



LIFETIME EXCELLENCE

UPLIFT

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A PALFINGER ASIA PACIFIC NEWSLETTER

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Dear Partners,

As we have come midway in the year of 2016, we have lots of exciting news that will be up and coming in this next half of the year. We have made several interesting developments within the region. In Thailand, we have batches of PK 8500 and SPS 12500 entering the Thailand's market thanks to Chainant Equipment. Co and Maxcrane respectively. Furthermore, thanks to our dealer, PT FNF, we have batches of SPV products entering the Indonesian's market this quarter.

Another really interesting news is that PALFINGER's newest Knuckle Boom Crane in Asia Pacific, PK165.002 TEC 7, where the lightweight design meets high-tech control systems will be launch in Singapore with our exclusive dealer, Wong Fong in September.

In addition, we have done some structural changes in the company's internal organization, especially the Service Department. Steven will now head the service department, while Mr Ng who had been working with us for more than 7 years, will assist Service department in the role of consultant. We also welcome Ryan Tan, our new Spare Parts Sales Engineer, where he will aid PAP's focus on improving our parts business & to provide a higher level of after-market support to our dealers.

Looking forward to our next half of the year working together hand in hand with our dealers across 20 countries and end of this year with a high note.

Business Updates

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PAP Service Manager Meeting 2016



Image from flickr.com/photos/ezryrahman/



Image from abckualalumpur.com

Keep your calendars free for our upcoming Service Manager Meeting. You will not want to miss this biyearly event to get up to date on service information and to interact with the rest of the PALFINGER family.

Making a name in Asia Pacific

Celebrating 10 years of success at PALFINGER Asia Pacific

Established in Singapore in 2006, a prime thriving hub amidst a region of rapid economic development, PALFINGER saw the importance of this region and established Palfinger Asia Pacific Pte. Ltd. (PAP). 10 years have passed, and PAP is now the principal hub in the Asia Pacific region with own representation in two countries Japan and Indonesia and dealer networks across 12 countries, including Japan, Taiwan, Hong Kong, Philippines, Vietnam, Thailand, Malaysia, Indonesia, Pakistan, Guam and Singapore

Our most popular product, the Knuckle Boom Crane, PK, has over 100 models and more than 30 per cent of market shares. In 2012, PALFINGER also embarked on a joint venture with SANY Heavy Industry, China's largest manufacturer of construction equipment. The newly created enterprise, SANY PALFINGER SPV Equipment Co. Ltd. develops and produces Knuckle Boom Cranes, SPK, and Stiff Boom Cranes, SPS, and Access Platforms for the international as well as the Chinese market. PALFINGER also produces Hook-Loaders in its own factory in China.

"Our focus is the customer and we will be where the customer needs us. Our commitment "Lifetime Excellence" makes us to work stronger in every country to exceed our customer's expectations" says Hans Koenigshofer, Managing Director of PAP.

Providing round the clock assistance, our sales, service and marketing crew are fully committed in meeting dealers and clients' demands. With the promise of quality products and an excellent ever ready service personnel here at PAP, we are guaranteed to make new strides, branching further and wider in the Asia Pacific region in the years to come.

Here at PAP, we stay in the loop with economic trends and innovative technology. We listen to your demands and we supply them to you. With these 10 years of great progress in the Asia Pacific region, we are not only expecting further substantial business growth, we are also positive that we will emerge as the leading name for lifting solutions for commercial vehicles and the maritime field.



Left to right (Front): Johann Königshofer, Ong Lay Peng, Andrina Lee, Tok Fang Jun, Rommel Chan, Crystal Koh, Yvonne Koh, Steven Chan, Hu Kewei, Li Fook Seng

Left to right (Back): Chang Zhi Xin, Staffan Meijer, Xie Wei Jun, Loh Zhi Kai, Heike Mehrle, Angeline Tay, Ng Peng Kee, Alson Tan, Eugene Yue, James Liu

New model launch for SANY PALFINGER Stiff Boom Cranes

Introducing the smallest SPS crane to date

SANY PALFINGER SPV Equipment Co., Ltd has added a new model. SPS 8000 to the SANY PALFINGER Stiff Boom Crane (SPS) series.

This model will be the smallest crane, 3.2 ton, in the whole SPS product range with lifting moment of 8 meter ton. It is currently available either with 3 boom system (A boom) or 4 boom system (B boom). This model has the best price to performance ratio in

the market with a robust and functional design. It will include standard features such as mounted oil tank, high pressure filter, return oil filter, high density painting and integrated additional stabilizer valve system.

SPS 8000 is now available for order with first delivery planned for July 2016.



PALFINGER Asia Dealer Integration

Detailed updates on the PADI program

PALFINGER Asia Pacific has introduced the P.A.D.I program (PALFINGER Asia Dealer Integration program) on the 1st April 2016. This aims to ensure the enhanced support for our dealers.

Three separate programs provide dealers with extensive coverage from Sales & product, Marketing to Service. Each program offers dealers the tools to:

- be more competitive with more business information available at dealers' fingertips.
- work more efficiently with structured and customized sales & product, and service application tools. For added flexibility to cater to our dealers, specific application and resources can be

customized to suit your industry and market.

- Competitor information
- Container/crane matching tool

Following steps after the launch of the P.A.D.I program

- **Dealership branding**
 - > PAP will offer a branding package
 - > Additionally, PAP offers custom artwork and branding design to help dealers strengthen their dealership image in the minds of consumers
- **Sales tools**
 - > Product applications and resources
- **Service**
 - > Recommended spare parts list base on market population on particular country
 - > We care program training + support
 - > Recruited a full time spare part engineer to provide the best parts service without any delay

Dealers should already be informed of their current dealer standard and have received a PADI USB, which will contain all supporting tools.

MARKETING
MANDATORY ELEMENTS

EUR 1000.00 Branding Budget allocated. For final recognition of actual expenditure, artwork for the items has to be approved by PAP in advance. Invoice + image of the actual branding submitted to PAP.

EXTERIOR SIGNAGE (Min. 2 to 4000) PALFINGER logo+name sign • Poster signs • Stacking flags

INTERIOR SIGNAGE (Min. 10 to 4000) Indoor PALFINGER logo+ Posters • Latest brochure at entrance • Roll-up banner • Crane scale models • PALFINGER logo decal

WEBSITE (Min. 2 to 4000) To have a link on dealer's website directing to: www.palfinger.com + select flag (img) product image

SALES ARGUMENT TOOL
FEATURES AND BENEFIT

Knowing the features and benefits of PALFINGER cranes will aid in convincing customer's the PALFINGER's strength

FEATURES ARGUMENTS | **GENERAL ARGUMENTS** | **FEATURE EXPLANATION**

SPECIALIZED ARGUMENTS FOR PALFINGER LOADER CRANES C

VIDEO EXAMPLE | **IMAGE EXAMPLE**

AOS ACTIVE OSCILLATION SUPPRESSION

ACTIVE OSCILLATION SUPPRESSION dampens the boom system of the crane, compensating for deviation and shock when a sudden stop of the lifting function.

- Equipped with special sensors to detect the crane's motion with precision
- Hides and avoids damage to the load and surroundings
- Adjustments can be made with the touch of your finger
- 50% less crane instability

Please feel free to contact us if there are any further inquiries:

PADI related
Li Fook Seng: f.li@palfinger.com
Andrina Lee: an.lee@palfinger.com

Marketing
Crystal Koh: c.koh@palfinger.com

Sales & Product
Li Fook Seng: f.li@palfinger.com
Alson Tan: a.tan@palfinger.com

Service
Steven Chan: s.chan@palfinger.com

SHIPPING CONTAINER + CRANE MATCH CALCULATION

Customizable excel tool to determine the number of different cranes that are able fit into either a 20ft / 40ft container

Crane Model	Volume (m³)	Weight (kg)
SPS8000A	2	3,200
SPS8000B	2	3,200
SPS8000C	2	3,200
SPS8000D	2	3,200
SPS8000E	2	3,200
SPS8000F	2	3,200
SPS8000G	2	3,200
SPS8000H	2	3,200
SPS8000I	2	3,200
SPS8000J	2	3,200
SPS8000K	2	3,200
SPS8000L	2	3,200
SPS8000M	2	3,200
SPS8000N	2	3,200
SPS8000O	2	3,200
SPS8000P	2	3,200
SPS8000Q	2	3,200
SPS8000R	2	3,200
SPS8000S	2	3,200
SPS8000T	2	3,200
SPS8000U	2	3,200
SPS8000V	2	3,200
SPS8000W	2	3,200
SPS8000X	2	3,200
SPS8000Y	2	3,200
SPS8000Z	2	3,200
Total	40.000	128,000
Remaining Space	1.000	0.000

Update the number of cranes that you would like to fit into a 40HQ container

Advise the remaining space after loading the above mentioned units of cranes

WECARE PROGRAM
SUGGESTED FOR PLATINUM & DIAMOND DEALERS

New Crane Maintenance Profit EXAMPLE

WECARE PROGRAM

- New crane maintenance
- Follow-up crane maintenance

First 50 hours checked | First 1000 hours checked | Following 1000 hours checked

WECARE PROGRAM CHECKLIST

- REQUIRED SALES TOOLS & FOR WORKSHOP
- MANDATORY PALFINGER SALES TOOLS
- RECOMMENDED CRANE PARTS LIST

WECARE PROGRAM MAINTENANCE BENCHMARK

- MANDATORY PALFINGER SALES TOOLS
- RECOMMENDED CRANE PARTS LIST

WECARE PROGRAM COMMISSIONING TOOL FOR CUSTOMER

RECOMMENDED CRANE PARTS LIST

* Additional discount will be provided (TBC)

Events

1
PALFINGER
participated in the
12th Indonesia
Investment week

2
Singapore Ministry
representative
visit PALFINGER's
factory

PALFINGER participated in the 12th Indonesia Investment week

An opportunity to expand PALFINGER's brand in Indonesia

The Strategic Indonesia Investment forum which was held from 5th – 7th May 2016 in JIExpo Kemayoran, Jakarta. It is a government event that was graced by the Indonesian President together with the Ministers and Government officials of different provinces. PALFINGER was the only participant from the crane industry and it gives us an opportunity to introduce our brand and demonstrate our products to the respective Government departments who are one of the biggest crane buyers in Indonesia. We are thankful to PT FNF Trans Niaga, our Indonesia dealer, who was able to arrange PALFINGER participation in this event.



Invitation card to the 12th Indonesia Investment Forum



Left to right: Steven Chan, Frans Hendra, Li Fook Seng, James Liu, Nelly Mintarso



Left to right: Frans Hendra, Li Fook Seng, Dr. Hj. Faida (Regent of Jember - East Java), James Liu, Alex and Ari

Singapore Ministry representative visit PALFINGER's factory

Ministry of Manpower (MOM) Singapore invited to PALFINGER factory in Salzburg, Austria!

Two senior members from the Ministry of Manpower Singapore visited both Lengau and Köstendorf factory to understand how PALFINGER puts safety as our top priority both in crane development as well as crane production. With the increase in loader crane accidents in Singapore, MOM is seeking opinions from crane manufacturers on what new features and invention could prevent and avoid such accidents from happening.

The goal of the tour shows some "behind the scenes" of crane production and assembly, offering our guests an insight into the world of crane technology that PALFINGER has used, for example, KTL coating process. Furthermore, it brings back the safety knowledge of our crane through some demonstration done with personal hands-on experience to understand the ease and safety in crane operation.



Left to right: Mr Elmer Kong (Senior Specialist Engineering Safety /International Collaboration), Mr Er Tan Kee Chong (Deputy Director Engineering Safety), Andrea Jacob, Li Fook Seng

First batch of Skip Loaders in Brunei

Lubes Marketing purchases 6 models of M 10 T

In May, the first batch of the Skip Loaders will assist Brunei Shell Petroleum to manage the waste at ease with convenience.

The M10T Skip Loader is the ideal weight-to-capacity ratio which optimize the efficiency of the truck. It had low transport height with long outreach that are suitable for most industries like Construction ,Transport Logistics.

To know more about Skip Loaders, do contact PALFINGER ASIA PACIFIC or our respective dealers in Asia.



Left to right: Operator of M10T Skip Loader with Rommel Chan, Mr Liew

Chainant Equipment Co. Ltd. clinch Thailand Military Deal

PK 55002-EH is used for maintenance of the new Radome in Thailand

Chainant, PALFINGER's exclusive dealer in Thailand, clinched a military deal from Royal Thai Air Force in the year 2015. The scope of this deal is to supply, install and commission a stationary mounted PK 50002-EH knuckle boom crane onto a Radar Dome (Radome).

The crane will be utilized to install and maintain the RTAF's equipment in the Radome. In March, the PK50002-EH was installed onto a 12 meter high Radome tower in Phusing, Amnat Charoen, a North-Eastern province of Thailand.

The crane was supplied from Palfinger's factory in Austria with proximity warning system and workman basket. In the coming months, the construction of the Radome tower will be completed with the covering of the dome onto the top of the tower.

With this special stationary installation concept, it is yet another milestone for PALFINGER's Knuckle Boom Cranes and we look forward to more milestones together with our dealers in the future.



Left to right: Operator of PK 55002-EH with Chainant's Staffs

Entering Malaysia's Sewage Industry with PK 88002 EH

KTC Haulage Sdn. Bhd sold PK 88002 EH to Sewage company in Malaysia

KTC sold 4 units of PK 88002 EH, the second largest PK crane in Malaysia, to a new customer who are one of the operator in Sewage industry in Selangor and Perak. As the end consumer may have to work for 24 hours, they are satisfied that PALFINGER are able to meet their requirements in terms of technical and functions with full back-up service.



Handover ceremony of the first PK 53002-SH in Singapore

Wong Fong Engineering sold the first PK 53002-SH to our long time PALFINGER's PK crane user

Having successfully secured a deal with Handy Logistics, our dealer, Wong Fong Engineering organized an official handover ceremony in recognition of the new PALFINGER crane purchased by Mr Vincent Chew, our long time PALFINGER's PK crane user.

Handy Logistics used to order the PK 50002-EH and decided to change to the new PK 53002-SH is due to its advance in the features and add on to the SH crane.

One of the most important features, the Radio Remote Control (RRC) system for the PK 53002-SH is available either with Scanreco's P3 RRC or Palfinger's proprietary Palcom P7 RRC system (available exclusively for all Palfinger SH crane models only). The PK 53002-SH can also equipped with the optional comfort function, P-Fold Assistance System, which assists crane operator to fold the crane. This is only possible with PK 53002-SH equipped with the Palcom P7 RRC system.

Current owner, Mr Vincent Chew said: The new PK 53002-SH will expand our fleet of existing 5 PALFINGER

cranes which will be stationed in Singapore. We had been operating PALFINGER cranes, which are user- friendly and convenient to operate, for close to 13 years in transporting requirements in goods within the country. With the normal standard crane for PK 53002-SH, it fulfill our demand even more from our day-to-day operations.

PK 53002-SH	PK 50002-EH
Super - High Power Lifting Systems	Electronic - HPLS
Paltronic 150	Paltronic 50
Geometry Control is standard	Geometry Control is optional

The difference in PK 53002-SH and PK 50002-EH as seen above



Left to right: Li Fook Seng, Vincent Chew, Liu Wei Long

PT Porter Rekayasa Unggul sold the first PK cranes to Electric Power Industry in Indonesia

PALFINGER Knuckle Boom Cranes use for Power plats in Indonesia

We are excited to announce that, our dealer, PT PRU are able to bring PALFINGER Knuckle Boom Cranes to one of the biggest power plant in Java Island, Tanjung Jati, Indonesia. They will use 6 units PK 48002 MH to do maintenance of the power plant.

With the perfect combination of electronics and hydraulics system from PALFINGER; Power Link Plus Double Linkage System and High Power Lifting System (HPLS), it is said that it was their first project in using a crane for the maintenance. They will installed the PK 48002 MH on the Volvo 8 x 4 axle truck. With this, PALFINGER had successfully entered another industry in Indonesia.



PALFINGER Aerial Platform in action

Caught in action in Penang, Malaysia with our P200 A

On the streets of Penang, Malaysia, our P200 A are used by the Penang Landscaping Department in cutting and maintaining the trees in the city area.



Featuring our Dealers: Thailand - Chainant Equipment Co Ltd

Our second dealer featured will be Chainant Equipment Co Ltd, our exclusive dealer in Thailand. They will distribute PALFINGER Knuckle Boom Cranes, SANY PALFINGER Knuckle Boom Cranes and Aerial Platforms.

PALFINGER & Chainant has been working together for 26 years. Chainant started with PALFINGER's Knuckle Boom Crane in the first 4 years, and it move on with distributing other PALFINGER's current products. In the last 5 years, PALFINGER's Knuckle Boom Crane gains 30-40% market share in Thailand. In addition, Chainant is able to take part in His Majesty the King's initiative project and be a part of the Thailand national project in making artificial rain, relieving the drough crisis using a PK 62002-MH to lift radar for Department of Loyal Rainmaking and Agricultural Aviation.



Image from travel-Indiatourism blogspot

We catch up with Chainant on their long standing history in Thailand, and what lead them to ace in the growing developing economy of Thailand together with their vision for PALFINGER moving forward.

1. How was Chainant Equipment founded?

Chainant Equipment Co., Ltd was founded 33 years ago by Mr Prachant Minchainant, our Managing Director. The company started by importing machines and equipment for government projects. With the founder's philosophy to provide high quality equipment and satisfied services to the customers, we have gain trust from in the industry with institutional clients both government and private sectors all over Thailand for over the years.

2. What is the culture like in Chainant?

Chainant is a company that are like an extended family. Many of the staff are with us since the company was established. With the expertise and knowledge of the pioneer colleagues and specialist together with our new staffs, we are able to incorporate new knowledge and technology advances within the company.

3. What is your current mission statement?

Many industries are shifting from labour intensive to technology and machines. So it's our job to educate the market on how our products can increase their productivity and provide them with better solutions and supports. Then, we can grow together.

4. Can you provide any insights into how Chainant has grown into a successful company?

Chainant has grown into a successful company today is due to the 3Ps that our company uphold to:

People: Experience, Expertise and Teamwork

Products: Knowing our products and offering quality products according to customers' requirements

Partners: Accountability for our partners

5. What is the future vision that Chainant has with regards to PALFINGER products?

We are aiming to expand the market share in Thailand for all PALFINGER's product range including other new products. In addition, working together closer to make PALFINGER becomes 1st brand in Thailand for Lifting Equipments. The top of mind when it comes to Knuckle Boom Crane is PALFINGER.



Centre left to right: Panuwat, Minchainant (Business Development), Prachant Minchainant (Managing Director), Paradee Minchainant (Business Development & all Chainant's staff

Introducing New Staff Changes



Ng Peng Kee

SERVICE CONSULTANT

Mr. Ng joined PALFINGER Asia Pacific (PAP) in 2009. For the past 7 years, Mr. Ng has played a vital role in contributing to the success of PAP. He has consistently shown himself to be a loyal and hardworking member of the PALFINGER family and has never failed to act as a role model for the rest of the team.

We are pleased to announce that Mr. Ng Peng Kee will continue to render his service to PAP as Service Consultant. In his new role, he will continue to support the service team on service management and technical sales support for PALFINGER's business in Asia.

We would like to thank him for the great work done for PALFINGER, and we firmly believe with his able guidance, PAP service team will continue to grow and improve to serve our partners better.

Mr. Ng will support the new Service Manager, Steven Chan and will remain Singapore based.

Mr. Ng can be contacted via email (p.ng@palfinger.com) and his mobile (+65 9234 6859)



Steven Chan

SERVICE MANAGER

We are pleased to announce the promotion of Mr. Steven Chan to the role of Service Manager for PALFINGER Asia Pacific (PAP).

In his new role, he will lead the serviceteam and will be responsible for the part sales, training, on-site support and technical sales support for PALFINGER's business in Asia. Steven has more than 15 years of aftermarket & service experience that has rewarded him with a well-rounded skill set and the right expertise to lead the PAP service team.

Since joining PALFINGER in 2014, Steven has shown great dedication in supporting the PALFINGER partners; and sharing his expertise with our dealers and within the service department.

Steven can be contacted via email (s.chan@palfinger.com) and office (+65 9113 2771)



Loh Zhi Kai

ASSISTANT FINANCE MANAGER

We are pleased to announce the promotion of Mr. Loh Zhi Kai to the role of Assistant Finance Manager for PALFINGER Asia Pacific (PAP) effective 1st April 2016.

In his expanded role, he will support in the management of PAP Shared Services team for the Finance and Accounting deliverables to both the PAP Land and Marine business units. Additionally, he will play an active role in selected strategic initiatives of PAP (Land). He will also continue to support the Area Finance consolidation and reporting efforts.

Zhi Kai has been with PALFINGER since November 2014. He has a Bachelor of Accountancy from the National Technological University of Singapore. Zhi Kai will continue to be based in Singapore.

Zhi Kai can be contacted via email (z.loh@palfinger.com) and his mobile (+65 81813351)



Ryan Tan

SPARE PARTS SALES ENGINEER

We are pleased to announce that Ryan Tan has joined our company as a Spare Parts Sales Engineer, effective from 1st April 2016.

Ryan held the title of Assistant Marketing and Sales Manager in his last employment, Hitachi Construction Machinery Asia Pacific. He was responsible for the sales across Asia Pacific and has gained achievements not only with the machinery sales but also the attachment (Professional Equipment) business such as grapple for forestry and demolition industry.

Before joining Hitachi, Ryan assumed the role of Sales Engineer in Aflex Ship Equipment where he is exposed to selling spare parts to prospective organizations and gained achievements such as the development of APAC markets and improving the performance of parts sales within the organization.

Ryan's extensive experience dealing with equipment & parts sales will aid PAP's focus on improving our parts business & to provide a higher level of after-market support to our dealers.

Ryan can be contacted via email (r.tan2@palfinger.com) and office (+65 9118 17)

PALFINGER ASIA PACIFIC PTE LTD
3 International Business Park |
Nordic European Centre | #05-25/26 |
Singapore 609927
T +65 6591 86 | F +65 6591 7737 |
www.palfinger.com



LIFETIME EXCELLENCE
WWW.PALFINGER.COM

For more details, please contact Crystal Koh: