

PRESS KIT

ABOUT

PRAMAC, established in 1966 by the Campinoti family, produces and sells power generation systems and material handling equipment primarily under the Pramac and Lifter by Pramac brands. The company, which is headquartered in Siena, Italy, divides its activities into two main business sectors:

POWER - stationary and mobile generators for a variety of commercial and industrial applications primarily sold under the Pramac brand, as well as portable generators used for numerous residential, light construction and recreational purposes. PRAMAC's power division includes diesel and petrol generator sets and cleaner energy options such as gas-fueled, ethanol, biodiesel and hybrid machines.

MATERIAL HANDLING – complete line of warehouse material handling equipment, including manually and electrically operated pallet trucks and stackers, sold mainly under the Lifter by Pramac brand.

Selling into over 180 countries through a broad distribution network, PRAMAC can count on a workforce of over 700 employees across its 5 manufacturing plants and 16 commercial branches worldwide.

ORIGINS

PRAMAC's history begins in 1966, when the Campinoti family founded *L'Europea*, a construction equipment company focused mainly on the Italian market.

In the mid-1980s the product range was expanded to include the production of generator sets and pallet and lift trucks, through the acquisition of the company Lifter S.r.l..

The 1990s were characterized by significant industrial and commercial expansion, culminating with the merger between *L'Europea* and Lifter S.r.l.. From then onwards PRAMAC has been expanding its activity in the energy and material handling sectors, continuously growing on a global basis.

NOWADAYS

PRAMAC has been improving its expertise over the years not only designing, manufacturing and installing a complete range of products, but also providing tailored solutions that can be adapted to every specific requirement. Thanks to its capabilities, PRAMAC can manufacture portable, mobile and stationary generators up to 4MVA, and can exceed the needs of many industries, from commerce to power plants, from transportation to telecommunications and events, from the automotive to the mining industry, from tower lights to rental.

With the aim of pursuing further growth opportunities in the global power generation market, in the year 2016 PRAMAC sealed an agreement with GENERAC – North America market leader for the manufacturing of a wide range of power generation equipment and other engine powered products . Together, the two companies count on more than 4,000 employees and represent the third largest group in the world for the production of generators.

BUSINESS UNITS

POWER

In the power generation field, PRAMAC offers solutions for every kind of power supply demand: from lighting towers to dedicated customized solutions, from portable to industrial power supply, for stand by and prime power applications.

The **Portable division** meets the needs of both professional and occasional users, offering a wide product range including electric generator sets, water pumps, pressure washers and welder generators. Quality, efficiency and high product standards are achieved through the use of modern design and manufacturing techniques, exceeding international regulations for noise and environmental pollution.

The **Stationary division** covers a wide range of generators up to 3360 kVA able to satisfy many requirements, regardless of the field of activity: industrial, medical, telecommunications, residential applications or rental. Available in open, container and soundproof versions, PRAMAC stationary generators serve the most demanding customer needs with a range of control panel solutions and many optional features and accessories. In the past, gaseous fuels had been avoided in commercial and industrial backup power applications based upon cost effectiveness, power density, and perceptions of durability and fuel reliability. That is no longer the case since PRAMAC not only offers a range of gas-fueled generator sets running **GENERAC's** Industrial spark-ignited engines, optimized for performance and responsiveness to load variations, but is also capable to provide ethanol, biodiesel and hybrid energetic solutions.

Whether you need to illuminate a concert or a sport event, when you face emergency needs, or you want to supply lighting for construction sites, a range of **mobile lighting solutions** are ready to shine. PRAMAC offers professional solutions for outdoor needs, such as mobile and towable lighting towers, with site or road trailer and cost-effective lighting solutions, easy to install, transport and store.

The **Customized Solutions** are a key business for PRAMAC, due to the high demand for power generators dedicated to specific applications and the increasing number of special projects exceeding the standard scope of supply. PRAMAC can realize special generators up to 4MVA with low, medium and high voltage output, suitable for several applications. A technical staff is available to design and offer turnkey projects with tailor-made soundproof enclosures, special control panels and studying specific technical alternatives to meet any customer requirement.

MATERIAL HANDLING

Since decades, the company has been developing, manufacturing and selling from its Italian plant, a complete range of warehouse material handling equipment aiming at satisfying needs and demands expressed by the customers. From light duty to most intense applications, the extreme care and dedication to innovation, guarantee that the entire range of machines branded Lifter by Pramac comply with all applicable safety regulations. The highly experienced personnel, the fully integrated *Made In Italy* production and the on-going development ensure top quality build and performance together with the possibility of offering tailor made solutions on the base of customer's individual needs.

The **manually operated trucks** range offers a complete series of ideal tools for handling pallets of any size and covers several applications (fragile and delicate loads, working platforms, humid and damp environments, internal weighing operation among the others) with a broad choice of forks dimensions.

The **electric pallet trucks** range has been designed to work in narrow spaces and cover different type of use. The AC technology and the double lifting system are some of the mechanical and technological devices to improve and develop solutions that meet increasing market demands.

The **stackers** range includes manual, semi-electric and electric machines with different prices and performances. Robust design, ergonomics, low maintenance make these products the perfect tool for logistic centers, terminals and



manufacturing areas. Additional improved tiller with lifting/lowering proportional control, lateral drive, fingertip throttle controls and batteries with a long working autonomy are extra features that make these trucks even more user-friendly and maneuverable.

SERVICE AND PARTS

This division represents PRAMAC's commitment to Customer Care and Satisfaction. The creation of a highly specialized business unit, completely devoted to the After Sales Customer Service, proves PRAMAC's intent to support its Customers at every stage of the professional relationship, offering a full range of spare parts and components and a highly trained professional after sales team, answering requests worldwide.

The dedicated website www.pramacparts.com, with an integrated service-point locator network, provides detailed documentation and useful supports such as product characteristics, prices and spare parts. Every customer can place purchase orders online and have a direct access to user manuals, additional technical documentation, S&P catalogues and maintenance programs.

PRAMAC RACING

As one of the most experienced teams competing in the MotoGP World Championship, PRAMAC started out as a Honda Team in 2002. Thanks to the strong commercial relationship with the historical engine supplier for electric generators and important collaborations with some of the best bike manufacturers in the world, the PRAMAC RACING team has obtained significant results, never holding back when facing new challenges.

Over the past 15 years, riders of various nationalities and caliber have defended Pramac's colors; riders who have contributed to the modern history of MotoGP, such as Tetsuya Harada, Max Biaggi, Makoto Tamada, Alex Barros, Toni Elias, Loris Capirossi, Hector Barbera, Randy De Puniet, Aleix Espargarò, Mika Kallio, Ben Spies, Andrea Iannone, Yonny Hernandez.

In 2005 the Team made an important advance by starting a long and fruitful collaboration with Ducati: the first step on the path to become a MotoGP team "Made in Italy". The agreement between Ducati Corse and Pramac Racing, signed one year later, led to the creation of the *Ducati Junior Team*. The strong and longest cooperation with this famous bike brand based on sport and technical development, is both challenging and stimulating and means promoting young riders coming from lower categories by cultivating their talent. The most important and recent examples are the riders Andrea Iannone, Scott Redding, Jack Miller and last but not least Danilo Petrucci. The Terni native will ride his official Ducati Desmosedici GP in the 2018 season, with the goal of replicating and improving his memorable 2017 campaign, in which he stepped on the podium four times for Pramac Racing, with an unforgettable 3rd place in the domestic Mugello GP.

www.pramacracing.com

KEY FEATURES

	1966	Founding date
	> 2.000.000	Portable generators sold
	> 250.000	Stationary generators sold
	> 1500	Special projects realized
	> 1.500.000	Material handling sold
	5	Manufacturing plants
	16	Operating Branches
	180	Presence in different countries
	> 700	Personnel
	218	Sales revenue (€ m) (+17% increase vs previous year)

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