

Successful restart: Platformers' Days celebrates return at new home in Karlsruhe

Karlsruhe, 11 September 2021 – “Live trade fairs are finally back”. That was the collective sigh of relief breathed by exhibitors, visitors and organisers alike following Platformers' Days triumphant return. After a three-year forced break due to the pandemic, the leading trade fair for mobile lifting and height access equipment in Germany, Austria and Switzerland was finally held from 10 to 11 September 2021 at its new home at the Karlsruhe Trade Fair Centre. With everyone involved delighted to see old friends and business partners again, the event also marked the restart of live trade fairs in Karlsruhe. The 23,000 square metres of exhibition space was fully booked months in advance. Over 2,000 visitors attended Platformers' Days' debut in Karlsruhe, along with 100 exhibitors from ten countries, all eager to present their latest products, machines and devices in mobile lifting and height access equipment. The event was supported by the IPAF as its conceptual partner, alongside the bbi, VDBUM and BSK associations. It was also sponsored by the Baden-Württemberg Ministry of Economic Affairs, Labour and Tourism.

Excellent feedback from visitors

Those attending Platformers' Days at its debut in Karlsruhe were overwhelmingly industry visitors (98 per cent), including many decision makers (70 per cent business owners, executives or managers). 35 per cent of visitors had travelled over 300 kilometres to attend, with many coming all the way from Austria, Switzerland and the Netherlands. 96 per cent of visitors gave top marks for their experience, with 93 per cent intending to return. 98 per cent of respondents said they would recommend Platformers' Days to their colleagues and business partners. The event's special safety and hygiene plan was also praised, with 95 per cent of respondents giving it a top rating.

“We are just so proud, relieved and happy that we were finally allowed to host a trade fair again after so long. The fact that this was the first time we held this event here makes it all the better. With all the height access innovations on show, including national, European and world premieres, Platformers' Days is the perfect way to show how Karlsruhe is leading the way in digitalisation and e-mobility”, said Britta Wirtz, managing director of Messe Karlsruhe.

Project manager Olivia Hogenmüller summed up the mood: “Our first hosting of Platformers' Days here was a big success, earning a great deal of praise and recognition. The positive reception among both exhibitors and visitors makes us very proud. We are now full of motivation for the next trade fair and



are delighted to have had this opportunity to shape such a well-established event in the industry to meet market needs.”

“The Platformers’ Days premiere in Karlsruhe was a massive success. I am happy that we were able to transfer the spirit of the old location to Karlsruhe so smoothly and I can’t wait for the next event in September 2023”, said founder and strategic partner Oliwer Sven Dahms.

Dedicated exhibition space fully booked

Despite featuring twice as much exhibition space as the previous event, exhibitors had booked every square metre months in advance. A quarter of the regular exhibitors more than doubled their stand space, allowing them to present more products than ever before. The quality of the exhibitors was outstanding according to 99 per cent of respondents. “Coming to Platformers’ Days 2021 in Karlsruhe was an excellent decision. There was lots of information on offer, along with a huge number of innovations and a really good overall concept. The new location is just perfect”, said Dieter Beyer, owner of Beyer Mietservice.

Alongside the countless product premieres, one of the most pleasing things for the organisers was the fact that a fifth of the exhibitors were attending for the first time. Special attention was paid to key trends in mobile lifting and height access equipment, such as digitalization, sustainability and electrification. These were also reflected in the live demonstrations and were the inspiration behind the two new theme areas: “Rough Terrain” and “Electro Park”. Last but not least was the Lecture Cafe, organised together with Z Lab, the digital business incubator of the Zeppelin group.

Focus on networking

Exhibitors used the event to expand their networks, generate leads, catch up with existing customers and provide information. Over three quarters of respondents said they planned to make a purchase after the trade fair. Christian Ross, Head of Sales for Germany at Ruthmann, confirmed this: “The first day of the event in particular was excellent. We had lots of industry visitors and some excellent discussions, so from a quantitative point of view we are very happy. I believe our new products and the many innovations that we showcased here for the first time went down extremely well. We were able to generate a lot of orders here at the trade fair.” Johann Poschner, Head of Sales for Work Platforms at Palfinger Germany, also experienced success: “Messe Karlsruhe are great to work with as an organiser. They are extremely friendly, but also very professional. They have helped make Platformers’ Days a much more professional event, but without losing any of the familiar charm from the old venue. We generated over 50 good leads yesterday alone, so we are very pleased with the result.”

Professionalism, service and infrastructure

Karlsruhe offered exhibitors not only more space and outstanding infrastructure, but also greater service and a dedicated team for personal customer contact. The Karlsruhe Trade Fair Centre also offered versatile facilities and a modern outdoor area connected directly to the exhibition halls.

Lutz Schwede, Sales Director Germany at JLG Deutschland GmbH, was full of praise for the event team's dedication: "The preparations went very well and we were very pleased with the support we received. The planning and contact in advance were excellent, regardless of who we were talking to, and the whole team was extremely flexible. We met a lot of customers and did some good business. The atmosphere at the event was amazing. Virtually all of our dealers were there, which made it a very efficient trade fair for us. Above all, we are just delighted to be able to attend a live event and meet our customers again. I think everyone feels the same way. This then contributed to the general good mood throughout the trade fair."

Old family feel retained

There was a wide range of products on show for users and leasers of lifting and height access equipment from all over Germany and beyond. After so long without in-person events, visitors could not wait to watch demonstrations and experience the machines up close. The event also provided an opportunity to discuss individual needs and solutions together with exhibitors. "We were extremely satisfied. Messe Karlsruhe did a brilliant job in transferring the event to the new location. We also really enjoyed the evening event, where we were able to make some good leads. Everything was very well organised. We made all the contacts that we were expecting. All in all, we are looking forward to being here next time", said Simon Rath, Key Account Manager for Germany, Austria and Switzerland at Manitou Deutschland GmbH. This view was shared by Susanne Zelic, CEO of Greenmech, who were exhibiting at Platformers' Days for the first time: "Platformers' Days offers an amazing all-round package for exhibitors and visitors alike. I love the way the event was organised, particularly the networking evening. We can't wait to be back in 2023."

The next Platformers' Days will take place on 8 and 9 September 2023 at the Karlsruhe Trade Fair Centre. More information at www.platformers-days.de.