

Exhibitors maintain trust in Platformers' Days

Messe Karlsruhe confidently looking forward to the trade fair for mobile lifting and height access technology in autumn 2021

Karlsruhe, 11 December 2020. Over 75 per cent of the exhibitors at Platformers' Days, the trade fair for lifting and height access technology, have either already booked their stand for the event or reserved an exhibition space. Messe Karlsruhe is confident that the popular industry event will go ahead as planned from 10 to 11 September 2021, and is expecting over 100 manufacturers and dealers of access platforms, cranes and material handling equipment. "The coronavirus pandemic has hit the entire economy hard. Despite this, the flow of new innovations in the industry is as strong as ever. This makes it all the more important for us to offer a stage for investments and face-to-face discussions at Platformers' Days", says Olivia Hogenmüller, project manager of Platformers' Days. In June 2020, the trade fair was postponed to September 2021 due to a lack of planning security. This was because the coronavirus regulations for trade fairs had yet to be passed by the state of Baden-Württemberg.

Full speed ahead

The exhibitors at Platformers' Days still place great value on the event and its format. As a result, the majority of the manufacturers of lifting and height access technology stuck by their decision to participate as soon as the postponement was announced. "The Platformers' Days exhibitors have maintained their trust in us. We are delighted at this incredible show of confidence. Together with them and our event partners, we are developing practical solutions that will allow visitors to safely experience the machinery at stands or at the special theme areas", says Hogenmüller. Messe Karlsruhe is well prepared and is confidently facing the challenges of holding an industry trade fair during a pandemic. "We are of course working on a tailored safety and hygiene plan for Platformers' Days, and are in close contact with the relevant authorities. Our priority is to create flexible measures. Since September, the trade fair industry has shown that safety and hygiene measures adapted to the infection situation can be effective", adds Hogenmüller.

Platformers' Days PRE-EVENT to showcase industry innovations in advance

A small taster of the trade fair will be on offer at the exclusive Platformers' Days PRE-EVENT, to be held from 10 to 12 June 2021 in Karlsruhe during the RecyclingAKTIV & TiefbauLIVE twin trade fair. Long-standing Platformers' Days exhibitors will present a selection of their product highlights and meet both regular customers from the leasing sector and an audience of technical



specialists. Across the three compact days of the event, the action-packed demonstration trade fair RecyclingAKTIV & TiefbauLIVE is due to attract around 8,500 industry visitors. These will include business leaders from the construction and demolition sectors, as well as gardening and landscaping specialists. Oliwer Sven Dahms, founder and cooperation partner of Platformers' Days, says: "Our exhibitors are desperate to see their colleagues and other market players again. The PRE-EVENT in the first half of next year will be the perfect platform for us all to meet again and really kick start sales activities". The selected innovation of each Platformers' Days exhibitor will stand for the quality of their entire product range, offering the chance for discussions with visitors. In June 2021, the exhibitors will have the chance to show where they stand on the market and preview the new innovations that will be on display at Platformers' Days in September.

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