

# A real unique selling point!



Liftket's CEO Jürgen Dlugi, tells PES about the company's expansion in the wind industry. In 1953 they started off by supplying electric chain hoists and are now able to offer a complete service crane globally, suitable for on and offshore work. Well aware of safety needs, they provide full training and tailor made packages to meet their clients' needs on request.

**PES:** A warm welcome to PES Wind, it's good to talk with you. Would you like to begin by giving us an overview of LIFTKET?

**Jürgen Dlugi:** We are one of the largest and oldest manufacturers of electric chain hoists worldwide, with loads ranging from 125 kg to 25,000 kg. Founded in 1948 by D. Hoffmann,

the company initially developed agricultural equipment, before specializing in electric chain hoists from 1953. Hoffmann's innovations, namely the horizontal assembly of both motor and gearbox and the patented safety-brake/clutch system, set the standard for electric chain hoists.

A uniquely high level of vertical integration enables us to be flexible for our customers. In combination with our unique structure, we can offer a very comprehensive range of products, from series production to custom-made products.

At our company headquarters in Wurzen, are





all departments, from administration to production, under one roof, which brings many advantages, staffed currently by about 250 employees. Fast decision-making processes and quick reactions to the corresponding customer needs are what characterize us.

**PES:** We know you are involved in various industries and would like to know how important the wind sector is for you?

**JD:** We were the first supplier of service cranes, to the wind industry and nowadays we supply not only a lifting device, but a complete service crane that meets the requirements of our industry most effectively.

**PES:** We are curious about the differences in working on and offshore?

**JD:** The main difference in the offshore sector

is that the product requirements are much higher. Special corrosion protection is required, other painting is needed, and in general, other materials are sometimes used. In addition, the lifting heights and loads are usually much higher.

**PES:** Safety must be a preoccupation at LIFTKET, we'd be interested to know about your training programs?

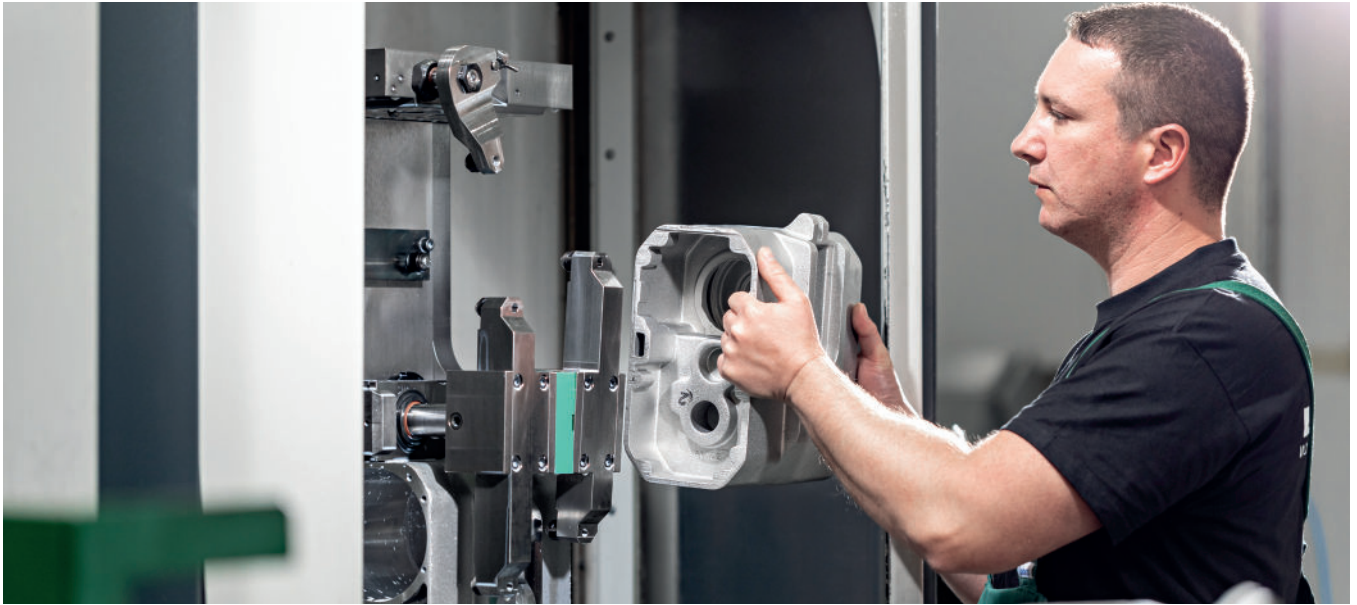
**JD:** We deliver any kind of tailor-made service and training concepts for our customers. Therefore, we have established our own 'training center', called the LIFTKADEMIE.

Maintenance work for hoisting equipment has to be carried out by trained and authorised professionals only. Authorised people must have theoretical training as well



Jürgen Dlugi





Manufacturing process of LIFTKET chain hoists

as experience in the field of cranes and hoists. They must have excellent know-how of the special regulations and must be able to decide whether the lifting equipment is in safe working order or not.

Within the LIFTKADEMIE we aim to provide our customers and their employees with the necessary know-how to ensure safe working on and with our electric chain hoists. On the one hand, 3 'standard trainings' can be booked: Repair & Maintenance, this training can also be booked online via our website [www.liftket.de](http://www.liftket.de), Train the Trainer and Sales Training.



LIFTKET Service Crane Solution

In addition, we also offer training courses especially tailored to our customers' requirements. Our training courses can be held either in our in-house training centre or at the customer's premises worldwide.

**PES: Is research and development an integral part of your business, do you have an active R&D department?**

**JD:** Of course. Based on our core principle: 'designed, engineered and manufactured in Germany by ourselves' we have our own R&D department. As already mentioned before, the advantages of having everything under one roof also apply here. The R&D department works closely together with our production and technical department, which brings short decision-making processes. We also have special test laboratories for wind turbines.

**PES: What makes your solutions stand out from the competition, what are the benefits to the end user?**

**JD:** Every single electric chain hoist is designed, developed, produced and tested by us under real load and overload conditions. A unique ID makes it possible to trace exactly when an electric chain hoist was built, by whom, with which raw materials, from which supplier, even after 10 years. A real USP (Unique Selling Point)!

**PES: Can you tell us something about your geographical reach?**

**JD:** Numerous customers and partners in over 65 countries rely on our LIFTKET quality products. Safety, durability, ease of maintenance, service and a fair price/performance ratio are particularly valued.

**PES: How has the current coronavirus situation impacted on your business and how you run it? What changes have you had**

**to make? How do you see this developing over the next 6-12 months?**

**JD:** The current situation around COVID-19 has of course affected the business somehow. Demand has become weaker. Nevertheless, there were no negative effects on the supply chain for our customers. We believe that the bottom has been reached, as we see a slow but steady upwards trend.

[www.liftket.de](http://www.liftket.de)

#### About LIFTKET

LIFTKET Hoffmann GmbH is an internationally renowned manufacturer of electric chain hoists with loads ranging from 125 kg to 25,000 kg. At the company premises in Wurzen, Germany, currently about 250 employees develop and manufacture solutions for the three business segments industry, custom, and stage. A strong network of service and sales partners ensure customer-oriented stock-keeping, maintenance, and repair.

LIFTKET manufactures modular electric chain hoists for virtually every application that involves the safe and precise lifting of loads. Founded in 1948 by Dietrich Hoffmann, the company initially developed agricultural equipment before specializing and exclusively focusing on electric chain hoists from 1953. Hoffmann's innovations, namely the horizontal assembly of motor and gearbox and the patented safety-brake/clutch system, still set the standard for electric chain hoists.