

Helping pros reach the top

It all started with a stroke of genius: over 20 years ago, Birger Adsbøl Knudsen set up his own business, JUMBO Stillads A/S, and developed a modular scaffolding system where the diagonal braces of one scaffold can be used as the railing for the next bigger scaffold. Today, with a market share of 75%, the company is Denmark's leading manufacturer of scaffolds. The aspiring enterprise, however, offers more than scaffolds. Reacting to customer demands, it has extended the product range by ladders, working platform lifts, and everything else that could help its professional customers reach the top.



JUMBO Stillads is Denmark's leading supplier of ladders, scaffolds and working platform lifts. The company's product range includes everything for helping professionals around the world reaching the top, from gangways, folding scaffolds, facade scaffolds, roof scaffolds, and trestles to safety fences, telescopic ladders, wooden ladders, fibreglass ladders and working platform lifts. This comprehensive product offering has been developed from a simple, yet highly brilliant idea, as Managing Director Karsten Skov Hansen describes: "It all started with our company founder and present chairman of the board of directors, Birger Adsbøl Knudsen, who had the idea of developing a modular scaffolding system where the diagonal braces of one scaffold can be used as the railing for the next bigger scaffold." The idea was a big hit since it saved weight – and thus transportation costs – and made constructing made-to-measure scaffolding easier and much more flexible. "To save additional weight, we have used aluminium for our scaffolds from the very beginning," states Mr. Hansen. Another success factor that has remained unchanged since the start of the business is the scaffolding systems' dimensioning. "The dimensions of our scaffolds are still the same as they were 20 years ago,



JUMBO Stillads is Denmark's leading supplier of scaffolds, ladders, and working platform lifts

which means that new components can be added to existing systems without any problems," explains Mr. Hansen. The low-weight, modular product strategy has paid for JUMBO Stillads: Today, with a market share of 75%, the company is the largest manufacturer of scaffolds in Denmark and a major competitor abroad. "In the past, we also hired scaffolds," he says. "Today, we focus on manufacturing and selling as the scaffold hirers themselves are one of our key customer groups." The aluminium scaffolds are top quality and consist of fully welded frames – which lends them excellent durability and robustness. The uncompromising attitude towards quality is also underlined by the fact that all products meet the stringent require-

ments of the European norm 1004 Class 3. JUMBO Stillads also offers a wide range of ladders, which the company added to the product portfolio in response to customer demands. "We are always more than willing to take up any suggestions of our customers," says Mr. Hansen. In addition to aluminium ladders, JUMBO Stillads produces fibreglass ladders for electricians and wooden ladders, which are traditionally used by painters in Denmark. Another product novelty that the company has added to the range at the request of a customer are aluminium tool boxes in various sizes for bricklayers and other pros. All products, whether tried-and-tested or new, have one thing in common, as Mr. Hansen describes: "They are strong and intelligent, just like the red elephant

that is shown in our corporate logo." Throughout the last ten years, JUMBO Stillads has witnessed phenomenal growth – expanding at average annual rates between 40 and 50%. To keep pace, production capacity has been tripled. "We are currently moving into new factory buildings, which now offer 8,000 m² of manufacturing space," says Mr. Hansen. A significant contribution to this exceptional development has been made by growing international activities. The lion's share of exports still goes to Scandinavia but other European markets, including Germany, the UK, Ireland, and the Netherlands, will grow significantly. Especially Germany, where JUMBO Stillads has had its own sales representative for a year now, ranks among the most promising markets. "We deliver the same quality as the competition but at a much more competitive price," concludes Mr. Hansen. ■

JUMBO Stillads A/S

Staalvej 7-23
6000 Kolding
Denmark
phone: +45 7550 5075
fax: +45 7550 5599
www.jumbo.as