

## **SAFETY FIRST with Reinhold Messner at the transport logistic 2017 exhibition**

SAFETY FIRST was the slogan on the Gütegemeinschaft Paletten e.V. (GPAL) stand at the transport logistic 2017 exhibition in Munich – and the German National Committee of the European Pallet Association e.V. (EPAL) enlisted some VIP help.

At 14:00 on the dot on 10th May 2017, brand ambassador and mountaineering legend Reinhold Messner appeared out of the mist on the EPAL pallet mountain and explained in his usual inimitable style, why the slogan SAFETY FIRST is just as important with regard to pallets as it was and still is during his expeditions. With his patronage of the SAFETY FIRST campaign, Messner then also called on all those responsible for logistics to use independently quality-assured, original EPAL pallets.

Despite the on-going trade fair activity, around 400 visitors attentively followed the words of Messner on the stand and managed to get hold of a personally signed and extremely limited wooden amulet during the subsequent autograph session. This trophy displays a 3D carved image of Messner, the first mountaineer to conquer all mountains over 8,000 feet on Earth without additional oxygen and, to use his words, “survive”. Martin Leibrandt, Managing Director of GPAL, was enthusiastic about the success of the event. “As the patron of our SAFETY FIRST campaign, Reinhold Messner is a great crowd magnet. He made an enormous impression on our stand describing how important good equipment is for safety – especially in logistics.”