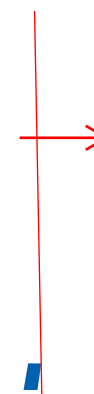


The Demag brand playbook



Welcome to the Demag brand playbook!

Your guide to understanding and working with the Demag brand.

On the following pages, you'll find information about the history of Demag, our customer base, the value proposition, and how to work with the brand's assets.

Branding is an essential part of the Demag experience. A clear, unified look and feel helps us to create a strong brand that will build our reputation—even when speaking to different target groups, regions or industries.

If you are working with Demag, you are an important brand ambassador. By understanding and consistently communicating the values and messages presented in this guide, you will help support, sustain and strengthen the Demag brand in the eyes of both new and existing customers.

Together, we can be stronger because the real power behind the Demag brand is you.

Brand vision

We want to be a next-generation industrial crane manufacturer known for bringing our intelligent solutions, passion for lifting and high-quality products to businesses everywhere.



DEMAG
.....

Our legacy

Milestones of innovation

A legacy of
innovation

Demag has innovated the crane industry for almost 200 years. Developing countless industry firsts that have become today's standards. Demag cranes have a strong reputation for being tough and durable. Proven designs that work the toughest environments on earth, day in and day out. It's not uncommon to see new cranes working alongside Demag cranes from 30 or 40 years ago.

On the following pages, you'll see just a few of our many milestones of innovation.

Our legacy

1819

Mechanische Werkstätten Friedrich Harkort is established.

1840

The first overhead travelling cranes are produced.

1887

The first electric-driven Demag overhead travelling crane is produced.

1912

Demag introduces the first, electrical rope hoist.

1926

A merger with Thyssen & Co. creates Germany's largest mechanical engineering company, Demag AG.

Our legacy

1952

The first Demag electronic chain hoist was produced, setting the standard for decades to come.



1963

Market introduction of the KBK modular crane system.



1985

Demag introduces the first rope hoist with co-axial design.



2011

Demag Cranes is acquired by Terex Corporation and integrated into Terex Material Handling & Port Solutions.

Our legacy

2014

The Demag V-type-girder is introduced to the market.

2015

Demag StatusControl is launched, a real-time analysis and information tool.

2017

The Demag brand is acquired by Konecranes from Terex Material Handling & Port Solutions.



Our universe

Industries

Aircraft	Automotive	Cement, glass, bricks, concrete	Chemicals	Wood & wood products
Coal mining	Construction	Metal processing	Machinery & equipment	
Metal ore mining	Food and beverage industry	Power/energy	Pulp & paper	
Railways	Rubber & plastics	Ships & boats	Waste management	

Our target groups

Our audience is connected, intelligent and information-savvy. Sometimes their product knowledge will be more detailed and come from a more practical approach than our own. This transforms our customers into our partners. They choose us because our solutions can meet their specific needs. Our customers can be placed into the following groups:



Their needs

PROJECT MANAGER

Needs a reliable solution that will get the job done on time.

PURCHASER

Needs solutions with short ROI.

MAINTENANCE/INTRA-LOGISITIC TEAM

Needs solutions that are dependable and can be relied on.

PLANNING TEAM

Need high levels of uptime, reliable service, an overview of available systems and units.

Brand plattform

Introducing the brand platform

Demag, always a smart business decision.

As a market leader, we have the power and resources to give more to our customers. We can place their business and projects ahead of their competitors with innovative solutions, expert knowledge and outstanding reliability.

From the latest innovations that make operators' lives easier and more comfortable to spending a little extra time with a customer to make sure they are getting the exact solution for their needs for today—and for tomorrow.

We know that it's more than just a crane, it's their business—and their livelihood. And with Demag, they'll always make a smart business decision.

The tagline

A tagline is the essence of who we are—what makes Demag, Demag. We've always gone above and beyond the call of duty for our customers and our new tagline reflects that. We're above the competition. We're ahead of the competition. And we have to continue to work on that today, tomorrow and into the future.

Ours is ...

Above.
Ahead.
Always.

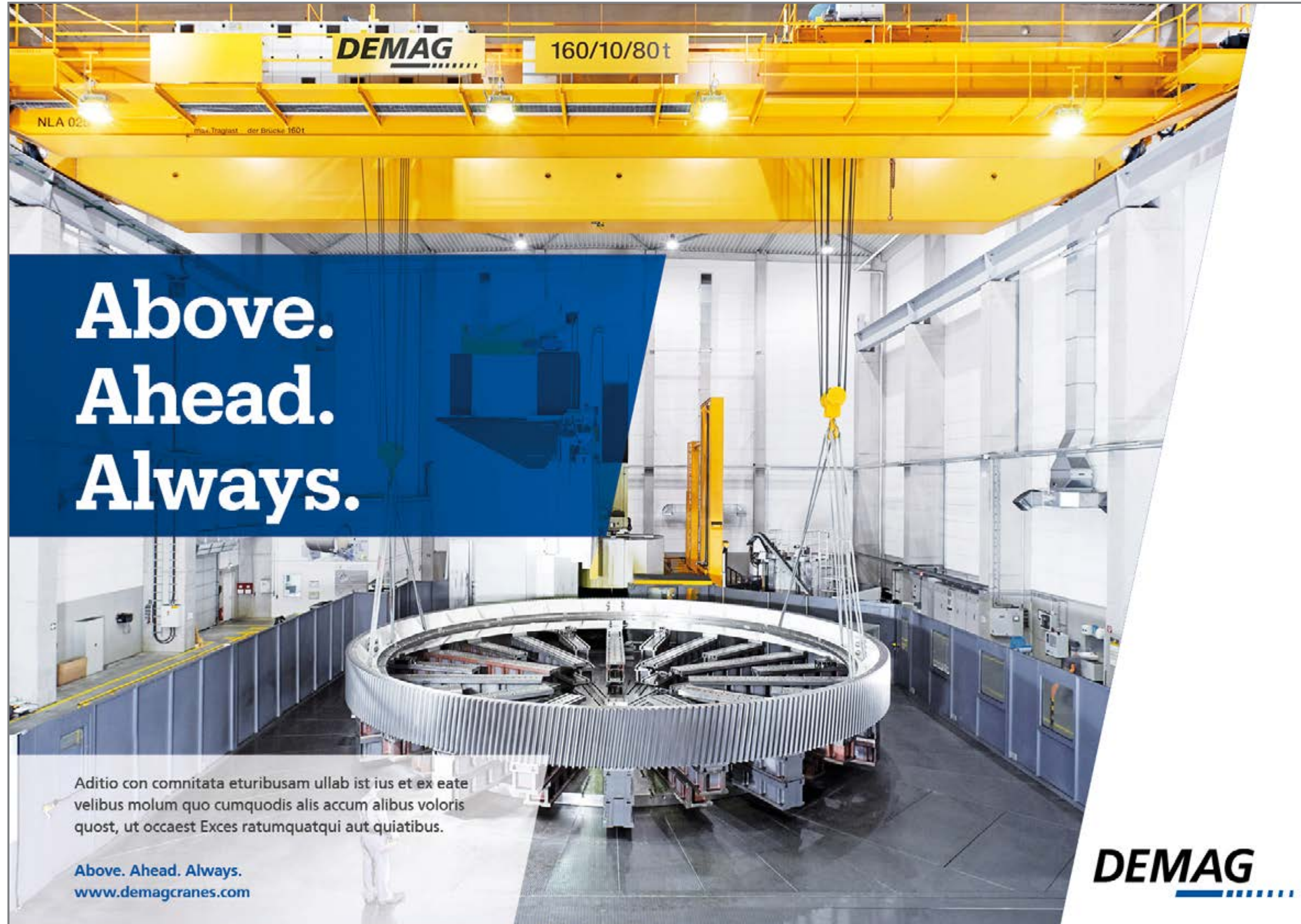


Click the words to find out more about their meaning for the Demag brand!

Look and feel

The look and feel has been updated in order to fully capture the new brand vision and direction. This gives us the opportunity to create clearer communication that can be more easily decoded by our target groups. The strong and unique appearance also strengthens brand recognition. The main elements of the new look and feel are: Images, Graphic elements, Typography, Logo and Tone of Voice.

Communication, example



Communication, example

Headline:
bold and strong

**Above.
Ahead.
Always.**

Aditio con comnitata eturibusam ullab ist ius et ex eate
velibus molum quo cumquodis alis accum alibus voloris
quost, ut occaest Exces ratumquatqui aut quiatibus.

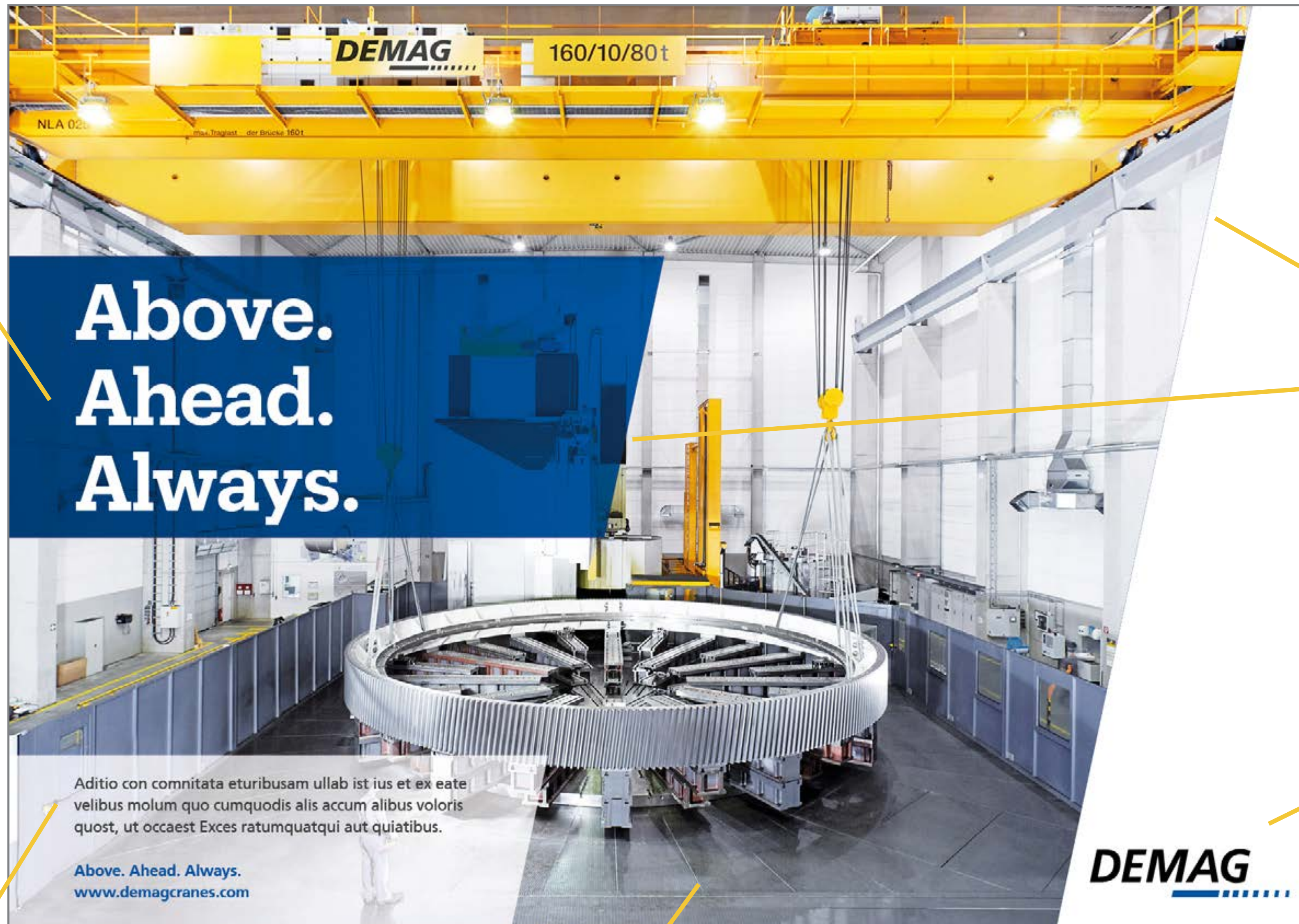
Above. Ahead. Always.
www.demagcranes.com

Body copy: Clear,
self-assured, friendly

Photography: low saturation, high contrast, Demag yellow and blue.
Bright, airy, lots of calm space. Geometry, symmetry. No dirt/disturbing elements.

12-degree magic:
When cropping images
and other elements
(such as headline boxes),
we use the 12-degree
angle that originates
from the Demag logo to
strengthen cohesiveness
and brand recognition.

Logo: keeping
recognition strong.
Placed in lower right
corner for perfect
interaction with
12-degree element.



DEMAG

DEMAG

Tone of voice

A consistent and clear tone of voice builds trust, expresses personality and differentiates Demag from its competitors. Demag's tone of voice is that of a technology leader and innovator. It's hear where our personality really has a chance to shine. Use the examples on the next pages and the short guidelines below when generating new messaging.

HEADLINES

Headlines should be bold, innovative and powerful, this technique is used to grab the reader's attention and generate interest in the body copy below. When creating a headline, a good rule of thumb is that it should convey the confidence and belief that the product is not just the right tool for the job, but the best tool.

BODY COPY

Body copy should be powerful, but not pedantic. Language should be technical, but understandable to all levels of target groups. Try to avoid internal wordings or abbreviations. Always frame messaging to highlight and underline the customer benefit of the product, service or solution. Would someone outside the industry be able to read and understand it? Then you're on the right track.

Messaging

The brand pillars are the foundation for the brand. These are four key areas where Demag Industrial Cranes has a unique advantage over the competition.

Reliability

Innovation

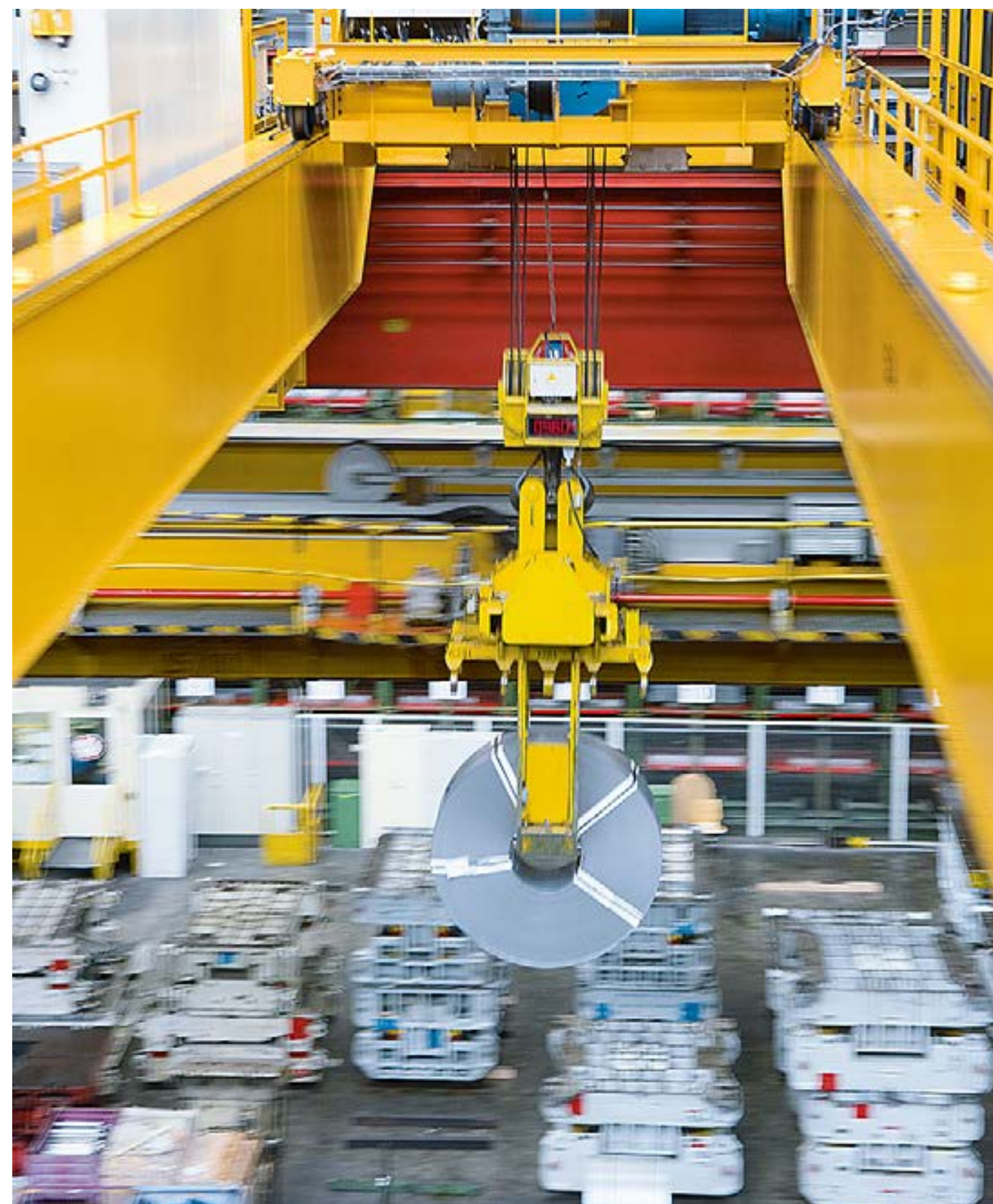
Safety

Dedication

Reliability

The brand pillars are the foundation for the brand. These are four key areas where Demag Industrial Cranes has a unique advantage over the competition.

Businesses everywhere depend on Demag because our products and components are designed to perform day in and day out. Each crane and each component is torture-tested at our test facility to guarantee that there are no surprises on your site. A global footprint and a local presence enables us to respond to issues fast to reduce unplanned downtime. Our well-trained teams help your business make the right choices and find the right solutions through our broad application knowledge.



Innovation

The brand pillars are the foundation for the brand. These are four key areas where Demag Industrial Cranes has a unique advantage over the competition.

Innovation is at the heart of the Demag brand DNA. We're always looking for new ways to improve the performance of our products to increase your productivity. Innovations like the first processor controlled rope hoist and StatusControl crane monitoring help you do your job faster and easier. We use durable, premium components that deliver quality, reduce service costs and increase uptime. We tailor and configure solutions that improve your processes. And monitoring and modularity enables our products to evolve as your needs change over time.

Safety

The brand pillars are the foundation for the brand. These are four key areas where Demag Industrial Cranes has a unique advantage over the competition.

Safety is an essential part of our business and it shines through in our products and services. Whether it's our advanced real-time safety monitoring systems that protect people and processes, or our well-trained service technicians that keep businesses working safely. Our commitment to zero harm provides a safer workplace today and a safer investment for the future.



Dedication

The brand pillars are the foundation for the brand. These are four key areas where Demag Industrial Cranes has a unique advantage over the competition.

Cranes aren't just a job for us. They're a way of life. The Demag teams are passionate about going the extra mile to deliver the right crane solutions for your needs. We work in close dialogue with our customers so we know exactly what your needs are. And we're not afraid of working longer or harder to make sure your site is running like clockwork.

Cranes aren't just a job for us. They're a way of life.

Brand promise

**PASSIONATE,
FORWARD-THINKING
ENGINEERS**

Always thinking ahead, the Demag team builds, supports and services innovative industrial crane solutions that increase long-term value, boost productivity and enhance safety.

For almost 200 years, Demag Industrial Cranes have helped business like yours by delivering revolutionary, reliable lifting solutions that boost productivity. Our passionate, forward-thinking engineers work tirelessly to meet real-world demands, resulting in innovative industrial cranes that reduce service costs, increase uptime and can be tailored to meet virtually any need.

We add value by providing support throughout the entire lifecycle of the crane. From expert advice during specification to adding value with services, we're committed to delivering a world-class, end-to-end experience that makes work life easier.

The Demag dedication to providing durable, high-quality crane solutions is well known in the industry and it shines through in every interaction. We're continually inspired by the possibilities that new ideas and technologies are opening up for us—never stopping at 'good-enough'. That same passion and vision goes into our culture of safety and we are always striving to create a safer work environment and a safer investment for our customers.



**Let's bring
success to
businesses
everywhere!**

Version 0.8, 2016-12-15

Revision history

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If you have any questions or feedback about these basic guidelines or need more information on Demag's brand applications, please contact us at marketing@demagcranes.com.