

PRESS RELEASE

Salzburg, Austria on June 19, 2024

PALFINGER MARINE: Into the Future with Strong Partners

Following the tagline “Building our way forward”, PALFINGER invited partners and employees to the Salzburg Exhibition Center from June 10 to 14. This event featured an extensive one-week program focused on current challenges and shared opportunities. In addition to the wide range of lifting solutions used on land, PALFINGER MARINE was showcasing the marine crane PK 6.501 M and other MARINE solutions.



In the Action Park, a total of 3,500 visitors were able to experience and try out PALFINGER MARINE solutions up close, such as the PK 6.501 M foldable knuckle boom crane at the fishing game. © PALFINGER

Each day, the program spanned all PALFINGER key topics. The Global Sales & Service Conference covered customer focus, networking, and a shared brand experience. The strategic goals were presented along the customer journey and discussed with the partners. “In line with our Vision & Strategy 2030, we are taking new bold and inspiring routes to success with our partners, suppliers and employees, following the tagline ‘Building our way forward’,” says PALFINGER CEO Andreas Klauser.

Marine expertise brought together at the Salzburg Exhibition Center

As part of a series of PALFINGER events, around 30 partners accepted PALFINGER MARINE’s invitation to Salzburg. The meeting was dedicated to networking, new methods, and ideas. The PALFINGER MARINE break-out session was held as part of the Global Sales & Service Conference. Various presentations discussed topics such as market developments, the importance of VR training, customer needs and new opportunities for working together. “The success of PALFINGER and PALFINGER MARINE is based on our strong international network, and our focus on our partners,”

says Klaus Schreiber, VP Sales & Service at PALFINGER MARINE. “The fact that we were able to facilitate the exchange of global marine business as well as know-how and insights on the challenges from over 14 countries is therefore of great importance to us.”

PALFINGER MARINE solutions hands-on

In the indoor and outdoor action park, a total of 3,500 visitors were able to experience a variety of PALFINGER products used on land as well as PALFINGER MARINE solutions up close. Here, people could try out their skills as a crane operator using the PK 6.501 M foldable knuckle boom crane. The integrated PALTRONIC 40 control system ensures safe and reliable operation, even in rough seas and bad weather – and it increased the chance of success at the fishing game in the Action Park. A digital highlight was the PALFINGER MARINE VR simulator with two applications that simulated both working with a wind crane “directly” on the turbine and operating a fish farm crane mounted on a ship. The exclusive Action Park attractions were available to visitors throughout the week, providing a first-class product experience.

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ABOUT PALFINGER MARINE

The international mechanical engineering company PALFINGER is the world's leading provider of innovative crane and lifting solutions. As a global partner for pioneering and reliable deck equipment and lifesaving appliances, PALFINGER MARINE supplies high-quality products to fulfil standardized and customized demands. Supported worldwide by a network of experienced and skilled specialists, we provide flexible and efficient service solutions. Our portfolio gives a competitive edge for customers in the maritime and offshore industry.

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Text and corresponding image material are available under the “Media” tab on www.palfingermarine.com.