

## LIFTING THE UK: PALFINGER AND APS JOIN FORCES IN AERIAL WORK PLATFORMS

PALFINGER, a global leader in innovative lifting solutions, today announced the beginning of a new distribution partnership with APS (Access Platform Sales). This strategic collaboration marks an important milestone in strengthening PALFINGER's position in the UK market for aerial work platforms.



➤ PALFINGER announces new strategic partnership with APS for Aerial Work Platforms in the United Kingdom starting from April 1st, 2026. Copyright: PALFINGER

Aerial work platforms are extremely versatile and can be used wherever safe and efficient work is required at height. Thanks to electrification and digitalization, high-performance materials, and innovative engineering, they enhance customer value while opening up attractive long-term market opportunities for PALFINGER. Its Strategy 2030+ reflects this potential by defining aerial work platforms as an additional core pillar within the product portfolio and as one of the company's Must Win Action Fields. To grow its AWP business in the United Kingdom, PALFINGER now partners with APS.

## Two Strong Partners Committed to Customers in the United Kingdom

APS will take over the distribution, sales, and after sales support of PALFINGER's aerial work platform business across the United Kingdom. With a strong market presence, extensive technical expertise, and a proven commitment to customer satisfaction, APS is ideally positioned to ensure continued growth and to deliver high quality support to PALFINGER customers.

PALFINGER and APS will be working closely together in the months ahead to support a seamless experience and consistently high-quality support for all customers and partners throughout the United Kingdom.

"This new partnership with APS represents an important step forward in reinforcing PALFINGER's aerial work platform business in the UK. APS brings the expertise, commitment, and customer proximity that align perfectly with our strategic ambitions," emphasises Bernd Winderle, VP Sales & Service EMEA PD at PALFINGER.

Andy Bray, Managing Director of APS added: "We're proud to partner with PALFINGER to bring their trusted lifting solutions to customers across the UK. Backed by our 35 years of experience and a strong national support network, APS is committed to helping customers work safely and productively at height while ensuring a smooth transition and delivering the high levels of service and support PALFINGER users expect."

### ➤ About PALFINGER

PALFINGER sets benchmarks with innovative crane and lifting solutions worldwide. As a leading technology and mechanical engineering company, PALFINGER transforms customer needs into seamlessly integrated solutions. A broad product portfolio and regional footprint drive balanced profitable growth. With its promise of Lifetime Excellence, PALFINGER delivers outstanding performance throughout the entire product lifecycle.

Around 12,000 employees, 30 international manufacturing sites, and a global distribution and service network ensure worldwide proximity to the market.

PALFINGER AG has been listed on the Vienna stock exchange since 1999 and achieved a revenue of EUR 2.34 billion in 2025.

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