

Uplifting setting for inspiring product premieres

At Platformers' Days 2023 in Karlsruhe, numerous exhibitors will be showcasing their innovations in the fields of access platform, forklift and crane technology.

Karlsruhe, 27 July 2023. After a successful debut in 2021 at the trade fair venue in Karlsruhe, Platformers' Days will be held for the second time from 8-9 September 2023. Many of the exhibitors - approximately 110 in total - will be showing innovations from the core areas of work platforms, mobile cranes and telescopic forklifts at the event, which is aimed at those involved in mobile lifting and height access technology.

Novel show concepts: Direct comparison of device technologies

Demos of "crawler work platforms" and telescopic work platforms will take place across an approximately 1000m² area, twice daily during the trade fair in 45-minute live sessions. On the site, which is designed as an obstacle course, climbing, compact and support capabilities will be put to the test, alongside reach and off-road mobility. The aim of the show concepts staged for the first time at Platformers' Days is to give attendees a feel for the various solutions on offer, and allow them to make direct comparisons, according to Beate Frères, Director Market Area at Messe Karlsruhe. Adds Olivia Hogenmüller, Senior Project Manager of Platformers' Days: "I don't know of any other trade fair format in the lifting and height access technology sectors where exhibitors compete fairly with each other on demo areas for a comparison of their products. Seeing how a machine works is great added value for visitors."

Furthermore, interviews will be held in parallel with the demonstrations, during which product specialists from participating exhibitors will explain the special technical features of their machines. During the breaks between the shows, individual customer demonstrations are also possible. Dieter Roters, Managing Director of CMC Arbeitsbühnen and participant in the "Crawler Work Platforms" show, is a fan of the concept. "The high quality of the visitors speaks for the excellent reputation of the fair and is an optimal platform for us as exhibitors, which is why it is always firmly scheduled in our calendar," he says. "The trade fair organisation always listens to our needs, responds constructively to suggestions and actively seeks dialogue with the manufacturers."

Five machines from well-known manufacturers and dealers will be showcased at the event, along with innovative new offerings. In the "Telescopic Work Platforms" show, **JLG** will present a new telescopic work platform with self-levelling technology live in action for the first time in Germany. In addition, machine technology from **Hyrax** (via **Ahern**), **Genie**, **Dinolift** (via **Hematec**)

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and **XCMG** can be experienced first-hand. The show, which also focuses on tracked work platforms, will highlight compact, manoeuvrable and partly electrified machines from **Teupen**, **CTE** (via **ATG Lift**) and **Platform Basket** (via **Kunze**), which work in harmony. **CMC**, meanwhile, will be demonstrating a new crawler work platform with double telescopic boom and a clearance width of only 89cm - a new offering in the 30m class.

Electric Park with PD-Forum on alternative drive technology

In the special show Electric Park in the exhibition hall, which has been added to the Platformers' Days exhibition area for the first time, seven machines from six manufacturers and dealers will be presented. On each day of the fair, three participants will be organising a must-attend lecture programme in the so-called PD-Forum, in addition to the pure machine exhibition. Experts will talk about topics related to alternative drive technology in terms of opportunities, limits and infrastructure. Participants include **Avant Tecno**, **Bravi Platforms**, **Hematec** and **Meykratec Hebetchnik**. An electrified trailer crane from **Klaas** will also be on display in the Electric Park; in addition, Klaas has expanded its range to include mini cranes from the Japanese manufacturer Maeda, and will be unveiling what is currently the most powerful truck-mounted crane with an aluminium jib. Other exhibitors will focus on the trend towards electric drives. **Böcker**, for example, will show the first fully electric truck-mounted crane in steel-aluminium construction, mounted on a Mercedes-Benz eActros, in the Electric Park. Böcker trailer cranes, which can be charged at any 230V household socket, will also be on show at Karlsruhe.

However, it is not only in the Electric Park that exhibitors are focusing on electrification: **Genie**, in conjunction with dealers **BSI GmbH** and **ATG Lift GmbH**, will be showing solutions for greater sustainability, lower maintenance requirements and higher utilisation of Genie equipment both in the hall area and the outdoor exhibition space. In the indoor area, the focus is on eco-friendly height access technology, including the latest Genie articulated telescopic and scissor lifts with hybrid and electric drives; in the outdoor area, Genie's product diversity will be displayed - including FE models from the field of hybrid technology.

Experiencing exciting new products first-hand

Also this year, Platformers' Days will attract world-firsts. **Magni**, for example, will be showcasing for the first time a 41m telescopic platform as a hybrid machine with a diesel generator as a range extender. The machine will be explained in detail, including how the lithium-ion battery can be recharged during use. In addition, Magni will show telescopic forklifts with rotating upper carriage for maximum safety, as well as a range of hydraulic, oil-free scissor

lifts. **Palfinger** will be represented with aerial work platforms and, for the first time, a crawler crane at the Karlsruhe exhibition centre. Palfinger is currently the only supplier to offer a personal safety mode with the truck-mounted crane.

Ruthmann will show an excerpt from its extensive portfolio of various brands within the TIME Manufacturing Company. As a trade fair highlight, the company will be announcing further information on the development status of the new 100m riser, which will be launched in 2024. In the meantime, a 90m climber will be available for preview at this year's Platformers' Days.

The patron of Platformers' Days 2023 is the Ministry of Economics, Labour and Tourism of the State of Baden-Württemberg. IPAF is the conceptual partner, and the trade fair is also supported by the industry associations bbi and VDBUM, as well as the rental association PartnerLIFT.

Further information on the supporting programme and Platformers' Days 2023 is available online at <https://www.platformers-days.de/de/programm>, on LinkedIn and Facebook. Tickets are available at: www.platformers-days.de/ticket.