



Why green matters: the colour of responsibility in heavy lifting

As sustainability becomes a critical priority across the offshore and renewable sectors, even traditionally industrial operations are rethinking their impact. For Safe Lifting Europe B.V., the bold green of its equipment is more than a visual signature, it's a reflection of a deeper commitment to sustainable, circular business models that support clients in building a lower carbon future.



In a sector dominated by steel, scale and strength, a bold splash of green might seem purely aesthetic. However, at Safe Lifting Europe B.V., it represents much more. The vivid green of the company's equipment is not simply a branding decision; it is a visible statement of intent. At a time when environmental accountability is under increasing scrutiny, it serves as a reminder that even heavy industry can make conscious, sustainable choices.

A colour chosen with purpose

Colour often plays a functional role in industrial settings: yellow indicates caution, red signals emergency, blue designates safety. Green, however, was chosen by Safe Lifting to symbolise responsibility, renewal and alignment with a more sustainable future; a future the company actively supports through

its involvement in offshore wind and other renewable energy sectors.

This choice was not made in response to a trend but was driven by the company's broader commitment to sustainable practices. The decision to use green emerged from an internal initiative to align every aspect of the business with environmental responsibility, reinforcing a message that goes beyond aesthetics.

The intention was to ground sustainability not in marketing but in practical, operational decision making. For both staff and clients, the green colour is a continual reminder that environmental awareness should underpin every process and project.

As supply chains become more transparent and clients increasingly prioritise sustainability in procurement, such choices

take on greater weight. In this context, green equipment is not merely eye-catching; it is a visible shorthand for environmental alignment and a cue for responsible sourcing.

Rental over ownership: a smarter, circular model

Traditionally, the heavy lifting industry has relied on ownership-based models, often resulting in unused inventory, complex asset management and avoidable waste. Safe Lifting Europe has taken a different path, offering certified heavy lifting equipment and rigging solutions as a rental service. It is a move that prioritises both operational flexibility and environmental sustainability.

By renting rather than owning, clients reduce capital expenditure and benefit from simplified logistics. More importantly, the model supports a circular economy. Equipment is utilised across multiple projects, maintained to exacting standards and kept in productive use for longer periods. This not only lowers the environmental impact associated with manufacturing and disposal but also encourages more efficient resource allocation across the industry.

For large infrastructure projects, where timelines and resource needs are constantly evolving, the rental model offers welcome flexibility. For instance, during a recent offshore wind turbine installation, Safe Lifting Europe provided specialised lifting gear on a short-term rental basis, allowing the client to access heavy-duty equipment without the cost and logistical burden of ownership. Instead of acquiring underused equipment for temporary use, companies can obtain precisely what is required, at the right time and location, minimising waste. This agility is particularly valuable in dynamic environments such as offshore construction and vessel mobilisation.

Clients adopting this model often find it aligns naturally with their own ESG commitments. The ability to access high-quality lifting gear without the burden of ownership enhances agility and improves environmental performance at the project level.

Meeting the demands of the wind sector

The benefits of this model are particularly evident in the offshore wind sector, where high-capacity, lightweight rigging is essential. The business supplies Dyneema® and HMPE roundslings capable of lifting up to 1,250 tonnes. These synthetic alternatives to steel wire rope are lighter, easier to handle and reduce the risk of injury. Their reduced weight also contributes to fuel efficiency in transport and deployment, supporting broader emissions reduction goals.

Projects involving jack-up vessel mobilisation, turbine installation or blade replacement are increasingly subject to sustainability auditing. Working with a supplier that shares those environmental goals strengthens compliance and enhances overall project integrity.

Moreover, the use of advanced materials like this reflects a wider industry shift. As turbine sizes increase and installation environments become more challenging, lightweight, high-strength rigging is becoming essential. The environmental benefits are not a side effect but an integral part of these innovations.

Designed for reuse and longevity

Sustainability extends beyond materials and usage models. At its 20,000 m² facility in Vlaardingen, Safe Lifting Europe has invested in infrastructure to maximise equipment lifespan. In-house magnetic rope testing (MRT) ensures steel wire ropes remain safe and functional without premature disposal. Refurbishment processes such as sandblasting and repainting further extend the service life of key components.

These capabilities enable the company to maintain a wide inventory of lifting frames,

beams, winches and shackles in prime condition, ready for immediate deployment. This not only reduces downtime for clients but also reinforces a repair-first philosophy that minimises environmental impact.

Further investments, including the development of a 2,000 tonne test bench and the acquisition of high capacity shackles for subsea lifting, underline the company's commitment to sustainable service delivery. These enhancements not only ensure equipment readiness for demanding offshore operations but also reduce waste and extend equipment lifespan, reinforcing its circular economy approach.

Making sustainability accessible

For many industrial operators, the path to sustainability can seem complex or cost prohibitive. By integrating certified equipment rental with full project support,

Safe Lifting Europe removes these barriers. Clients benefit from predictable costs, reduced logistical burdens and confidence that their equipment is compliant, safe and responsibly managed.

The company's systems also integrate with client-side SRM platforms, allowing procurement teams to track rental assets, monitor costs and align with internal sustainability metrics. This digital transparency is increasingly valuable for companies aiming to verify their environmental performance against recognised standards.

Green-coloured equipment onsite serves as a visible symbol of this shared commitment. It is not only practical, high-performing gear; it represents a conscious decision to reduce waste and operate with accountability.

Procurement, perception and performance

Sustainable procurement is becoming standard practice across many parts of the energy sector. Clients are no longer simply evaluating cost and availability but are assessing suppliers against broader criteria, including lifecycle management, emissions profiles and social responsibility.

This business model speaks directly to these expectations. By offering lifting equipment as a service, complete with engineering consultation, logistics and maintenance, the company helps reduce environmental impact while maintaining high levels of performance and safety.

This convergence of procurement efficiency and environmental responsibility is especially attractive in publicly funded or highly regulated projects, where ESG performance is under detailed scrutiny. With equipment that stands out visually and ethically, Safe Lifting Europe becomes not just a service provider but a strategic partner in responsible project delivery.

Lifting with a lighter footprint

The transition to more sustainable industrial practices is not limited to energy generation or emissions reporting. It must extend into supply chains, support services and equipment strategies. Safe Lifting Europe's approach demonstrates how sustainability can be embedded without compromising reliability or efficiency.

By offering clients the opportunity to rent instead of own, investing in longevity-focused infrastructure and supporting renewable energy projects with fit-for-purpose solutions, the company is helping reshape expectations in the heavy lifting industry. The green colour is a deliberate and lasting marker of that shift; a reminder that even the most robust equipment can stand for something environmentally lighter, reducing its overall impact while maintaining strength.

🌐 www.SafeLifting.eu

