

10 – 11.09.2021
Karlsruhe Trade
Fair Centre

New venue, same practical focus at Platformers' Days

Programme highlights reinforce emphasis on demonstration

Karlsruhe, 1 July 2021 – Platformers' Days, the leading trade fair for mobile lifting and height access equipment, is set to take place from 10 to 11 September 2021 at the Karlsruhe Trade Fair Centre for the first time. But despite the new venue, the event's focus on demonstration remains stronger than ever. To underline this, organisers have added two new highlights to the programme: the "Rough Terrain" special theme area and the "Electro Park" special show. "With its special emphasis on demonstration, Platformers' Days is the industry meeting point for mobile lifting and height access equipment. Visitors can experience machinery live and up close, compare them and get into interesting discussions about customisations, wishes and requirements in order to make the best purchasing decision", says project manager Olivia Hogenmüller.

More information and the link to the online ticket shop can be found at www.platformers-days.de.

New: "Rough Terrain" special theme area and "Electro Park" special show

Platformers' Days 2021 will be held across 20,000 square metres of outdoor area, as well as 2,000 square metres of hall space and two new theme areas. The level and compact outdoor exhibition space of the Karlsruhe Trade Fair Centre offers the perfect stage for the live demonstration trade fair.

Visitors will be treated to plenty of action before they even reach the main event area. The new "Rough Terrain" special theme area will be spread across 2,000 square metres right at the main entrance. Here, selected manufacturers will showcase machinery and equipment on uneven ground, with changing substrates, inclines and obstacles. This will allow them to show off their strengths in real working conditions. "This reflects the core idea of Platformers' Days of the last 20 years. It is this dynamism, with machinery in action everywhere you look, that participants really value", explains Hogenmüller.

The "Electro Park" special show in the Atrium will be dedicated to the important topics of electrification and sustainability. It will present the latest machinery from the likes of Haulotte, Genie, Hematec, Teupen and JLG, with electrical and hybrid equipment and vehicles on show in a noise-sensitive environment. Visitors will be able to experience the benefits of these quiet, efficient and powerful systems for themselves, along with solutions for their applications that meet increasingly strict noise and emissions requirements.

Contact person Marion Künstel
tel +49 721 3720-2306 | marion.kuenstel@messe-karlsruhe.de

Karlsruher Messe- und Kongress GmbH
Festplatz 9
76137 Karlsruhe | Germany
tel +49 721 3720-0
fax +49 721 3720-99-2116
info@messe-karlsruhe.de
messe-karlsruhe.de

Messe Karlsruhe
Messeallee 1
76287 Rheinstetten | Germany

Kongresszentrum
Festplatz 9
76137 Karlsruhe | Germany

Managing Director
Britta Wirtz

Chairwoman of the Supervisory Board
First Mayoress
Gabriele Luczak-Schwarz

Register Court
Mannheim HRB 100147

Member
AUMA | FKM | GCB | IDFA | EVVC

platformers-days.de/en



In cooperation with



Organiser

messe
— karlsruhe

Presentations cafe and partners

Also planned is a presentations cafe. Co-organised with Z Lab, the digital business incubator of the Zeppelin group, it will host two exciting presentations each day focusing on digitalisation in construction and solutions for the challenges the industry faces today. Here, visitors will be able to enjoy in-person discussions with experts from various sectors. The event is supported by the IPAF as its conceptual partner, alongside the bbi, VDBUM and BSK associations.

Over 100 exhibitors from the entire value creation chain

Platformers' Days 2021 is set to welcome over 100 exhibitors and 200 brands, all eager to showcase their machinery, vehicles and systems for lifting and height access technology. Among the market players taking part in Karlsruhe will be big names like Genie, Haulotte, JLG, Liebherr, Manitou, Oil & Steel, Hematec, Rothlehner, Merlo, Teupen and Ruthmann. Around a fifth of exhibitors come from other countries within Europe, chief among them Italy and the Netherlands. The trade fair covers the **entire value creation chain** of the industry. As well as work platforms, cranes and material handling vehicles, 2021 will see a focus on associated products like batteries, software, transport for systems and machinery, as well as niche products for gardening and landscaping.

Platformers' Days – the trade fair for mobile lifting and height access technology

Industry visitors are certain to find the solutions they are looking for at Platformers' Days. The trade fair is particularly popular among leasers of lifting and height access technology. Their customers in sectors like facility management and cleaning, gardening and landscaping, glass and structural facings, crane and heavy-load handling to name just a few, use the event to find out about the latest developments and products in each industry. Platformers' Days will also offer the perfect conditions for networking at its new location on the grounds of the Karlsruhe Trade Fair Centre. With its family feel, the industry's leading event invites visitors to share knowledge, expertise and experience in a laid-back atmosphere.

Time: 10 to 11 September 2021

Place: Karlsruhe Trade Fair Centre

For further information, please visit platformers-days.de and facebook.com/PlatformersDays