

CELEBRATION OF NOELL STRADDLE CARRIER RECORD HISTORY

NOELL

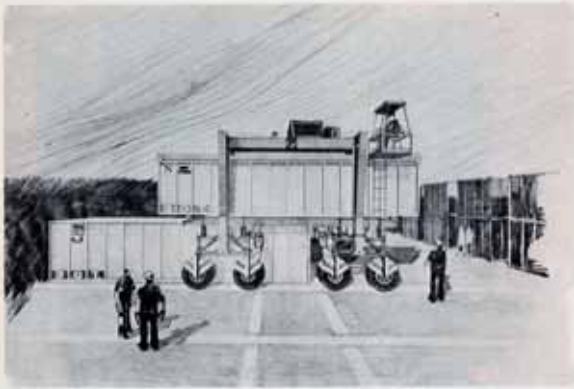
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40
YEARS

2000th
STRADDLE CARRIER

THE TRADITION VALUE

CARRYING VALUES



MOBILE SYSTEMS
CARRYING VALUES



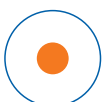
AN HISTORY OF MEN'S PASSION, ENGINEERING, CRAFTSMANSHIP, VISION

Noell is proud of celebrating these days a milestone in history of a great equipment, the Noell Straddle Carrier. It is 40 years now that men of vision and passion introduced this concept under the brand name "Peiner", to handle the first overseas container arriving in Europe. And so they founded the basis for an outstanding success story that revolutionized the port sector and which can not be missed anymore in today's global container handling business. Having been a pioneer at that time, now 2000 manufactured Straddle Carriers later Noell has matured the concept from the early full mechanical types over the advanced and advantageous (and still unrivaled) hydrostatic version now up to the latest generation of fully diesel-electric Straddle Carrier, with all its outstanding economical and ecological benefits. This today backs us up with an experience you hardly will find anything comparable to in this industry. In these days of celebrating this success, Noell would not like to miss to point out that all this does not come solely from the capabilities of our employees, working not only with their hands and brains but with heart and soul for this equipment, but especially also from the close relationship to you, our valuable customers. It was you giving us the trust all over the years to move along in this business and that have always encouraged and inspired us to evolve our Straddle Carriers to the level they are on today. We therefore take this moment in time not only to look back and recapture what has been achieved, but even much more to look ahead and start together with you a new chapter in creating ideas, new projects, specialized solutions and maybe even the one or other revolution to come. 40 years and 2000 Straddle Carriers after this story started, we still feel eager and passionate for new horizons to reach.

Always ready to carry your values...

Guido Luini

Gerold Keune





THE SYNERGY VALUE

THE EXPERIENCE VALUE

THE SUPERIORITY VALUE



THE INNOVATION VALUE

THE ASSISTANCE VALUE

THE BRAND VALUE

MOBILE SYSTEMS



CARRYING VALUES