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### **Strong support for the pack – WOLFFKRAN presents new Chief Technology Officer at bauma, the largest machinery trade fair in the world**

*Zug, Switzerland - June 2019.* With an exhibition stand presenting the crane manufacturer as a full-service provider WOLFFKRAN introduced its new leitmotif **WOLFFKRAN MORE** at the bauma in Munich this year. “It was a very successful fair”, WOLFFKRAN CEO Dr. Peter Schiefer summed up, being highly satisfied. On the occasion of the bauma he introduced the new WOLFFKRAN Chief Technology Officer (CTO) Dr. Peter Barton whose entry into the company is an important step on the ladder of success of the Heilbronn-based crane manufacturer.

#### **Starting a new era**

According to the leitmotif WOLFFKRAN MORE – MORE THAN CRANES the company celebrated the start of a new era at the bauma evident in the exhibition’s innovations and manifest in the appointment of the new CTO. Schiefer consciously continues his focus on the moments of success – innovation and internationalization – by which he guaranteed the company's steep upward course since his takeover in 2005. By recruiting the new CTO, who is responsible for technology, research and development at WOLFFKRAN since his start in February 2019, the CEO underlines the company's future orientation. At the bauma, the CEO presented the company’s new face – CTO Dr. Peter Barton who himself stands for innovation and internationalization: “I am delighted to have Dr. Barton at my side, a highly innovative and dynamic CTO who knows the industry and who is extremely experienced in future-oriented technology, digitization, industry 4.0 and internationalization. Together with the WOLFF team we want to continue our successful development”.

#### **The new CTO – strong support for the pack**

Born in 1973 in South-Westphalia, the passionate mechanical engineer passed his studies and subsequent doctorate in the field of gear technology at the Ruhr-University Bochum excellently. He graduated with honors, in the shortest time as possible and as the best graduate in the faculty’s history. Furthermore, Barton received the SEW - Foundation Graduate Award, the so-called "Nobel Prize" for young engineers, and he invented and registered numerous national and international patents. Both facts exemplify Dr. Peter Barton’s outstanding academic qualifications as well as his professional success. As Head of Development at SEW-Eurodrive, a globally operating

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market leader in the field of drive technology, Barton had the leading role in the start-up-management and development of the new “Industrial Gear Units” division. At SEW-Eurodrive as well as at Liebherr-Components, here in his function as General Manager Engineering Drive Technology, Barton was responsible for several groundbreaking innovations: in the development of future-oriented technologies, products and strategies. In addition, opening new international markets was a key task in which the CTO made a decisive contribution to the company's growth and gained extensive experience on a global level.

### **New challenges at WOLFFKRAN**

Dr. Peter Barton is now devoting himself to new tasks and exciting challenges at WOLFFKRAN. “I was warmly welcomed by the WOLFFs and I am delighted about my new task. Team spirit is at the top of WOLFFKRAN’s values. Only together, we can successfully tackle the challenges and competition of the global market and further expand our leading position. A trusting and appreciative cooperation with all managers and employees is very close to my heart,” the new CTO said at his introduction. The new CTO outlines his most important tasks and visions as follows:

### **The WOLFF is always one crane length ahead!**

“... that is both our goal and our claim, in many respects, but especially in terms of safety and technology. In this field we want to continue setting high standards as highly innovative leaders. More than ever, the complex and constantly growing demands of large digital construction sites are very challenging. We want to set milestones, not only by diversifying our product portfolio. Technological leadership in all areas, whether in the development and patenting of USPs, in industry 4.0, BIM, life cycle management and digitization, or in the further innovative development of assistance systems and the smart linking of components and assemblies to form modular kits. Innovation is our pacemaker, motor and guarantee for success. For this, we do not only rely on the inventive spirit of the WOLFFs, but also on a fruitful cooperation with leading universities and research institutes worldwide.”

### **MORE WOLFFKRAN – Worldwide!**

“... this is also our motto and at the same time our vision”, Dr. Barton adds. “The WOLFF is expanding its territory – constantly and with growing success, whether in the sale of new cranes or in the

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expansion of the rental fleet. Our technical leadership is both the essential prerequisite and the chance to further strengthen and expand our existing markets in Europe, North America, Asia and Africa, and also to open up completely new markets worldwide.”

“Technological leadership, the highest demands in terms of safety, economy and ecology, an outstanding service, reliability and a special proximity to our customers whose individual needs are on our focus – this interaction is indispensable and at the same time our satisfaction guarantee,” the new member of the WOLFF pack summarizes.

With the appointment of the new CTO, WOLFFKRAN pursues its successful course in the terms of innovation and internationalization. The company further relies on a global high-performing and highly motivated team in order to make WOLFFKRAN known worldwide as what it actually is on a global level – in many aspects: THE LEADER OF THE PACK.

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Images and captions:



CTO Dr. Peter Barton & Owner/CEO  
Dr. Peter Schiefer at the bauma 2019

# WOLFFKRAN

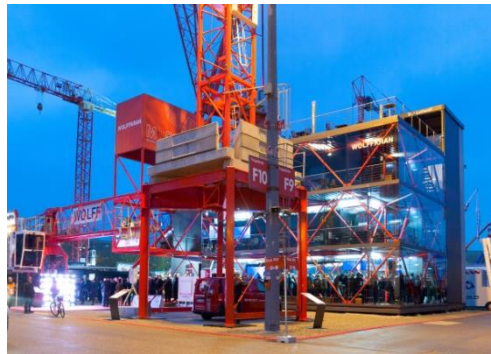
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The WOLFFKRAN exhibition stand at the bauma 2019

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WOLFFKRAN evening event at the bauma 2019



At the WOLFFKRAN stand bauma visitors could climb the WOLFF 6020 clear



Always one crane length ahead:  
the new hydraulic WOLFF 133 B  
luffing jib

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Worldwide: WOLFF cranes at  
"The Museum of the Future" in  
Dubai

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With a tradition spanning over 150 years, WOLFFKRAN is one of the leading manufacturers and rental companies of high-quality tower cranes in Central and Eastern Europe, the Middle East, North America, Canada, Australia and Hong Kong. The rental fleet comprises more than 700 WOLFF cranes worldwide. Its headquarters are in Zug, Switzerland and it has manufacturing sites in Heilbronn and Luckau, Germany, as well as international subsidiaries around the world. It employs a global workforce of approx. 800 people.