeri & Entreprenad is not just keeping pace with the transition to sustainable transport — the company is at the forefront. "In 2021, we bought the world's first serially produced heavy electric Scania truck," says Texas with pride.

Today, the company operates a fleet of 12 heavy trucks, none of them powered by fossil fuels: six are fully electric, four run on HVO biofuel, and two on ethanol. Texas has also ordered another Volvo FM Electric 6x2 R, fitted with a MULTILIFT ULTIMA 20ZL 53 hooklift, with delivery scheduled for spring 2026.

"The fleet consists of 12 heavy trucks, none of which run on fossil fuels."

Texas Åkeri & Entreprenad is standardising its fleet around Volvo trucks and Hiab hooklift systems for practical and safety reasons. Texas explains: "Uniform controls reduce confusion when drivers switch vehicles, improving productivity and lowering the risk of operator error."

Texas Åkeri is a true family business. From left to right: Akilles (dog), Lars-Erik "Texas", his wife Ewa, their children Alexander, Isabella, and Jonathan, with Molly (dog).

Three reasons to go electric

Alongside the environmental benefits, Texas highlights three practical advantages of electric hook-lift trucks compared with diesel-powered models

1. **Quieter and faster hook-lift operation.** By driving the hydraulics directly with an electric motor, the system responds instantly and runs more smoothly and quietly than diesel systems that require engine revving to build power.
2. **Less noise leads to higher driver satisfaction.** The change in driving feel and the reduction in driver fatigue are so clear that operators of the remaining ethanol- and HVO-powered trucks are already asking when they can switch to electric. The cab is much quieter and more serene, which makes driving far less taxing. For a family business built on long days and tight schedules, lower noise levels simply make work more enjoyable, Texas says.
3. **Rising customer demand.** An increasing number of customers are requesting electric trucks, and environmental criteria are becoming standard in procurement and tender processes.

”I’ve been unloading cargo throughout our entire conversation – that’s how quiet a modern electric truck is inside the cab!”

The phone interview ends with an unexpected twist. ”I have a confession to make, I’m not at the office”, Texas says, laughing. ”I’ve been unloading cargo throughout our entire conversation — that’s how quiet a modern electric truck is inside the cab!”

Lars-Erik ”Texas” Andersson signing an order for an Volvo FM Electric 6x2 R with a MULTILIFT eUltima hooklift, for delivery in spring 2026.

One of Texas Åkeri & Entreprenad’s Volvo FM Electric 6x2 R trucks unloading construction waste at a local recycling centre, fitted with a MULTILIFT ULTIMA 20ZL 53 hooklift.

Sources of unwanted noise

This overview highlights examples of typical sources of unwanted noise across common segments in the load handling industry. While drivers and crane operators are most exposed, reducing noise also benefits others, such as site workers, residents, and pedestrians.

Final mile

Focusing on final-mile delivery, often in cities with tight delivery windows and strict delivery regulations.

- **Service providers:** Parcel/logistics, retail distribution fleets, home delivery providers and building-material merchants.
- **Unwanted noise:** Frequent stop/start, idling, doors/ roll-up shutters, air systems, tail lift pump/actuation, thuds, roll cage/pallet truck clatter, and backup alarms.

Waste & recycling

Focusing on municipal or commercial waste collection, recycling centres, and material recovery.

- **Service providers:** Municipalities/city contractors, private waste operators, recyclers, transfer stations/MRFs, etc.
- **Unwanted noise:** Idling, PTO/engine RPM rises to power hydraulics, high-duty-cycle hydraulics, container/ bin impacts (drop/set-down), emptying noise, material noise (glass/scrap) and alarms in congested areas.

Construction

Covers everything from residential housing to heavy infrastructure projects.

- **Service providers:** Contractors, building suppliers, infrastructure contractors, equipment/rental operators serving sites.
- **Unwanted noise:** Idling, engine breaking, rattling, PTO/ engine RPM rises to power and whining hydraulics, chains/straps clanking, vibrations from heavy lifts and impacts when placing loads.

Logistics

Focusing on regional and national freight distribution, typically involving terminals, distribution centres, and frequent dock operations.

- **Service providers:** General freight carriers, 3PL/4PL providers, distribution fleets, pallet networks, hub-and-spoke operators, and industrial supply distributors.
- **Unwanted noise:** Engine/drivetrain and tyre noise, air brakes/ air systems, trailer rattle, coupling impacts, reefer units, reversing alarms, dock doors/levellers, and forklift/pallet impacts.

Forestry & lumber

Focusing on forestry and timber operations.

- **Service providers:** Timber haulage operators, forestry contractors, sawmills/wood-industry logistics, fleet owners in remote environments.
- **Unwanted noise:** High-idle/PTO operation, rough-road rattles, drivetrain noise, massive hydraulic force, logs striking bunks, grapple impacts, and hydraulic cycle noise.

Lower noise helps attract and retain skilled operators

Noise isn't only a work environment issue—it's a talent issue. Driver shortages are becoming a serious industry challenge. Quieter load handling reduces fatigue, improves communication, and supports safer performance—making the profession more sustainable for today's drivers and more attractive to the next generation.

In load handling, noise is more than a comfort issue—it shapes how drivers and operators feel, perform and stay alert throughout the day. And that matters, because the industry is already under pressure to find and keep skilled people. Globally, 3.6 million truck driver positions remain unfilled across 36 countries, and the age gap is widening: drivers under 25 make up just 6.5% of the workforce, while many are approaching retirement. In Europe alone the shortage is estimated to 426,000 drivers.[18]

How noise impacts drivers

Noise exposure adds up. Over time, it can contribute to hearing damage, but it can also drive fatigue, stress and reduced focus—especially when the task demands precision and constant situational awareness.

Occupational guidance highlights 85 dBA over an 8-hour shift as a key threshold for harmful exposure, underlining why quieter equipment and work practices matter.[19]

From a safety perspective, loud noise can interfere with communication and concentration, and it can make it harder to hear warning signals—factors that can contribute to accidents and injuries. And beyond the worksite, noise is widely recognised as an underestimated health risk, linked to broader impacts such as sleep disturbance and cardiovascular effects—one reason why lower-noise environments are becoming an increasingly important part of modern workplace expectations.[20]

To sum it up: A calmer, lower-noise work environment helps make the job more sustainable for experienced drivers – and more appealing to the next generation. In an industry facing a structural shortage of drivers and operators, reducing noise isn't just a "nice to have". It is part of building a working environment people are willing to join — and stay in.

Lower noise level during load-handling creates

- Clearer communication between driver, crew and customer.
- Less fatigue during long shifts and repeated stops.
- Better control in precision work, especially in tight urban spaces.
- Improved safety when warnings and instructions are easier to hear.

"Initially, there was resistance among our drivers to switching to all-electric truck mounted forklifts. However, today the vast majority of our drivers prefer electric alternatives."

Steve Travis,
Transport Manager
Pets At Home (UK)

Get more control and less noise in every lift

Hiab offers a wide range of noise-reducing solutions, from electric power to intelligent control. The result: less idling, steadier hydraulics, and a calmer safer work environment — lowering driver retention and boosting productivity.

MOFFETT eSeries

The MOFFETT eSeries is Hiab's range of all-electric, lithium-ion truck-mounted forklifts that ride on the back of a delivery truck or trailer, allowing the driver to self-unload at the customer site. Because the MOFFETT eSeries is fully electric, it operates with far less noise than comparable diesel-powered truck-mounted forklifts—eliminating engine idling and revving at the delivery point. Electric drive also reduces vibration and overall "harshness" during operation. This makes the MOFFETT eSeries well suited to noise-sensitive settings such as residential areas, late-night deliveries and Low Emission Zones.

MOFFETT eSeries operates with significantly lower noise levels than diesel-powered truck-mounted forklifts, eliminating engine idling and revving at the delivery point.

MULTILIFT eUltima

MULTILIFT eUltima is an all-electric hooklift system for electric trucks, powered via the vehicle's ePTO, enabling load-handling with significantly lower noise and vibration than conventional diesel-powered hooklift systems. With no engine idling or revving during lifting, tipping or container handling, overall site noise is reduced. Electric power delivery also means less structure-borne vibration, fewer hydraulic pressure surges and smoother, quieter movements. Lower noise helps protect not only operators, but also nearby residents, pedestrians and site workers.

HIAB wspr+

HIAB wspr+ is an easy-to-install and use electric hybrid solution compatible with your eX.HIPRO crane model of choice. HIAB wspr+ helps lower noise mainly because it lets the crane operate on electric power with the truck engine switched off. It removes the biggest noise source—engine revs and PTO load—and makes it possible to avoid a lot of the typical "worksite harshness" that comes with diesel-hydraulic operation. HIAB wspr+ can cut operating and maintenance costs by up to 90%.

HIAB Engine Control

HIAB Engine Control is Hiab's intelligent control logic that manages how power is requested from the truck engine (or an electric power source) during load handling. By matching engine speed to hydraulic demand, it reduces rev spikes, lowers average RPM and avoids unnecessary over-revving. The result is less engine noise and fewer hydraulic pressure surges, creating a calmer working environment. This more precise power management also helps reduce wear, improve drivability during operations and support more predictable crane behaviour. Through the crane control system, it also allows the operator to work from a safer, quieter position with better visibility and clearer communication on site. By enabling remote operation away from the noisiest parts of the vehicle, it can also help reduce operator exposure to noise and improve awareness of surrounding people, traffic and hazards. HIAB Engine Control is available on iX.HIDUO, eX.HIPRO and X-HiPro models.

Quiet Mark

Quiet Mark is the independent global certification programme associated with the UK Noise Abatement Society charitable foundation (est.1959). Through scientific testing and assessment Quiet Mark identifies the quietest products in multiple categories spanning many sectors.[21]

The MOFFETT eSeries is eligible for the Quiet Mark because its electric design significantly reduces operational noise, making it one of the quietest truck-mounted forklifts in its category and supporting quieter, cleaner urban logistics.

In 2023, Hiab was Highly Commended in the Quiet Mark Logistics Award category at the John Connell Awards, organised by the UK's Noise Abatement Society, for its third-generation quiet lorry-mounted crane solution, designed to reduce structural noise and vibration and make crane movements 30% quieter.

HIAB Engine Control allows the operator to work from a safer, quieter position with better visibility and clearer communication on site.

Hiab received a Highly Commended distinction at the John Connell Awards for its third-generation quiet crane solution, represented by Peter Gränsmark and Mattias Berglund.

What some customers have to say about noise

Customer feedback shows that lower noise enables better communication, less disturbance, greater flexibility in sensitive environments, and a more comfortable experience for operators, customers and neighbours.

”Since it’s so quiet, you can go everywhere — no one cares. For me, that is the biggest benefit of the MOFFETT e-Series.”

Dirk van Binsberger, Operator,
VLOT Logistics (The Netherlands)

“We have stores where neighbours complain about the noise pollution, so it definitely makes a difference having an electric forklift.”

Wendy Wilbro, Driver,
Pets at Home (UK)

”My all-electric MOFFETT eSeries is just as efficient as the old diesel version, but without the noise and diesel fumes. Now I can talk to customers without constantly turning the engine off and on.”

Malte Skinberg, CEO,
C.M. Transport A/S (Denmark)

“The low noise level makes me more aware of the surroundings and lets me talk to customers while operating. It also means we can start deliveries at six in the morning without residents complaining.”

Klaus Schröter, Driver,
The Behrens Group (Germany)

”Engine control works perfectly where low noise is required. The rpm rises only as needed, reducing noise so we can work in cities at night. It also saves fuel and reduces pollution.”

Jose Manuel Mateo Andrés,
After-Sales Manager, MYSCA (Spain)

“It’s important for the sport to move with the times and this recent addition of the MOFFETT eSeries demonstrates our commitment to a more sustainable way of working.”

Richard Millener, Team Principal,
M-Sport (UK).

Conclusion

Noise in load handling should no longer be seen as an unavoidable by-product of getting the job done. As this white paper shows, it is a signal—of how energy is used, how systems perform, and how people experience their work.

Reducing noise creates value in multiple ways. It lowers fatigue, improves communication, supports safer and more precise operation, and enables work in increasingly sensitive environments. In that sense, noise is no longer just a comfort factor—it is a performance parameter.

Looking ahead, this shift will accelerate. Urbanisation, stricter regulations, electrification, and the growing need to attract skilled operators are all pushing the industry in the same direction. Quieter operations will not only be preferred —they will be expected.

For stakeholders across the load handling value chain, the implication is clear: noise must be considered in product design, fleet strategies, procurement decisions, and service offerings. Those who treat it as a strategic lever—rather than a side effect—will be better positioned to compete.

At Hiab, we see this as part of a broader transformation. By combining electrification, intelligent control systems and application-driven design, we are not only reducing noise—we are redefining how load handling should feel, perform and integrate into modern society.

The future of load handling is not just more efficient or more sustainable. It is also quieter, more controlled, and more human-centric.

And that future has already begun.

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BUILT TO PERFORM

Hiab (Nasdaq Helsinki: HIAB) is a leading provider of smart and sustainable on-road load handling solutions, committed to delivering the best customer experience every day with the most engaged people and partners. Hiab's premium equipment includes HIAB, EFFER, ARGOS and ING loader cranes, MOFFETT and PRINCETON truck mounted forklifts, LOG-LIFT forestry cranes, JONSERED recycling cranes, MULTILIFT skiploaders and hooklifts, GALFAB roll-off cable hoists, ZEPRO, DEL and WALTCO tail lifts, and the service brand HIPERFORM, a comprehensive suite of smart solutions that help maximise the life-cycle value of Hiab's equipment.

As the industry pioneer, Hiab continues to make on road load-handling smarter, safer and more sustainable to build a better tomorrow. Globally, Hiab is represented on every continent through its extensive network of 3,000 own and partner sales and service locations, enabling delivery to over 100 countries. The company's continuing operations sales in 2025 totalled approximately EUR 1.6 billion and it employs approximately 4,000 people.

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