

8 – 9 Sept. 2023
Karlsruhe Trade
Fair Centre

Platformers' Days convince with national appeal, professional performance and industry network

Most important trade fair for lifting and height-access technology in the DACH region

Karlsruhe, 8-9 September 2023: Industry innovation, interaction and the ultimate in machine technology heralded the return of this year's Platformers' Days, which took place for the second time at the Karlsruhe trade fair venue and attracted around 2,400 participants, including almost 1,500 trade visitors. The trade fair is the most important event in mobile lifting and height-access technology in the German-speaking region. More than 100 renowned manufacturers from nine countries presented their product ranges, from access platforms and cranes to the latest forklift innovations.

"For two days, the Karlsruhe technology region was a platform for technology transfer, innovative strength and exciting developments," says Britta Wirtz, Managing Director of Messe Karlsruhe. "Platformers' Days is a compact showcase for sustainable technical solutions."

Olivia Hogenmüller, Team Leader Building and Environment, confirms this: "It is important for us to always be close to the market and respond to industry needs. Thus, we listened to the needs of exhibitors and visitors, and further developed the trade fair concept to make it even more professional and relevant. This was reflected in the range of exhibitors who used Platformers' Days to showcase their world premieres, making us even more proud that the industry calls Karlsruhe home."

New site design hits the spot

With around 20,000 m² of outdoor exhibition space and around 12,500 m² of hall space, this year's Platformers' Days expanded by more than 25 per cent compared with the inaugural Karlsruhe event in 2021. This was as a result of exhibitor wishes for more space for product presentations and live demonstrations. The exhibition area was therefore extended in Hall 1, offering a large catering and networking area, and enabling numerous presentation opportunities thanks to the generous ceiling height. Furthermore, with eight hall doors, the surrounding outdoor exhibition area was easily accessible from all sides. Thomas Wegeler, Managing Director at Haulotte, said of his company's move from the outdoor exhibition area to the hall area: "We are very enthusiastic about the stand concept that we developed together with

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Messe Karlsruhe, and it attracted a large audience response."

Florian Kunze-Scheffler, Business Manager at Kunze, is also convinced by the site design: "We were represented both indoors, outdoors and in the demo area. The concept was well received by the public, with a high influx of visitors to both areas. The quality of visitors was also high, and we were able to meet current customers, as well as make new contacts of the access platform sector. We are very satisfied."

Direct comparison of technical solutions

On a demonstration area of around 1,000 m², there were demos of tracked and telescopic boom lifts, which highlighted the latest technical solutions during twice-daily live shows. On a terrain designed as an obstacle course, trade visitors were able to realistically experience characteristics such as climbing, compact and support capabilities, but also reach and off-road mobility. Raphael Schibura, Hematec branch manager in Dresden, said: "We decided to participate in the "Demo-Area" because we offer tracked boom lifts and so could present them perfectly, as well as demonstrate the off-road capabilities of our 28-metre telescopic work, both of which were well received by the public." The fact that the Demo-Area was much appreciated was also reflected in the visitor survey, with around 90 per cent of respondents giving the show concepts top marks. Senior Project Manager Philipp Doll, of Messe Karlsruhe, agrees: "The newly designed Demo-Area was a real boon for the supporting programme of Platformers' Days and turned out to be a crowd-puller. It strengthens the hands-on approach and enhances the professional character of the trade fair. Short distances and the option of spontaneous machine demonstrations on the exhibition grounds gave real added value."

The "Electro-Park" show in the hall area highlighted latest technical solutions designed to meet increasing demand for electrification in the industry. In addition to the machinery exhibition, three participants per day held a lecture programme in the PD-Forum located in the Electro-Park.

Great satisfaction all round, high purchasing power and important platform for investment decisions

Platformers' Days consolidated its position as the most important trade fair in the German-speaking region and surrounding areas, with over one-third of visitors travelling more than 300 km to Karlsruhe. Team leader Olivia Hogenmüller is pleased to report that the trade fair's reach has expanded, with many trade visitors attending PD for the first time this year - they travelled from all over Germany.

Visitors' willingness to invest has also increased significantly. Hans-Werner Pütz, a project developer from Niederkassel, became aware of Platformers'

Days through a Messe Karlsruhe advertisement, and made a spontaneous visit: "We have been on the market for over 30 years and are always on the lookout for innovations. At Platformers' Days we found exactly what we were looking for, and all in one place. Currently, we have 150 construction machines in our inventory, about two dozen of which are lifting platforms. At the trade fair, we were able to get comprehensive advice. Of course, price plays an important role in our investment decisions, but service and maintenance must also be guaranteed. The trade fair is the perfect platform to sound out manufacturers who can meet our precise requirements."

Michael Nirschl, Managing Director at Thelen Baumaschinen Service GmbH in Essen, also visited the event for the first time: "We are interested in access platforms. The trade fair was the perfect opportunity to discover a large range of products in one location, and compare them with each other. This allows us to identify the best value for money and decide which machines are most suitable for our purposes."

Exhibitor Henrich Clewing, Managing Director at Merlo, sums up: "For us it is a matter of course to be present at PD. We have been part of this family of the access platform world and rental companies for decades and are happy to meet our customers as well as market companions along with everyone else who is interested in our products here."

The patronage of Platformers' Days 2023 is borne by the Ministry of Economics, Labour and Tourism of the State of Baden-Württemberg. The industry associations bbi and VDBUM, as well as the rental association PartnerLIFT provide expertise support for the trade fair. "With strong partners at our side, Platformers' Days can build on this year's success," says Beate Frères, Director Market Area II at Messe Karlsruhe. "We are counting on continued good cooperation and look forward to welcoming exhibitors and visitors next year, from 6-7 September 2024. The prospects look promising: numerous exhibitors have already confirmed their participation."