

# Nordic Platform provides unique advertising benefits to the construction industry

## From local start-up business to International market disrupter

The Haderslev-based company has experienced strong growth and are expanding to sell in 8 countries versus last year's 3 countries. For Nordic Platform, 2016 has been the year in which it got its international breakthrough. In April the company exhibited at the world's biggest sales exhibition BAUMA. After the exhibition, the true challenge has been where to focus.

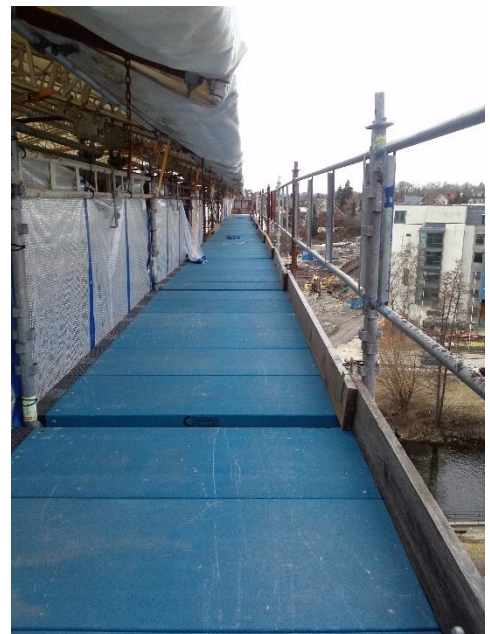
Following such a good year – it is suitable to ask the question: What is Nordic Platform doing right? And how can a company of this modest magnitude challenge and disrupt an industry that is driven by massive corporations? In search of the answer, we have had a conversation with Geir Gule, the CEO of Christiania Stillas and VP of Engineering at UEG (Union Europäischer Gerüstbaubetriebe). Christiania Stillas is one of Nordic Platform's biggest customers with over 40,000 platforms ordered so far.

- At Christiania STILLAS we have used Nordic Platform's composite platforms for some years now. In 2010 organic material was banned from all construction sites in Norway and we had to replace a large part of our scaffolding platforms. We thought, that we had to choose was between steel and aluminum, but was then made aware of a new manufacturer of scaffolding platform that produces in composite.

## The “blue walls” have become our trademark

Scaffolding Director of Christiania Stillas has since then been advocate of the new composite platforms which he believes is currently the best product on the market while on the same time adding advertising possibilities you have never seen before on a scaffold platform.

- Due to a number of advantages e.g. the high strength, low weight and the possibility of the platforms dyed in own color, we chose to order 1,800 pieces. Since then, we have not bought other types of platforms and I cannot imagine using steel or aluminum again! The platform is extremely strong, as light as aluminum and at the lowest price (of aluminum and composite). At the same time, the composite platforms provides unique commercial attribute because of the color. When people walk past our major projects and see “a wall” of blue scaffolding platforms, they know that Christiania Stillas are working there, which is a unique opportunity that I haven't seen in other platforms.



Christiania Stillas faces the two largest land-based construction projects in Norway over the next few years. For these assignments Geir Gule has ordered even more platforms and is excited to see his colors adorn Oslo even more in the future.

- Over the past six months, we at Christiania Stillas have assured us Norway's two largest land-based projects, respectively the new National Museum in Oslo and the new Agricultural University. These are two huge assignments and therefore we have ordered 20,000 composite platforms. I am looking very much forward to see the "blue wall" around both buildings, which will help to brand our name and show our position as one of Norway's largest scaffolding companies

Geir Gule also tells that his staff are incredibly excited to work with the new composite deck partly due to the weight but certainly also because of the temperature advantages. Composite platforms does not get cold like for example steel and aluminum. Therefore, he often speaks well about the product when he is talking with colleagues and partners, including to UEG meetings where he as mentioned before is Vice President of engineering.