OUR CUSTOMERS CONFIRM: WE KEEP OUR PROMISES

**Bergheim,** **20.01.2021**

PRODUCT NEWS

**The feedback of our customers is critical for the development not only of our products but also our processes and organization. This is exactly the reason why we conduct customer interviews on a regular basis.**

**2,500 voices from 16 different countries**

In the past few years PALFINGER has collected the voice of around 2,500 customers in 20 surveys in 16 countries. The three areas that are of highest relevance to us are the product, the purchasing process and the service level during the product life cycle. The overall message from all these interviews is very important to us and we are extremely proud! Our customers confirm: Together with our certified sales & service partners we keep our promises.



**Making the right promises to our customers**

Step 1 is always a good understanding for your specific situation. What is your business focus, what are your main activities, which problems can we solve with our lifting solution for you? Therefore, a good salesman will always ask you two key questions: What is the most important thing for you and why is this so important? Understanding the problem is the key to the solution. Then it is also easy to make the right promise.

**Over 100 different crane models. Small, large, simple, high end**

As soon as we have a common understanding what is your situation, we can define the right product for you. PALFINGER offers a portfolio with more than 100 different crane models from two all the way up to 200 metertonnes. Our crane models are classified mainly in three different crane ranges:

* The SLD range: solid, best-in-class PALFINGER quality, reduced options & hexagonal boom system
* The High Performance range, including EH and SH models: since many years well established crane models, different configuration sets available, hexagonal boom system
* The TEC range: PALFINGER’s premium range, offering maximum performance, broad set of comfort functions and assistance systems, polygonal P-profile extension boom system

So, no matter what you like to do, we have always the right lifting solution for you.

**ABOUT PALFINGER AG**

PALFINGER (CEO Andreas Klauser) is a leading international manufacturer of innovative lifting solutions for use on commercial vehicles, ships and stationary equipment. Based in Bergheim, Austria, the PALFINGER Group develops and produces leading solutions for its customers and partners all over the world. With more than 11,000 employees and over 5,000 sales and service centers, PALFINGER is close to the market and to its customers.

As a technology leader, the company also drives digitalization, electrification and autonomous systems as central components for future solutions and products in order to secure a long term partnership and success with its customers.

Convinced that sustainable thinking and acting significantly contributes to economic success, PALFINGER takes social, ecological and economic responsibility along the entire value chain.

With this vision and conviction to offer the most efficient and innovative solutions for its customers and partners, PALFINGER generated total sales of EUR 1.75 billion in 2019.

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