

Space-Saving Innovation, Versatile Application: Joylive's SMR Elevators with Global Certs Build Brand Moat

How Compact Design and Application Flexibility Address Diverse Vertical Mobility Needs

CALIFORNIA, CA, UNITED STATES, September 9, 2026 /EINPresswire.com/ -- Kunshan-based manufacturer targets space-constrained residential, commercial and retrofit projects with compact passenger elevators

[Joylive](#) Elevator Co., Ltd., a vertical transportation equipment maker headquartered in Kunshan, Jiangsu Province, China, offers a small machine room (SMR) passenger elevator series for residential, commercial and low-rise building projects. According to the company, the SMR range complies with EN81-20/50, CE and EAC requirements and is available with load capacities ranging from 450 kg to 2,000 kg, depending on model and configuration.



Industry context

The global elevator market was valued at approximately USD 84.8 billion in 2024 and is projected to reach USD 126.7 billion by 2034, according to Global Market Insights. The freight elevator segment is expected to rise from USD 2.07 billion in 2024 to USD 2.78 billion by 2029, a CAGR of 6.1%, according to Knowledge Sourcing Intelligence. Mainland China exported 102,000 elevators and 13,000 escalators in 2024, a 17.3% increase year over year, based on data from the China Elevator Association and Elevator World.

Joylive was founded in 2002 and has built a product portfolio that includes passenger, freight, home, commercial, fire, panoramic, hospital, explosion-proof and clean elevators, as well as escalators, moving walks, dumbwaiters, industrial vertical conveyors, elevator modernizations, IoT devices and smart building products. The company reports a manufacturing base of 105,000 square meters and an annual output of 15,000 units, with about 55% of production exported to markets including Europe, America, Oceania, Africa, Central Asia, Southeast Asia and the Middle East.

Space-saving design and energy efficiency

Joylive's SMR passenger elevator is engineered for projects where machine room space is limited. The compact machine room layout reduces top-space requirements and can lower building construction costs, according to the company. The elevator uses a permanent magnet synchronous gearless traction machine, which is smaller and more efficient than conventional geared systems, and a VVVF vector variable-frequency drive that controls motor torque in real time. Joylive says this combination supports smooth operation and delivers approximately 30% energy savings compared with non-vector drive designs. An optional energy regeneration drive is available for further efficiency gains.

The drive system also meets Class A energy efficiency limits under ISO 25745/VDI 4707, with standby power consumption below 50 W. According to the company, rapid call response logic can reduce standby power use by about 50%. Joylive also applies silent braking control technology to reduce noise during brake start and stop, which is intended to improve ride comfort.

Product range and applications

The SMR line is positioned for multiple building types. Residential apartments can use configurations with loads from 450 kg to 1,600 kg at speeds of 1.0–2.5 m/s. Commercial buildings, including offices, shopping centers and transport hubs, can be served by models up to 2,000 kg. Hotel projects may use quieter operation and enhanced ride comfort settings. In low-rise buildings and retrofit work, the lower top height and reduced shaft space footprint are intended to ease installation.

Joylive highlights two SMR model families. The V500 SMR model operates at 1.0–2.5 m/s, covers loads from 630 kg to 2,000 kg, and has a maximum travel height of 90 m. The 3100MR model spans 450–2,000 kg loads and reaches speeds up to 2.5 m/s.

Certification and safety features

The SMR elevator range has been designed to EN81-20/50, the European safety standard for elevator construction and component testing, according to Joylive. Products carry CE marking and EAC certification, meeting Eurasian Economic Union technical regulation requirements. The company also holds ISO 9001 and ISO 14001 certification and has received the "Suzhou Manufacturing" brand certification, which is used as a regional quality mark in Jiangsu.

Joylive's quality system includes a CNAS-accredited laboratory that supports testing from design through production. In manufacturing, the company uses robotic arms and fully automatic bending lines to improve machining precision. For installation, Joylive states it applies pre-work risk assessment, real-time site risk control and standardized operations.

Safety functions listed by the company include a door-opening restrictor to prevent unsafe opening, automatic brake-force self-testing that periodically verifies braking capability, and high-precision leveling with car-to-floor alignment within ± 3 mm. The door system uses 32-bit microcomputer digital control and includes light curtain protection, fault self-diagnosis and overspeed protection.

Digital services and customization

Joylive connects its SMR elevators to the JOYCloud IoT platform, which enables remote monitoring, online commissioning and 24-hour service support. The platform is designed to support digital management and predictive maintenance across the elevator lifecycle, including installation, maintenance and real-time monitoring, according to the company.

Custom interior options include hairline, mirror and frosted stainless steel panels; marble or PVC flooring; and multiple LED ambient lighting configurations. Available add-ons include braille buttons, a half-height mirror and a UV disinfection module. Joylive states that its modular structure can improve installation efficiency by about 40%, and it provides project coordination from architectural drawings to BIM design to optimize shaft layout and traffic flow.

Market impact and outlook

For contractors, property developers and importers, SMR elevators with recognized certificates can help simplify procurement and approval. The reduced machine room footprint is particularly relevant in retrofit projects, where space is often constrained. For maintenance organizations, the integration of IoT monitoring may improve visibility into equipment condition and support longer-term service planning.

Joylive also lists entry procurement terms that include a minimum order quantity of one unit, FOB/CIF delivery, pre-shipment testing and a 30/70 payment structure, according to its procurement support data. These terms are aimed at easing the purchasing process for

overseas distributors and project buyers.

Joylive's emphasis on compact design, global certification, energy efficiency and digital service reflects a broader trend among Chinese elevator exporters competing on documentation quality and lifecycle support. As the market moves toward more energy-conscious and space-efficient solutions, SMR passenger elevators are likely to remain a significant product category in both new construction and modernization.

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