



Construction site in Oslo
Photo: Nordic Platform

Nordic Platforms CEO/Partner: This exceeds our wildest imagination.

27.04.16 | 10:10 - Rasmus Gregersen

South Denmark startup company was surprised by the success at the world's biggest trade fair.

As Per Mose Jakobsen, the entrepreneur from Haderslev, in the summer of 2012 embarked on an attempt to challenge the conservative scaffolding industry - the goal was to develop a new generation of scaffolding platforms in composite material.



Nordic Platform's exhibition stand at Bauma. Business owner Per Jakobsen Moses, on the left side. Photo: Nordic Platform

The industry has traditionally used wood, steel and aluminum platforms, but Moses Per Jakobsen went with an idea to replace, especially the heavy wood and steel deck with a lighter, fire resistant and non-slip composite platform.

In addition to the obvious ergonomic advantages for the scaffolding workers - the entrepreneur's company, Nordic Platform, could also offer a platform dyed in the logo and colors of the buyer. Theft from construction sites has for years been a growing problem and has been a major cost factor for contractors and craftsmen. However, with the individualized scaffolding platforms, this problem suddenly could be reduced considerably.

215 inquiries from 54 countries

Throughout the process, the goal was that Nordic Platform should present a fully developed and tested composite platform at the German trade fair for machinery and equipment for the construction industry - Bauma in Munich.

And just returned from Bauma 2016, a happy Per Moses Jakobsen report on an overwhelming interest from all

over the world for Nordic Platforms products.

- We had, simply not in our wildest dreams imagined that we would attract so many interested visitors from all over the world. Our dream was to get the message about a new generation of scaffolding platform out there - and had probably expected that we would repeat it several times over the next few years, says Per Moses Jakobsen.

The director of Nordic Platform is differently humble when he got back behind the desk in Haderslev - and could note that the hectic days at the Bauma trade fair already had resulted in a staggering number of concrete offers to interested customers around the world.

With no less than 215 inquiries from 54 countries, he has now resigned himself to tear the original strategy plan into pieces.

- This exceeds our wildest imagination. In the first days after the fair, we have already encountered bids for orders - with a greater quantity, than all of last year's revenue. So we have to pinch ourselves in the arm, he said.



Construction site in South Denmark Photo: Nordic Platform

Nordic Platform has since its beginning in 2012 been represented in the Scandinavian market, where both Norwegian, Swedish and Danish scaffold workers have welcomed the new composite platform. The company's turnover is already for tens of millions in these markets and employs overall 25-30 man at headquarters in Haderslev and in production in China.