

# PASSION

PALFINGER PLATFORM MAGAZINE

# 05



## **EFFICIENT**

Crane mode  
Jumbo Class NX

## **INNOVATIVE**

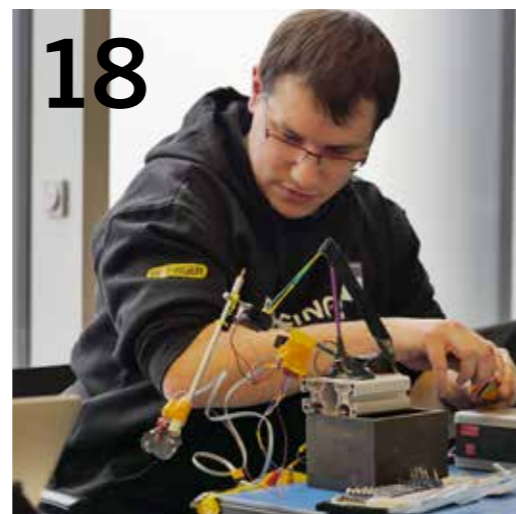
The brand new  
**PALFINGER WORLD**

## **RELIABLE**

The new P 250 BK

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# EDITORIAL



## DEAR PARTNERS AND FRIENDS OF PALFINGER!

Digital assistant systems, virtual reality, semi-automated loading and unloading and PALFINGER's role as a service provider – all topics occupying young people in March at Austria's largest hackathon. This exciting format, which provides a platform for the collaborative development of innovative concepts for hardware and software, was organised by PALFINGER. Pursuing visions, anticipating the future and working on innovations are all important building blocks for the success of our company. We aim to surprise you, our customers, with new products and pioneering lifting solutions that enable you to work more quickly, efficiently and cost-effectively. Who knows? Perhaps some of the ideas and concepts developed at the Hackathon will be incorporated into our future lifting solutions.

In this issue of Platform Passion, we present the innovative crane mode for the Jumbo Class NX, which makes a pivotal addition to the range of services provided by these access platforms. The P 250 BK, which stands alone at the top of its class with a reach of 16.90 metres, is also new. The Light Class has grown as well, with the addition of the P 280 B.

Innovation and quality are essential elements of our financial success. We continued to grow in 2016 and we were pleased to set new records for sales and results. That means that we have a solid economic foundation that we can use to finance investment.

Our latest arrival in that area is PALFINGER WORLD, which has been created at our factory in Lengau, near Salzburg. In this world of experiences, the roots of our company intertwine with the latest communications and game technology. I would like to invite you to sample PALFINGER WORLD for yourself. You will have a great time – and take home a little bit of the passion for lifting solutions that drives us to new heights in performance on a daily basis.

  
Herbert Ortner (CEO)



For MA-BO Arbeitsbühnen GmbH, PALFINGER Platforms is top of the list when it comes to expanding its fleet of machines. Recently, it took delivery of the P 300 KS – the first of four new models from different series.

PLATFORMS FOR RENT

For the first time, the family company's six access platforms are being supplemented by a platform from PALFINGER's P 130 A model series. The innovative Smart Class from PALFINGER is mainly characterised by its flexibility, safety and user-friendliness.

"We opted for the P 130 A because it meets our high expectations for safety and our customers can also operate the access platform if they have a category B driving licence. This is particularly important for us", says Alois Fuchs, managing director and owner of P&A Fuchs, who was impressed with the quality of the PALFINGER products at an equipment demonstration.

The straightforward handling of the equipment was also a significant factor in the purchase decision. The access platform is mounted on a Ford Ranger and used by P&A Fuchs for rental purposes. The family company in Gralla, in Styria, has already successfully rented out access platforms for nine years and now also relies on PALFINGER as a strong partner.

#### Precise steering on and off road

The Smart Class platforms impress with their ergonomic design and practical construction. The P 130 A has a maximum working height of 13 m and a maximum lateral reach of 6.3 m. The access platform can also be used on pick-ups, with the customary PALFINGER quality. Thanks to an extremely low centre of gravity, the P 130 A features exceptional stability both on and off road, as well as precise steering and impressive flexibility during operation.

SAFETY AS THE TOP PRIORITY



Safety and precise steering twinned with simple operation: the PALFINGER P 130 A access platform from the new Smart Class joins the fleet of the successful Styrian company P&A Fuchs.

The P 300 KS belongs to the Premium Class of access platforms from PALFINGER Platforms. With a maximum working height of 30 m and a lateral reach of 20.5 m at a basket load of 100 kg, it is the ideal equipment for energy suppliers, municipal service providers, arborists and building cleaners. The P 300 KS is much sought-after in the rental business due to its compact design and manoeuvrability. This was one reason why MA-BO Arbeitsbühnen GmbH decided to expand its fleet with the P 300 KS. MA-BO is a member of SystemLift AG, a consortium of independent platform rental companies in Germany.

#### Compact and user-friendly

In addition to the compact design, the stabiliser control (which can be implemented from the base) and the counter slewing system were other arguments in favour of the P 300 KS. The counter slewing system makes the P 300 KS one of the most manoeuvrable access platforms in its class. It can be turned within the mirror width, allowing it to avoid obstacles in traffic. The comfort functions, modern control panel and user-friendliness of the P 300 KS make it the ideal tool for the rental business.

#### Best in class

MA-BO Arbeitsbühnen GmbH has not only placed an order for the P 300 KS from PALFINGER Platforms. Three other access platforms from various model series have also been ordered. Over the next few weeks, we will also deliver a P 260 B, P 250 BK and a P 280 B to the customer. "The P 260 B has an excellent reputation", says Jan Maarten von Helden, explaining the decision. For both the P 250 BK and P 280 B, the deciding factor was the performance data, which is unsurpassed in the respective classes.



The first Low Smart model P 110 T has landed in Abu Dhabi.

KIT FOR ABU DHABI

The Customer ELMEC renewed the its trust in PALFINGER Platforms Italy products, by adding a new unit after purchasing the first one last year.

A kit version delivered to Gorica, the UAE PALFINGER Dealer, has been installed in less than 3 days. Gorica Industries LLC has its headquarters in Dubai, for the past 25 years and is present in the GCC countries such as Saudi Arabia, Kuwait, Oman. The added value of Gorica is, that the company is a bodybuilder in trailers and semitrailers. Whatever comes on a truck, from garbage compactors to tail lift to cranes and many other superstructures, is a "bread and butter" job for them. Handling a kit version was therefore an easy job. A new dedicated team in cranes and platforms has a focused approach to the market.

PALFINGER Southern Africa only recently started promoting a range of aerial platforms from PALFINGER Platforms Italy (PPI) and the response from the marketplace has been very positive. Importing the units in kit form optimizes shipping costs and allows for easy integration with locally produced bodies and various truck brands and sizes.

The first aerial platform is already at work in Katima Mulilo in the Caprivi Strip in South Africa. The customer is an electrical contracting company which erects overhead power lines and provides maintenance on power lines and street lights to town councils in the northern parts of Namibia as well as in the Caprivi Strip. The P 140 T met all the customer's requirements with its ideal working range and compact design to fit the vehicle perfectly.

This is sure to be the first of many platforms, and more success stories from Namibia are sure to follow.

SMART IN NAMIBIA



The challenging off road conditions and sandy terrain prompted the need for a compact and robust combination and thus the customer opted for the P 140 T fitted onto a 4X4 supplied by Erongo Commercial Vehicles, the local Iveco dealer in Namibia.



4x FOR NORWAY

Norwegian rental company Drammen Liftutleie has ordered a quartet of PALFINGER platforms. These are two P 250 platforms with a working height of 25 m, one P 320 with a working height of 32 m and one 53-m WT 530 machine. While the two large models have already been delivered, both 3.5-tonne platforms will follow this spring.

Mounted on a double-axle, 12-tonne chassis, the P 320 has a reach of 25.5 m, while the WT 530, mounted on a three-axle undercarriage with a gross weight of 26 tonnes, has a reach of up to 38 m. Both truck-mounted platforms provide a maximum lifting capacity of 700 kg.



# TREE MAINTENANCE TEST

During a visit by the German Association of Professional Arborists to the Krefeld factory, the guests learned about the benefits that PALFINGER access platforms offer for working on tall trees. The focus was on the new P 250 BK and the P 150 AJTK tracked vehicle.

Light Class, the workman basket and the telescopic system are manufactured using an aluminium extrusion process. As a result, a P 250 BK mounted on a Euro 6 chassis remains below a maximum gross weight of 3.5 tonnes, even including a driver and passenger. A standard driving licence is all that is required to drive the vehicle along with the access platform. Aluminium enables thick walls, which makes the access platform particularly robust and stable. Operators also value the user-friendly stabiliser control and automated positioning system. Arborists do not have to stand in the workman basket to stabilise the machine. Instead, they can also set the desired configuration using a separate control panel on the step.

## An access platform on tracks

The P 150 AJTK is the solution in places where access platforms mounted on trucks start to struggle. The compact access platform is installed on a tracked vehicle, which makes it particularly manoeuvrable. With a clearance width of 780 mm, it is mobile even in cramped courtyards and narrow alleyways. Soft or uneven ground is no problem for the tracked vehicle, either. The model is designed for a working height of 15 m. Like the P 250 BK, the P 150 AJTK is fitted with the jib boom necessary for tree maintenance.

PALFINGER Platforms offers a wide range of access platforms that are ideally suited to tree maintenance. This means that companies can use a single manufacturer to cover their entire fleet of the machines that they need. A contact person for maintenance and servicing is another benefit, as is the standardised system for operating the access platforms. This saves time and money and makes things safer for the operator. The meeting with the Association of Professional Arborists, which was attended by 17 people, enabled all present to compare notes and provided an opportunity to find ways to make the access platforms from PALFINGER Platforms even more suitable for the requirements of this important segment.

In this day and age, access platforms are essential for tree maintenance in gardens and parks. They help arborists to reach their work sites safely and to work efficiently once they are there. Reach, stability and safety are just a few of the characteristics that are important to arborists. This was underlined again on a visit by the German Association of Professional Arborists to PALFINGER Platforms at the factory in Krefeld, Germany. The guests had the chance to put a wide range of access platforms through their paces. The focus was on the new P 250 BK, a model from the Light Class, and the P 150 AJTK tracked vehicle. Both machines make ideal additions to the broad portfolio of PALFINGER access platforms for tree maintenance.

## Unsurpassed reach

The P 250 BK is designed for a working height of 25 m and has a reach of 16.90 m when the workman basket is outstretched. That means that it stands alone at the top of its class. In addition to its long reach, the lightweight design offers further advantages that are particularly useful in tree maintenance. As on all models in the



# THE SKY'S THE LIMIT – THE NEW TOP CLASS P 1000



PALFINGER presents the P 1000 – a further development of the WT 1000 – for the first time at APEX 2017.

It is the largest all-terrain access platform in the world to date. Developed for working on wind turbines,

church towers or multi-storey buildings, the Top Class P 1000 impresses with its precise control and new chassis. One highlight is the two new assistance systems to support the driver – the ADAS Hands Free and Collision Protection functions ensure additional user-friendliness and safety.

The P 1000 is the largest all-terrain access platform in the world. Once again it demonstrates PALFINGER's spirit of innovation. It was primarily developed to facilitate assembly and service work on wind turbines. Mounted on a five-axle, all-terrain Faun chassis, thanks to its all-terrain mobility the access platform opens up a wide field of application – including on rough terrain.

## Better manoeuvrability thanks to a smaller deployment width

With a lateral reach of 35 metres, jobs can be completed at a height of 102.5 metres with a basket load of 200 kilograms. The maximum nominal load in the basket is 600 kilograms. Based on the tried and tested concept of the Jumbo NX controller, in addition to its considerable working height, the P 1000 also impresses with its new assistance functions for enhanced user-friendliness. Two

new assistance systems are used for the first time with the P 1000. The ADAS Hands Free System (Advanced Driver Assistance Systems) means that platform drivers no longer have to constantly hold the joystick when they are moving the platform, allowing them to perform other activities at the same time. The ADAS Collision Protection function prevents damage by means of anti-collision sensors, which act like parking sensors on a car and emit a warning sound before a collision. The driver's sleeper cab, which was constructed in accordance with European directives, has been given a complete overhaul and now meets enhanced safety standards.

The deployment width, which has been reduced by 60 cm compared with the previous model but still achieves the same performance, makes the chassis of the P 1000 more flexible in situations where space is limited. The key aspect is the even weight distribution across the axles. With a total weight of less than 60 tonnes, the P 1000 also offers a remarkable loading capacity thanks to its power and lifting capacity.

# THANKS! 60,000 TIMES

## CRANE MODE



PALFINGER Jumbo Class NX access platforms are now even more versatile with innovative crane mode added to the range of services. The advantage: lifting capacity of up to 900 kg can also be conveniently performed using the access platform. This means one less piece of machinery is required at the construction site.

its customers time and money by combining construction site operations. For the first time, an access platform – specifically the Jumbo Class NX – has been equipped with a practical crane mode. This new function allows loads of up to 900 kg to be lifted using the crane hook. The system's cable winch has a lifting capacity of up to 460 kg and measuring equipment prevents overloading. Crane mode makes the access platform more flexible and versatile. „This means that an additional crane is not required at the construction site for simple lifting tasks“, says Dominic Ulrich, technical director at PALFINGER Platforms, explaining the benefit for users. For instance, crane mode can be used to lift tools up to the assembly site. Another typical use for crane mode is to transport air conditioning units or antennae onto the roof of a house for installation. However, for loads weighing more than one tonne or for more complex tasks, crane mode cannot be used in place of a PALFINGER loader crane.

An access platform that can be used for both smaller lifting tasks and as a crane. This innovative solution helps PALFINGER save

#### Simple to operate

Crane mode, which is available as an option with the access platform, is well thought out and simple to operate. The lifting capacity is fully utilised even when the access platform is extended to its maximum range. In concrete terms, with the P 570 access platform, loads of up to 900 kg can be transported up to 38.3 m. The cable winch is positioned on the loading surface underneath the platform and an automatic function moves it out of the transport position. Generally, crane mode is controlled via the access platform's cable-connected secondary controls. Wireless remote control is also available on request. As soon as crane mode is activated, a crane, which is in compliance with Standard EN 13000 for mobile cranes, emerges from the access platform. Please note that all persons are prohibited from entering the basket while crane mode is active.

#### A high degree of flexibility meets outstanding performance

The Jumbo Class NX is characterised by its high degree of flexibility combined with outstanding performance. With special profile structures and lightweight materials, the design ensures that this series has a low dead weight. This allows more tools, working accessories and material to be transported on the vehicle. The innovative Jumbo Class NX has already received several awards, including being voted „Product of the Year 2015“ by the jury of the International Awards for Powered Access (IAPAs).



[www.palfinger.com/socialmedia-en](http://www.palfinger.com/socialmedia-en)

# BEST IN CLASS

The new P 250 BK access platform has been very well received by customers, and the order books are full.

With the workman basket outstretched, the P 250 BK has a reach of 16.9 m. This makes the recently released access platform from PALFINGER top of its class. The large action radius offered by the P 250 BK is just one reason why the access platform has been so well received by customers, and has ensured full order books. The workman basket and the telescopic system with extrusion profiles are made of aluminium – as are all products in the PALFINGER Light Class. The P 250 BK is therefore very light but also extremely robust. The access platform can be installed on a Euro 6 chassis without exceeding the permissible gross weight of 3.5 tonnes including the driver, front passenger and a full tank of fuel.

## Low maintenance costs

Compared with telescopic systems made of steel, using aluminium allows for thicker walls and not only reduces weight but also ensures a higher level of stability. Among other benefits, this means that the full working height can be achieved even with the maximum basket load. New, larger, square profiles in aluminium make the workman basket 68% more rigid and robust than the previous model. In an initial endurance test in the field of truck-mounted platforms, the aluminium telescopes demonstrated high durability with low maintenance costs.

## Efficient work

As is standard for many PALFINGER models, the P 250 BK is equipped with an automated positioning system with axle

ground clearance monitoring and automatic levelling of the platform. This stabiliser control, known from the Premium and Jumbo Classes, is a very convenient feature for the operator, who no longer has to be in the workman basket to stabilise the equipment. A separate control panel on the step can be used to set the desired configuration from the ground, which saves time.

## Maximum safety

Stop valves on all hydraulic cylinders ensure a high level of safety. They prevent the workman basket from falling in the event that the hose breaks. In addition, four skid-resistant safety plates with grips on the base frame and an anti-squeeze protection function combined with the knee rail in the basket ensure safe working.

Thanks to the 2007/46/EC European type approval, proper and unproblematic approval is guaranteed in all EU countries.

## Presentation of the next innovation

PALFINGER's pace of innovation can be seen at the latest event, where the P 280 B was presented as the next model in the Light Class at an open day at the factory in Löbau, Germany. This access platform is also equipped with aluminium telescopes. With a fully loaded workman basket, the P 280 B has a maximum working height of 27.6 m and with a basket load of 100 kg, the maximum reach is 17 m. The lightweight design ensures that when mounted on a truck, the gross weight remains under 3.5 tonnes, even including the driver, passenger and a full tank of fuel.

# LIGHTWEIGHT

The Light Class of PALFINGER access platforms has another new member: the P 280 B offers impressive reach, working height and stability.

High performance, low weight, excellent stability – the new PALFINGER P 280 B access platform with an aluminium telescopic boom can be summed up as simply as that. The basket can carry loads of up to 230 kg without any reduction in maximum working height. The P 280 B enables work to be carried out up to 27.60 metres above the ground – even with a fully laden basket. With a maximum reach of 17 metres, the access platform is second to none in its class.

## Gross weight of less than 3.5 tonnes

The latest model from the Light Class was presented on a Sprinter van that meets the Euro 6 emissions standard at the in-house exhibition at the PALFINGER factory in Löbau, Germany. The lightweight design ensures that when mounted on a truck, the gross weight remains under 3.5 tonnes, even including the driver and passenger and a full tank of fuel. Visitors were so impressed by the assets of the new model that numerous orders for the P 280 B were placed right there and then.

## Robust working equipment

PALFINGER has perfected the aluminium telescopic boom for the Light Class. Low weight is not the only benefit of aluminium. The aluminium telescopic booms are extremely rigid and hardly bend, even under load. This stability is very

much appreciated by users. The thick walls of the aluminium design mean that the telescopic booms are very resistant to damage caused by incidents such as collisions with obstacles or falling branches.

## Ideal for the hire business

The aluminium telescopic booms have proved very durable and low-maintenance in long-term operation. They do not corrode. Thanks to its high performance, reach and stability, the P 280 B is ideal for the hire business. Users also value the simple and easy-to-understand control functions.

## Successful open day at the Löbau factory

At the in-house exhibition at the Löbau factory, Sebastian Simon and Christian Eiring, the managing directors of PALFINGER Platforms, had the chance to meet many customers and business partners. The event was an excellent opportunity to present the diverse product range of PALFINGER Platforms. Guests were able to try out and compare models from all classes. The industry event at the Löbau factory will be held again next year, providing another occasion for fascinating conversation in a convivial atmosphere.



Marvel, learn and discover at the new PALFINGER WORLD at the factory premises in Lengau.

How does it feel to reach dizzying heights in the basket of an access platform? Can I win against a hydraulic system with my own muscle power? How skilful am I at controlling a truck loader crane with an original Palcom P 7? At PALFINGER WORLD – the new experience and information centre from the lifting solutions specialist – visitors can enjoy immersing themselves in the diverse brand world of PALFINGER. The world of technology has never been so exciting and inspiring!

The interactive exhibit was designed in collaboration with Ars Electronica Solutions. It is housed in a newly built hall at the Lengau factory and offers a number of extraordinary experiences accompanied by state-of-the-art light, sound and presentation technology. Across three floors, customers, dealers and business partners can explore the passion and innovativeness that characterise the Salzburg-based manufacturer of lifting solutions. The modern building also houses the new handover and delivery centre of the MCC (Mounting Competence Centre).

Visitors are led straight to the exhibit, after being greeted by the tour guide. Lighting effects increase the excitement, with everything shrouded in darkness except the area currently being viewed, which is put in the limelight. At the beginning, visitors can learn about the history of the family company and its development. Then, they get straight into the action, with a large 3D cinema bringing PALFINGER products to life. Viewed through 3D glasses, the unique combination of wall and floor projections create an incomparable sense of space. The visitors are in the midst of it all – standing by when a huge spruce is felled in the forest in Styria and transported by an Epsilon crane. They are on a speedboat involved in rescuing a diver. They gaze on in wonder as a PK 165.002 TEC7 lifts one of its ancient predecessors, a PALFINGER loader crane manufactured in 1969, onto the roof of PALFINGER WORLD as if it were as light as a feather. The impressive images of the uses of PALFINGER products gives a sense of what “Lifetime Excellence” means in practice.

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The next section of the exhibit uses large rotating screens to introduce the people behind the PALFINGER brand. This includes HR Manager Luciane Moreira from Brazil as well as CEO Herbert Ortner and Head of Software Development Henrik Binggl. They explain their own personal career paths at PALFINGER as well as their tasks and development opportunities. Incidentally, visitors can also discover a lot about the presence of the crane manufacturer across the world and the varied career and training opportunities offered by the company.

Then comes the best bit – the chance to play and get some hands-on experience. The PALFINGER product world in miniature is the uncontested highlight. Fully functional vehicles at a scale of 1:14 can be controlled using a PALcom P7 or from the original Epsilon driving seat. Visitors can lift tree trunks onto a truck or unload pallets at a construction site – all using toy-sized cranes, which nevertheless have all the functions of their life-sized counterparts.

Ever been in the basket of an access platform? The rather exciting feeling of swaying many metres above the ground is incomparable – as is the virtual panoramic view of Salzburg!

The media table invites visitors to enter the product world of the crane manufacturer, they simply have to select an icon to find out more... Here, a highlight is the three-dimensional design drawings of cranes, truck-mounted forklifts and rescue boats, which can be zoomed in, zoomed out and rotated. This allows visitors to really see all the details. The fun continues at the technical stations, where even visitors with the biggest muscles will not stand a chance in a showdown with the hydraulics.

After a quick trip to the PALFINGER shop, visitors who wish to join a factory tour are led to the production hall. The new passage leads visitors, with the Tour Guide, directly into the crane manufacturer's apprenticeship training centre. Make a booking for this unique experience at PALFINGER WORLD by ringing +43 662 2281 81302. We look forward to seeing you!

# FANSHOP

Practical jackets, watches and stationery or the PK 200002 L SH in miniature – a practical online shop has recently opened for fans of the PALFINGER brand.

Anyone who enjoys using the PALFINGER loader crane will want to tell the world about it. Therefore,

PK 200002 L SH, which is currently PALFINGER's largest loader crane, and many other models can take pride of place on your desk. For PALFINGER dealers and partners, the dealer shop is still available in PALDESK, which also offers a variety of special products to use as gifts for customers or for POS branding.

PALFINGER has developed a range of merchandise for fans of the brand. From April, these products are also available round the clock at **shop.palfinger.com**. The web shop completes the PALFINGER Fanworld offering. The range, aimed at friends of the PALFINGER brand, is constantly being expanded. Some of the most popular products from the fan shop are the miniature models – detailed reproductions of the cranes at a scale of 1:50. This means that the

**1** Microwaveable cuddly sheep filled with 100% natural lavender and millet, **2** Original Leatherman with 17 tools, **3** Thermos flask with arm strap including nylon case, **4** Men's watch with stopwatch function, 24-h display, water resistant and mineral glass watch face



## TAKE PART & WIN

**WIN ONE OF THREE PALFINGER WRISTWATCHES.**

Answer the following question:

PALFINGER models are made to what scale?

Send your answer to **branding@palfinger.com** with 'Platform Passion – competition' in the subject line by 31 August 2017.

See [www.palfinger.com/en/microsite/fansite/Pages/raffle](http://www.palfinger.com/en/microsite/fansite/Pages/raffle) for terms and conditions.

## WINDY

In Finland, Jalo & Jalo is using a WT 1000 to repair wind turbines.

"Thanks to the two WT 1000 units in our fleet, we are able to serve our customers all over the Nordic countries. It was the best unit for this wind park, because of its good outreach and the agile chassis. The WT 1000 made the work much faster and easier for our customer."

Sami Jalo, Wind Turbine Services Services by Jalo & Jalo

# HACKATHON

In March 2017, the PALFINGER Group hosted Austria's largest hackathon. More than 100 participants, grouped in 24 teams, competed for the chance to further develop their ideas together with PALFINGER.

"The event was a huge success," related Martin Zehnder, PALFINGER AG's Chief Operating Officer in charge of digitalization.

"Even though the participants were fully focused on both days, there was an amicable and cheerful atmosphere. I am delighted with the concepts that the participants have developed and particularly impressed by the fact that they were ready for presentation after only two days."

"Hackathon" is a portmanteau of the words "hack" and "marathon" and describes a forum for the joint development of innovative concepts for hardware and software. The PALFINGER hackathon, which was organized in cooperation with the IT consulting firm Tieto, took place in Vienna at the headquarters of Microsoft Austria.

With more than 100 participants, this hackathon was the largest to be held in Austria to date – and its magnitude was also quite impressive on an international scale. The participants came from all over Austria and also included teams from abroad. They were free to present their ideas either in German or in English. While some participants had already registered as teams, individual applicants formed their teams on site. The hackathon was attended by students from universities of technology, universities of economics and business, and universities of applied sciences, as well as by young start-ups. During the two-day event, support was provided by around 30 coaches, representing various areas of the PALFINGER and Tieto companies, who provided information and shared practical tips with the participants.

PALFINGER had challenged the participants to come up with ideas for four subject areas:

- Virtual reality, augmented reality, mixed reality
- Semi-automated loading and unloading
- Digital assistance systems
- PALFINGER as a service

In their introductory statements given at the venue, the representatives of PALFINGER, Tieto and Microsoft highlighted the importance of these technologies and data for the overriding objective of creating added value for customers. Topics such as automation and sharing concepts as well as the necessary connectivity – of products, data and, first and foremost, ideas – were discussed. Martin Zehnder, for instance, explained: "It is not the individual things that are of relevance, but rather what we can do with the data we obtain from the Internet of things".

Following the introduction, the 24 teams started to work on their ideas, and several of them continued until the late evening when the premises closed on the first day. On Sunday, the "hacking" continued, and the PALFINGER coaches provided advice. The teams had the opportunity to perform pre-pitches to prepare for their demonstrations before the jury, which were scheduled for the late afternoon.

Each team was given a maximum of two minutes to present its ideas. The various presentations included videos, practical simulations and first prototypes. The jury evaluated the presented ideas based on their impact on business, their concreteness, originality, conception and user friendliness, as well as on the presentation of results.

The top three teams won money prizes and were given the opportunity to further develop their ideas together with PALFINGER. "The three winning teams impressed us on all levels. We are looking forward to bringing their ideas and their spirit to the PALFINGER Group. And it goes without



saying that we will also take another close look at all other concepts presented," commented a jury spokesperson when asked about the outcome.

A special award was presented to the two youngest rookie teams – students from two technical secondary schools: HTL Donaustadt in Vienna and HTL Bregenz.

PALFINGER has been focusing intensively on digitalization and the opportunities and changes it engenders for quite some time now. In 2016, the Company set up an internal organizational unit which concentrates on these topics. Parallel to this, first projects were implemented, and technologies such as automation, virtual and augmented reality or 3D printing are already in use for certain purposes.

Herbert Ortner, CEO of PALFINGER AG, emphasized the importance of this type of innovation. "Our aim is to establish this open form of innovation at PALFINGER – using external talents, but also making use of internal resources to promote this and create the necessary structures." PALFINGER plans to establish a branch in Vienna in 2017, where a resourceful team will be engaged in developing new ideas and partnerships. Through the increasing use of digital technologies, PALFINGER will open up completely new aspects of customer benefit.



