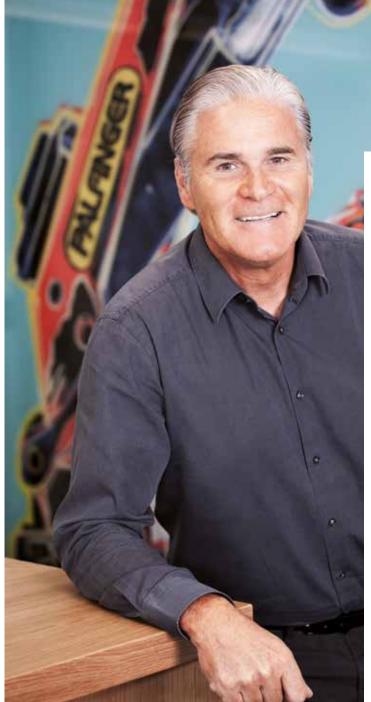


#### **ONLINE NEWS**





### EDITORIAL

#### DEAR PARTNERS AND FRIENDS OF PALFINGER!

Constant evolution is one of the key cornerstones of success. That applies to both our company and our products. The biggest acquisition in the firm's history — Norwegian company Harding Holding AS — has significantly expanded one of the mainstays of our business — Marine Cranes. Harding is a specialist in maritime rescue equipment, and the perfect addition to our crane range. And we're happy to announce that the first half of this year has yielded very positive sales and results.

As a leading manufacturer of lifting solutions, PALFINGER is quite rightly synonymous with top quality and innovative prowess. In this issue of Passion, we'll be telling you more about the new SMART Class models. The P 90 T is compact, lightweight and manoeuvrable — an ideal tool for working at height with restricted floorspace. Despite their small dimensions, the P 90 T and its big sister the P 110 T extend to a respective working height of 8.8 and 11 metres. Our innovations will make their debut at September's IAA Commercial Vehicles in Hanover.

Our highly successful SMART Class was launched in 2013. Laura Garagnani, Sales Manager Europe and Australia, makes a big contribution to the positive progress of our access platform operation. To read about this young Italian's infectious enthusiasm for her job, turn to page 6.

This issue of Passion also brings together lots more examples of spectacular, exciting access platform applications, demonstrating what a wide range of application options there are and what challenging work you can perform safely and efficiently using our platforms.

In this issue, we also take a look at the making of the new PALFINGER image video, which shows how colourful and multifaceted our brand really is. A picture paints a thousand words. Feel the passion behind our daily efforts to go on enhancing our products!

Wolfgang Pilz (CMO)

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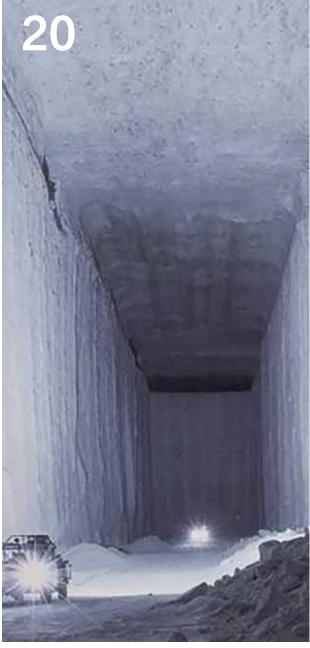


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#### IMPRINT:

IMPRINT:

Owner, editor, publisher: PALFINGER AG, Lamprechtshausener Bundesstrasse 8, 5101 Bergheim, Austria, Tel.: +43 (0) 6 62/2281-0, www.palfinger.com | Marketing: Hubert Meschnark, Hannes Hemetsberger, Anita Edtbauer | INFORMATION FOR CUSTOMERS AND PARTNERS OF PALFINGER | Photos: PALFINGER AG | Disclaimer: All information has been carefully researched and compiled. The authors and editors assume no liability for the correctness and completeness of the content or for any interim amendments. The content may be reproduced or processed electronically only with the permission of the editor. Where applicable, gender neutral terms have been used for easier reading. PASSION is available in German, English and Italian. Subject to printing and typesetting errors. As at September 2016.

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Anyone who deals with PALFINGER Platforms Italy is sure to come across Laura Garagnani, the young Italian who heads up Platform Sales for Europe and Australia.

France, Croatia, Germany and Austria are just some of the countries Laura Garagnani has visited in the last few weeks to meet dealers and importers. The 33-year-old is a Sales Manager at

PALFINGER Platforms Italy, with responsibility for Europe and Australia. Travel goes hand-in-hand with her job. Face-to-face communication with dealers is one of her top priorities. Ultimately, importers need to be right up to date on developments so that they can inform their customers first hand about current products as well as enhancements to existing models.

Garagnani recently supported the PALFINGER France team at a training day for dealers who sell PALFINGER cranes and access platforms. The access platforms from PALFINGER Platforms Italy — such as the new SMART Class, which have a good price-performance ratio — can be an attractive addition to a dealer's portfolio. There are appealing benefits for customers, too, in terms of having a contact and a single source of supply.

"I'm no techie — I have a more emotional attachment to our products," explains Laura Garagnani. She enjoys firing up dealers' enthusiasm for the access platforms from PALFINGER Platforms Italy. In doing so she points out the different possibilities of expanding their product range and how they can create more value for their business.

The Italian, who lives on the outskirts of Modena with her husband and their four-year-old daughter, works to support dealers in individual countries and keep them informed of new developments as well as the existing product range. When it comes to access platforms, this energetic Italian native clearly knows her stuff. "But I learn something new every time," she laughs. You get the sense that she has a lot of fun at work.

Laura Garagnani's first encounter with access platforms was at school. She did work experience with an Italian platform manufacturer. She loved the work and the company really warmed to her. She felt so much at



WHO ARE THE PEOPLE BEHIND PALFINGER CRANES? Laura Garagnani (33) is Sales Manager Europe and Australia at PALFINGER

Platforms Italy. She has been with the company since it was set up in 2013. She has a four-year-old daughter. When she's not at work, Garagnani is off travelling with her family in their camping van. Her hobbies include walking, reading and cooking.



# LAURA GARAGNANI

home that she joined the company when she left school. "Everyone was very supportive," she recalls. Even when she changed firms later on, she stayed faithful to access platforms.

In 2013, her former boss Paolo Balugani set up a new company with PALFINGER: PALFINGER Platforms Italy. For Garagnani, it was a fantastic opportunity to try parents," she explains. Family is very important to her. In her spare time she's a walker, a voracious reader and an enthusiastic cook. Italian cuisine, naturally, but Asian too. "I absolutely love ginger and curry," she adds. Laura feels it's important to have a cosmopolitan outlook, both in the kitchen and in her work.



# JOCHEN HAHN cision. PALFINGER has Hahn's team for years

A show of strength, speed and precision. PALFINGER has been supporting MAN driver Jochen Hahn's team for years — as a service partner.

For over 20 years, the truck-driving elite has been thundering around European racetracks in the FIA European Truck Racing Championship. 1,000 hp under the bonnet, a seamless team in the background and the right capabilities behind the wheel ensure perfect symbiosis of man and machine.

Three-time European Champion Jochen Hahn, who drove to victory in 2011, 2012 and 2013, is in a neck-and-neck race again in this year's exciting season, right to the finish line. We've got our fingers crossed!

# **SPORT**

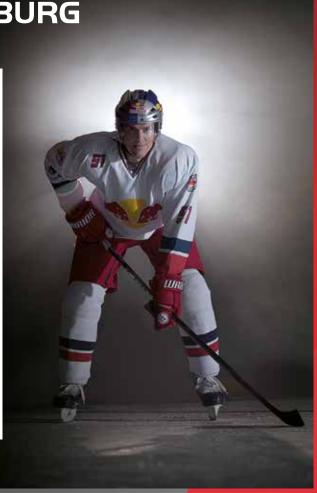
#### **EC RED BULL SALZBURG**

Big tasks need a strong partner: PALFINGER lifting solutions prove their strength day in, day out. EC Red Bull Salzburg, committed to training and performance, team spirit and the will to succeed, is the ideal partner. The incumbent ice hockey champions and PALFINGER are the perfect marriage of ice and steel.

EC Red Bull Salzburg have been making a name for themselves at home and abroad since 2000, and are currently one of the most consistent ice hockey clubs in Austria. They've won the Austrian Championship (for the last three years running and five times in all) and the IIHF Continental Cup 2009/10. In 2011, EC Red Bull Salzburg became the only team to win the Red Bull Salute (Champions Hockey League) twice.

They can look back on their track record with pride, and whenever the team is playing, you can be sure that many of our customers and partners will be there, too.

We look forward to another thrilling season in 2016/2017.



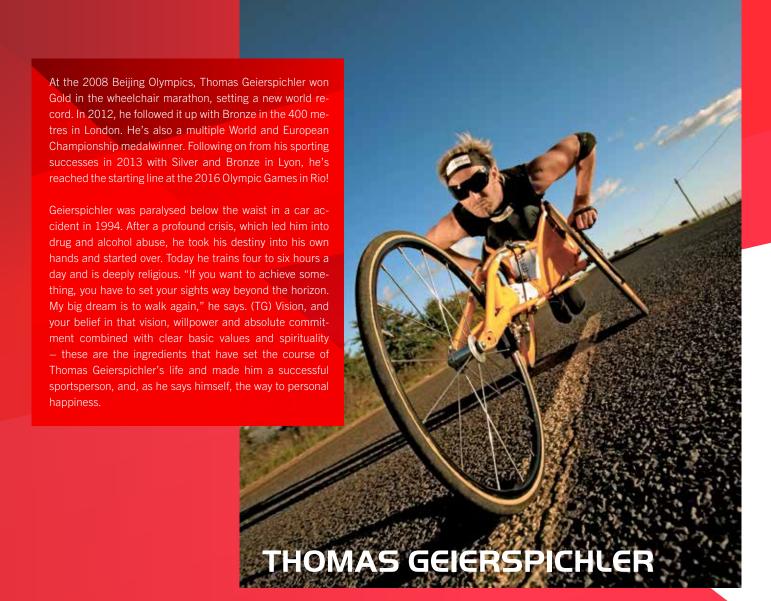


He's a record-holding strongman — several times over. Heinz Ollesch has won the title of Strongest Man in Germany no fewer than twelve times, and he's in the Guinness Book of Records for bending frying pans like they were bits of rubber!

Heinz Ollesch is the organiser of the German stop on the Strongman Championship tour and a representative for the German championship. The Strongman Junior Cup project was his initiative, helping schoolchildren develop self-awareness and concentration and giving young people an early appreciation of a healthy, sporty lifestyle.

"We're proud to have this extraordinary sportsman in our ranks. A strong individual – just like PALFINGER cranes."

## WHO IS WHO



## THE PALFINGER **EXPERIENCE**

PALFINGER AG is expanding our premises in Lengau will soon see the addition of "Brand World". The extra building will provide the space for a delivery bay and exhibition area.

The aim: to give dealers, business partners and customers a closer understanding of the

company and the brand in spectacular form. Customer relationships are a PALFINGER priority, and the construction of Brand World aims to strengthen them.

The PALFINGER brand represents Lifetime Excellence. From spring 2017 when the building is finished, visitors will be able to discover for themselves how the company puts this promise into practice along with its brand values - cost-effectiveness, reliability and innovation. Individual products and business areas will be showcased on the virtual stage, bringing the brand to life. So Brand World will complement our existing factory tours at the production plants perfectly.

Visitors will be given a personal guided PALtour of the 830 m<sup>2</sup> site over three floors. The tour starts with the highlight of Brand World, presenting the various application areas for PALFINGER's extensive product portfolio from rience of the pioneering spirit and passion of the brand.

Another section of Brand World will focus on PALFINGER employees as the firm's critical success factor. Visitors will gain an insight into the global company's breadth of occupations as well as its values.

At the end of the tour, visitors will be able to explore Brand World at their leisure. Alongside "tempting theme bites" there will be exhibits showcasing PALFINGER's core skills.

The new handover and delivery centre for complete PALFINGER vehicles from the MCC assembled at the factory will also be an integral part of Brand World. This will be the ideal training environment for visitors to learn how to operate newly acquired products. The multifunctional building also provides enough space for future events.

We'll be taking bookings for Brand World tours from April 2017. We look forward to seeing you.





Steep inclines, tight passages, narrow roads: nothing is a problem for the new PALFINGER Smart Class P 90 T and P 160 A access platforms. The small marvel from PALFINGER Platforms Italy is the ideal tool to use when space is tight. But on the other hand its maximum working height of 8.80 metres/16 metres, makes the access platforms ideally suited to maintaining young trees, performing maintenance work on street lamps or cutting back trees to improve light levels on streets, cycle paths and footpaths.

Access platforms from PALFINGER are equipped for a wide range of applications. As a particularly small and manoeuvrable work tool, the new access platforms are a welcome addition to the already extensive product range. With their compact dimensions, even small alleyways and low underpasses pose no problems. Nevertheless, the P 90 T has a maximum working height of 8.80 metres and the P 160 A can reach up to 16 metres, while the maximum load capacity of the basket is 120 kilogrammes and 200 kilogrammes.

Another advantage is the large jack lift — uphill and downhill gradients can be compensated for by raising the truck by up to 30 centimetres. This means that work can be performed in

areas in which other access platforms would reach their limits. Thanks to this feature and its slimline dimensions, the platforms are perfectly suited to areas that are particularly difficult to access. For example, its narrow width allows it to access cycle paths and footpaths or narrow alleyways. The working height is nevertheless suitable for pruning young trees, performing maintenance work on street lamps or cutting back trees at the roadside to improve light levels.

The P 90 T and the P 160 A have a device that the operator can use to check whether the platform is balanced. Other safety devices include hooks on the basket for safety belts, a manual control panel for emergency lowering, a manual emergency pump and, of course, an emergency stop button. The basket itself offers plenty of room for manoeuvre thanks to the machine's 360-degree tilt angle, making both platforms a reliable and flexible work companion.

	P 90 T	P 160 A
Measurement	1.56x4.55x2.15 m	1.82x4.44x2.65 m
Deployment width	1.61 m	1.885 m
Working height	8.8 m	16 m

PALFINGER and voestalpine have been working together closely for 56 years. Many of PALFINGER's innovations wouldn't have been possible without voestalpine's continuous improvement in steel products.

Lower dead weight with higher power or reach: it sounds virtually impossible, but it's what PALFINGER developers do every day. Succeeding in mastering

this ongoing challenge with new or enhanced products is based not just on PALFINGER's innovative prowess but also on a long-standing partner: for PALFINGER as a specialist in mobile lifting solutions, Linz-based steelmaker voestalpine does much more than supply steel sheet.

The new P 240 BK in the Light Class NX

Many of PALFINGER's innovations wouldn't have been possible without voestalpine product enhancements, and vice versa. Rudolf Rauch, a voestalpine R&D employee for many years, puts it in a nutshell: "We've always learned from each other and spurred each other on to deliver top performance." Working together over 56 years has cemented a genuine development partnership between the two companies, both of whom have reaped many benefits, and still do today.



The collaboration started in 1960. As a supplier of innovative steel products, voestalpine's support was crucial in helping PALFINGER specialise in hydraulic truck loader cranes and become a global market leader in terms of products. The courage to break new ground and overcome challenges is a characteristic the two companies have in common; their openness to innovative processes and solutions has helped them along. For years — decades — they've gained mutual benefit and spurred each other on to top performance.

PALFINGER was a key driver in the development of voestalpine high-strength and ultra high-strength steel. In the 1970s, PALFINGER was one of the first producers to replace traditional QT steel with innovative thermomechanically rolled TM steel from voestalpine. This allowed PALFINGER to set new standards in lightweight engineering — a big hit with customers. Ever since, the two partners have been pushing ahead with increasingly more lightweight and efficient lifting solutions, asserting their innovative prowess on an international scale.

The Linz-based steel group is a one-stop shop for all PALFINGER's requirements: heavy plate, hot strip, and more recently also cold strip for access platforms as well as weld metal and expertise. So voestalpine's alform welding system — a solution incorporating steel and welding filler material — has also been heavily influenced by PALFINGER.

Over the years, both companies have developed at a dizzying pace: PALFINGER has conquered new markets, opened more plants, acquired other companies and developed innovative products. Today the portfolio includes not only knuckle boom cranes but also tipper trucks, access platforms, rail systems, maritime cranes and much more. Meanwhile, voestalpine was experiencing the same dynamic level of growth.

One success factor in effective collaboration is geographical proximity: PALFINGER's head office and plant in Salzburg is just an hour away from Linz, which promotes communication and trust in the partnership. In terms of technology, R&D, quality, sales and purchasing and logistics, the company employees involved on both sides have always treated each other openly and fairly, and have joined forces to help one another overcome challenges. This constructive communication is an important basis for forging ahead with joint innovations which ultimately benefit the people who use PALFINGER solutions.

# **QUALITY-FOCUSED: GROWTH-ORIENTED:** voestalpine and PALFINGER refuse to compromise on PALFINGER and voestalpine both aim for international quality, and their success is founded on high-class prodgrowth in profitable niches. ucts and services.

#### INNOVATIVE:

Both companies push development and set new international standards.

#### MARKET-LEADING:

Both are global market leaders.

#### FLEXIBLE:

Short throughput times and just-in-time delivery are a matter of course for both firms.

#### SUSTAINABLE:

Both invest heavily in health and safety as well as in continuous professional development for their employees, and are as responsible as possible in terms of the way they use resources.



# UFTINGTHE WIND INDUSTRYTO NEW HEIGHTS

When a local wind farm was looking to clean their wind turbines, FairWind offered a suspended basket solution, but saw a great opportunity to impact the market with aerial lift trucks. This led them to PALFINGER in late 2013, and in July 2015, FairWind Renewable Energy Services, LLC (FairWind RES) was born.

The joint venture with PALFINGER specialises in the maintenance of wind energy plants, as the growing wind service industry in North America offers over 60,000 onshore wind turbines that require regular interior/exterior cleaning, service, blade repairs, tower painting, inspections and more. With PALFINGER support, FairWind RES is the only company in North America that owns and operates a combination of suspended baskets and high-lift aerial platforms for exterior up-tower access. PALFINGER Aerial Work Platforms provide a significant competitive advantage, as they are the most cost-effective method of maintaining and repairing wind turbines, plus they are quicker and offer more versatility than suspended baskets.

FairWind RES services the major wind energy manufacturers, construction companies and maintenance companies across North America thanks to their fleet of PALFINGER WT 1000s and WT 700, in addition to their own Heavy Haul System, which passes tremendous cost savings to their customers by hauling equipment across the nation. FairWind RES is currently one of the biggest players in the aerial access market, however, Brian comments, "we have plans to be the largest aerial work platform provider in the wind industry by offering a superior service with the best manufactured machines on the market." Therefore, Fair-Wind RES will continue to promote aerial work platforms as the most cost-efficient, time-effective and safest method in the industry, while representing PALFINGER as the most reliable brand.

Since the joint venture, customers recognise FairWind RES as a stronger partner — allowing the Oklahoma-based company to be more competitive. "There is a lot of stability behind the PALFINGER brand," comments Brett, "It certainly gives us more credibility in the market and with larger customers. We are proud to be part of the PALFINGER family!"

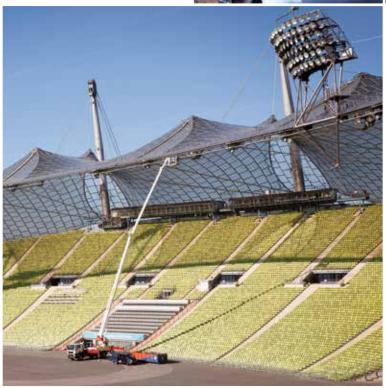


The new image video immerses viewers in the fascinating world of PALFINGER and paints a passionate picture of how we work on innovative lifting solutions.









THE MAKING OF
THE NEW
IMAGE
VIDEO







Rio de Janeiro, New York, Moscow, Singapore, Rudong and Munich: just a few of the locations visited by the film crew to capture PALFINGER products at work all over the world for the image video. There are some spectacular images from the world of PALFINGER: a PK 200002 L SH lifting heavy materials into a high building on 5th Avenue, a forestry worker loading huge tree trunks onto his truck with a forestry and recycling crane, and a crane gently lowering a large powerboat into the water in Rio de Janeiro. Every clip gives a real sense of the energy that PALFINGER pours into working on lifting solutions.

Preparations for the biggest film project in PALFINGER's history have taken almost a year. We had to find suitable locations and obtain filming permits, as well as checking with partners whether the cranes were available for filming. The goal was to present our international company with headquarters in Salzburg and our products in a topical, exciting way. The products and their users are the film's heroes — the applications demonstrate how innovation, reliability and efficiency make our customers' work easier.

The partners we chose for the project have also been highly committed and supportive. One such example is Pinchas Leitner from Lifting Solutions Boom Service, an enthusiastic PALFINGER customer in New York, who sought out the most spectacular set locations for his PK 200002 L SH — including Brooklyn Bridge itself — to help PALFINGER out with the filming.

In China, we shot in Rudong where PALFINGER opened a factory last year. In the film, our joint venture with Chinese firm Sany Group is an example of how much importance PALFINGER places on local value creation at our regional plants.

Images from the Lengau factory round off the video, and here, too, PALFINGER's day-to-day passion in meeting exacting quality standards is brought to life in every sequence.

www.youtube.com/user/PALFINGERAG







UK's largest access rental specialist Nationwide Platforms has taken delivery of five 'award-winning' PALFINGER 480 Jumbo NX (next generation) truck-mounted platforms which set new standards in height, reach and manoeuvrability.

Awarded the International Awards for Powered Access (IAPA) 'Vehicle Mounted Product of the Year 2015', the P 480s offer a working height of 48 metres, up to 31.5 metres of outreach and a maximum 600 kg platform capacity. A defining feature of the P 480 is its versatile X-jib. Offering up to 240 degrees of articulation, it is able to deliver excellent up and over reach, as well as negative capabilities, especially when combined with its 2x200 degrees of platform rotation. The platform can be perfectly positioned alongside a wide range of structures, including on dock quays and bridges, as well as improving access to hard-to-reach areas whilst significantly reducing the need for repositioning.

Upon taking delivery, one of the new P 480s was sent straight out on hire to clear vegetation from a retaining wall on the River Avon in Bristol. Set up on a site 10 metres above the river, the P 480's capabilities proved ideal for the job, which required up to eight metres' negative reach and for the platform basket to be rotated 180 degrees in order to provide the tree surgeon unrestricted access to the wall. The P 480's extended platform basket also provided a

greater work area, limiting the amount of times the platform needed to be repositioned.

John Weights, Nationwide Platforms SV Operations Director, said: "The ability to work on structures without constantly repositioning is highly valued by customers, especially when limited time is given to complete work. We are always looking to push the boundaries of what is possible and the introduction of our PALFINGER P 480s maintains our drive on innovation, as well as giving us access to the 'next generation' of truck mounts which set the benchmark in capability in this class."

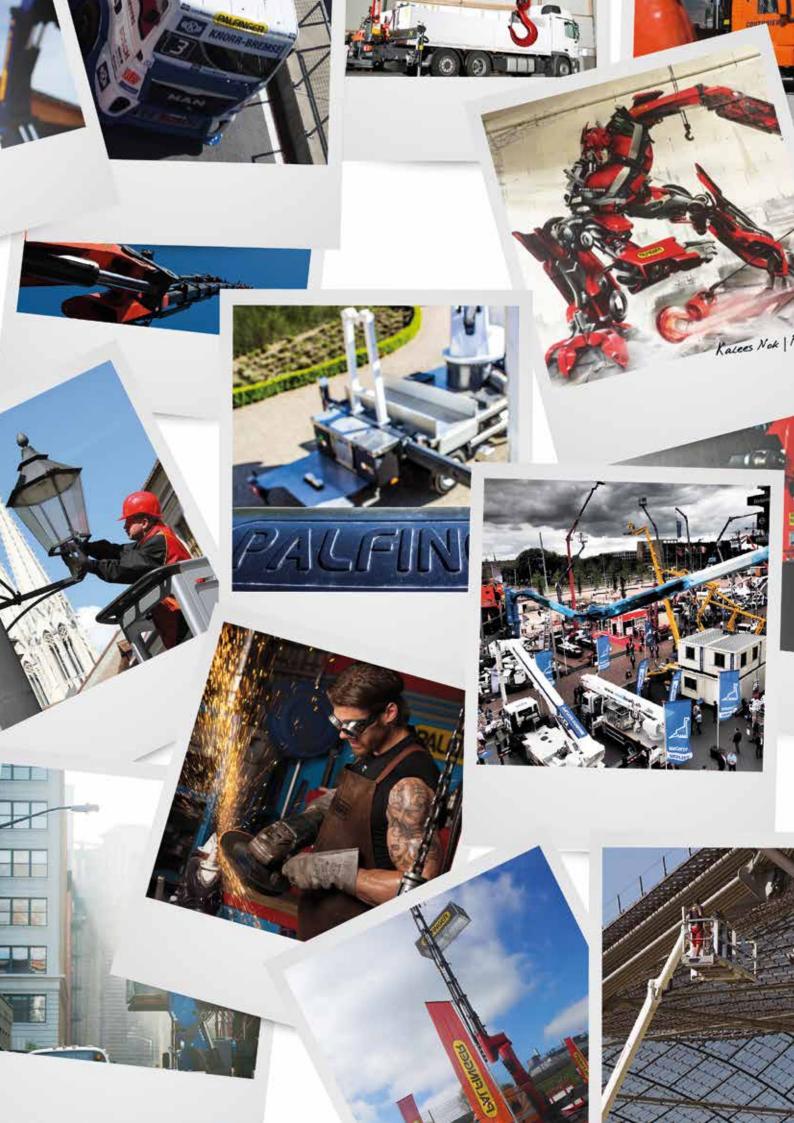
Additional features include PALFINGER's Power-Lift material handling system, which allows operators to securely store and carry materials up to 600 kg, and bespoke outrigger mat holders attached to the jacks to reduce manual handling. Integrated access steps and fall arrest lines either side of the boom have also been fitted allowing engineers and operators to remain safe while carrying out inspections.



Reckingen AG power plant called for tenders to clarify various restoration measures by analysing its hydro dam corrosion protection. Our customer Marty Korrosionsschutz AG in Jona was awarded the contract. As a result, they commissioned us to set up a mobile access platform for the checks on the hydro dams. The need to access the "underwater" area of the dam gates, in other words under the bridge, was the main factor behind the requirement for equipment that was really up to the job. With a fully variable stabiliser and capability to reach into the "minus range" below the supporting surface, our new PALFINGER P 480 did the job to everyone's satisfaction. The 240° X-Jib (jib boom) and 2 x 200° basket rotation were ideal for this application, too.

# ERWATER SWITZERLAND







# STRONG AND PROUD

Thomas Rapp in Gothenburg has more than "just" an access platform Åke Rapp Åker Upp AB, founded in 1962 in Gothenburg, Sweden, has grown into a passionate business already in its third generation. Incredibly, Thomas Rapp still works 60–90 hours a week with his

WT 610! He's "proud as hell" of his "baby" and tackles applications from window cleaning to windmill repairs.

As far as Thomas Rapp is concerned, "no other access platform offers the same performance as the WT 610, and with PALFINGER service, it never lets me down" – so it's a reliable partner for his customers, too.

What's more, Rapp won First Place at the Gothenburg Truck Meet truck tuning show – further proof of his tremendous passion for his access platform.

We shipped a fully customised kit consisting of a PALFINGER P 280 AXE and the associated drawings for the frame to Lincon Hire & Sales in Australia. Lincon employees made the frame based on the exact specification from the PALFINGER team, enabling them to mount the access platform on the truck without a hitch.

An independent partner then carried out the statutory load and stability tests, with a resulting approval from the public authorities. The P 280 AXE is the first of its kind in Australia with such compact dimensions.

The flexibility provided by the specially prepared drawings for the frame means that a custom approach can be taken for each requirement.



AUSTRALIA



Electricity and gas in Lithuania are supplied by state-owned company Energijos Skirstymo Operatorius AB (ESO). But the company also handles the repair and development of the electricity and gas network, which means it often needs to reach remote application areas. Six Iveco off-road vehicles, each with a P 170 T, will soon be taking on this task alongside the company's 15 existing PALFINGER platforms. The crucial factors in the deal were quality first and foremost, the outstanding service offered by PALFINGER dealer KMT, and flawless platform mounting on site.



# UNDERGROUND

The three WT access platforms at Rheinburg mining company ESCO have been serving the company faithfully for an incredible 34 years now. Always reliable and trouble-free – and in challenging conditions, too: tough roads, fine salt particles and high exterior temperatures at 800–1,200 metres below ground have never caused them a problem.

Replacing the equipment presents a unique challenge. The demanding safety requirements for mining engineering were taken into account for the three P 142 Vs right down to the smallest component. Another key prerequisite was delivering and disassembling the access platforms in a way that allowed them to be taken underground. All the work was carried out in continuous cooperation and consultation with ESCO, and employees were trained underground during commissioning.











#### **BRONZE FOR ENGLAND**

Elev8's P 900 for England was given a very special surface coating. It's not just the paintwork that makes the P 900 a real eye-catcher: with an incredible 90 metre working height, it's a "queen of the air" as well.

#### **EXPANDING DEALER NETWORK** IN FINLAND

With the addition of RealMachinery to its dealer base, PALFINGER is expanding its service network for access platforms in Finland even further. This means that customers of PALFINGER Platforms have access to a total of four central locations for quick and reliable service. The new partnership lays further groundwork for the company to achieve its goal of market leadership in Finland.

#### JUMBO ORDER **FOR DENMARK -BMS**

Danish company BMS, a long-standing PALFINGER Platforms customer, has placed a large order worth almost EUR 8 million for several Jumbo Class NX machines. Ib Steffensen, Director at BMS, stressed that the high quality and advanced technical features of the machinery produced in Krefeld were decisive factors in the purchase. BMS uses PALFINGER access platforms across the whole of Europe, primarily for wind turbine maintenance.

#### DELIVERING AP 570

We've handed over a P 570 to Wertingen-based firm Gaugler, a solar installation cleaning specialist. The platform's enormous reach of up to 41 m, application options provided by the lower, upper and jib booms, plus the basket rotation device, made their decision easy. The suspended basket holder and low substructure below the basket enable them to get really close to solar installations without damaging them.



