

## **Platformers' Days becomes the leading trade fair for aerial working platforms, cranes and forklifts in the DACH region**

*Karlsruhe, 7.09.2024.* The third edition of Platformers' Days, the most important trade fair for aerial working platforms, cranes and forklifts in the DACH region, brought together the who's who of lifting and access technology at Messe Karlsruhe. Over two compact trade fair days (6 and 7 September 2024), around 110 exhibitors presented a unique, high-quality portfolio of products and services in the exhibition hall and on the open-air site, covering the entire range of lifting and access technology and providing in-depth technical advice on the equipment.

"The Platformers' Days thus join the portfolio of leading trade fairs organised by Messe Karlsruhe and have once again impressed this year with genuine product innovations, forward-looking technical solutions and great innovative strength. With its economic strength and technologisation, the trade fair fits into the TechnologieRegion Karlsruhe, one of the strongest economic and innovation regions in Europe," says Britta Wirtz, Managing Director of Messe Karlsruhe.

Dr Nicole Hoffmeister-Kraut, Minister of Economic Affairs, Labour and Tourism of the state of Baden-Württemberg and patron of Platformers' Days, emphasised in her statement: "Thanks to their practical relevance, Platformers' Days have been combining intensive product consulting, knowledge transfer and networking opportunities for 25 years. It is therefore all the more pleasing that Karlsruhe has established itself as the ideal location for the Platformers' Days."

### **Show concepts demonstrate technology in action**

In Hall 1, interested visitors found two realistic model construction sites with fully electric equipment and vehicles, while in the outdoor area numerous machines demonstrated their off-road capabilities, which proved to be a real crowd-puller.

"The key players in the lifting and access technology sector presented a firework display of impressive machine technology at the Karlsruhe Trade Fair Centre these past few days. The presence of the manufacturers goes far beyond the mere product presentation. For rental companies and users of work platforms, cranes and forklifts, it is a real asset to be able to experience the equipment in direct comparison, to get an idea of their own operations and to network with industry experts," says Philipp Doll, Project Manager of Platformers' Days.

### **Platformers' Days qualify as leading trade fair**

With the third successful edition in Karlsruhe, Platformers' Days has proven to be the leading trade fair in the German-speaking region. Not only did the number of trade visitors from all over Germany and beyond increase by 20 per

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cent (2,700 participants, including 1,800 trade visitors), but the quality and reach of the trade fair also increased significantly compared to the previous event. The number of trade visitors increased by nine per cent, and the number from North Rhine-Westphalia, for example, even doubled.

The trade fair also recorded significant growth among relevant target groups this year: The proportion of larger rental companies rose by over 20 per cent, making up half of the audience. Paul Becker GmbH also belongs to this category: "We visit Platformers' Days because everything here is very compact, and we simply find everything we need in the exhibition space at Messe Karlsruhe: The products and innovations that we can discuss with the manufacturers and also what's coming in the future. Seeing devices not just on paper but experiencing them live on site is real added value for us," says trade visitor Vanessa Binz, Managing Partner of Paul Becker GmbH.

#### **Trade fair positions itself strategically and has its ear to the market**

In future, Platformers' Days will be held on Thursdays and Fridays, thereby further establishing itself as a trade fair. The stabilisation of the rotation to a future two-year rhythm in the even years also contributes to this.

"With the support of the PD steering committee, which was newly founded in April, we have already set the course for the biennial cycle in the run-up to the trade fair, also with a view to the industry's innovation cycle. The scheduling on the working days is confirmed by the current composition of the trade audience. We are thus making PD an absolute must - and not just for the presentation of product premieres," says Beate Frères, Division Director at Messe Karlsruhe.

Henrich Clewing, Managing Director at Merlo Germany and member of the PD steering committee, emphasises this: "I think the biennial date is good because the trade fair will be even more widely recognised. We had intensive discussions in the steering committee and brought in different perspectives - because this committee is characterised by a very good composition from the world of rental companies and manufacturers. The Platformers' Days are a perfect meeting place for the industry and have established themselves in Karlsruhe. In this respect, I am certain that the trade fair is and will remain highly attractive for exhibitors and customers alike and offers exactly what they are looking for."

The next Platformers' Days will take place on 8 and 9 October 2026.

## **Voices from the industry**

"Messe Karlsruhe has taken Platformers' Days to another level, just as the industry deserves. At the same time, the trade fair team maintains a very cooperative relationship with the exhibitors. The infrastructure in Karlsruhe is also good, it's easy to get here by train - any of our employees can get on the ICE and travel here. But travelling here by car is also uncomplicated" - exhibitor Lutz Schwede, Managing Director at JLG Germany.

"In addition to the personal contact, the intensive discussions and the great atmosphere are important for us. Here you have the opportunity to meet many decision-makers from the industry in person and talk about products and product details in order to ultimately achieve progress for the customer and the industry" - exhibitor Christian Roß, Head of Sales International at Ruthmann.

"Rental companies and manufacturers are close to each other here in Karlsruhe and can cultivate personal contacts well. Since we at EP Equipment not only work in Germany, but are also spread across Europe, the trade fair is a very important meeting point for us and our customers." - Exhibitor Julian Büter, Sales Manager EP Equipment

"The PD was a decisive location for our business. We started out as a pure construction machinery rental company specialising in demolition and then looked around to see what other goods we could use to expand our portfolio. We decided to invest in lifting platforms and started to select our main suppliers at the trade fair last year. After getting to know them here, we then decided in favour of the products directly." - Visitor Lukas Giancane, Managing Director CR Construction Rental GmbH, independent construction machinery rental company