

SALES ARGUMENTS FOR THE SCHÄFFER BRAND

WHAT SETS SCHÄFFER APART?

The winning blend of multiple competencies is what sets Schäffer apart from others. We combine expertise with creativity, tradition with flexibility and efficiency with passion. Our six core competencies of family business, experience, model variety, customer orientation, quality and innovation form the foundation. They are combined to create mechanical engineering solutions that exceed expectations. Only Schäffer offers this combination. It makes us unique and unmistakable – which is exactly what sets us apart.

OUR COMPETENCIES

// FAMILY BUSINESS



// EXPERIENCE



// MODEL VARIETY



// CUSTOMER ORIENTATION



// QUALITY



// INNOVATION



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FAMILY BUSINESS

Schäffer is 100% family-owned

- Decisions are not influenced by investors or corporations but are taken quickly and independently. This guarantees reliability, long-term orientation and a crisis-proof future for customers and partners.

Real manufacturing in Erwitte – from cutting steel to final inspection

- The unusually high vertical range of manufacture guarantees top quality and full control over every production step. This is reflected in the durability and reliability of every machine.

Made in Germany: quality that you can see and feel

- German engineering skill is recognised worldwide for precision, reliability and innovation. Schäffer embodies these values in every loader.

Made for More – machines that exceed expectations

- Customers are not just receiving a machine but a thoughtfully designed, durable and powerful tool that delivers impressive performance in practice and offers real added value.

A family business with values – reliability, partnership, flat hierarchies

- Customers profit from personal support, honest communication and real interaction, not from anonymous structures.

Personal engagement with customers, dealers and suppliers

- Proximity creates understanding and better solutions. Direct contact allows for rapid assistance and continuous improvement of products and processes.



EXPERIENCE

Since 1956 – 70 years of engineering expertise

- Schäffer understands real-life requirements and builds this experience into every machine. For the customer, this means sophisticated and proven technology, excellent reliability and few surprises during use.

A driving force in loading technology since the 1960s

- Schäffer has played an active role in shaping the development of loaders. Those who start early accumulate more know-how, and this expertise is reflected today in thoughtfully designed solutions.

Customer loyalty over decades – trust in the brand

- Customers who remain loyal to Schäffer do so for a reason. They trust the brand because they know that Schäffer delivers on its promises.

A pioneer in the compact class

- With the world's first loader equipped with lithium-ion technology (23e), the world's first all-electric telescopic wheel loader (23e T) and the world's most powerful telescopic wheel loader (9660 T-2), Schäffer sets benchmarks. Customers profit from real innovative strength and thoughtfully designed technology, not from trends.

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MODEL VARIETY

45 machine types and over 1,000 tool variants

- The right solution for every application. Customers don't have to accept any compromises. Versatility for many sectors: agriculture, construction, municipal customers, industry and many more.

Compact machines for important tasks

- Schäffer loaders can handle jobs for which competitors would need bigger and more costly machines. This means greater performance with low investment and operating costs.

High thrust, tipping load and lifting height – even on more compact models

- A Schäffer pushes more, lifts more and consumes less. Customers profit from maximum efficiency and performance – and this is regularly confirmed by independent benchmark tests.

Designed in different colours for specific applications

- The compact models in the red and yellow series incorporate design differences, with a higher front carriage for greater lifting height in agriculture and a reinforced lifting cylinder and a lower front carriage for heavy construction loads.

Flexibility for special requests

- As an independent family business with its own development capabilities, Schäffer can also respond flexibly to the needs of individual customers. Rather than offering ready-made solutions, the company builds bespoke machines that represent real solutions instead of compromises.



CUSTOMER ORIENTATION

A worldwide dealer network

- Customers receive prompt service and professional advice on the ground and benefit from flat hierarchies and individual support.

Low operating costs that deliver long-term savings with every operation hour

- Customers save over the entire service life of the machine. The combination of durable components, low wear, frugal fuel consumption and minimal maintenance expenditure keeps running costs low.

High re-sale value: a Schäffer benefits from strong residuals

- Investing in a Schäffer machine pays off in the long term. Even after many years, Schäffer loaders command excellent prices on the used market.

Long-term availability of spare parts, even for older models

- Customers can use their machines for decades without the need for costly upgrades or compulsory new investments. Spare parts often remain available long after the standard deadlines. This ensures trust and planning certainty.

Logistics and spare parts centre with 10,000 m² of floor space for improved availability

- Spare parts are delivered quickly to minimise downtime. Customers can rely on the fact that their machine will be back in action quickly.

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QUALITY

Extremely high material strength & rugged design

- Schäffer deliberately uses more material to ensure stability and durability. This guarantees high operating reliability and a long service life, even under harsh conditions. Customers profit from machines that work reliably for years.

Quality that exceeds expectations

- High-quality components, such as spherical plain bearings in all cylinders, the "Easy-Brake" system and specially designed axles for every loader, ensure precise steering, high safety and an extended service life, even with intensive use. Schäffer deliberately insists on quality that is noticeably better in everyday use.

Quality assurance with up to 200 test points per machine

- Every machine undergoes intensive testing before leaving the factory. This guarantees maximum reliability and minimises subsequent failures.

Strong partners for strong machines

- Schäffer relies on proven components from leading manufacturers, such as engines from Kubota and Deutz, driving hydraulics and gear pumps from Bosch Rexroth, control valves from Bucher Hydraulics and steering systems from Danfoss. Many components, such as the axles, are manufactured to Schäffer's specifications. This guarantees perfect compatibility and maximum reliability in use.

Extended use before the need for replacement investment

- Schäffer machines are designed for continuous operation. Customers profit from a prolonged usage phase before a new acquisition is necessary.

No over-engineering

- Schäffer insists on practical, user-friendly technology. Customers receive loaders that work without unnecessary complexity, which makes them easier to operate and maintain while reducing repair needs.



INNOVATION

HTF, MHF, SDCT, SPT & EcoMode for better efficiency, performance and lower emissions:

- These technologies were specially developed by Schäffer. Customers profit from enhanced performance, lower emissions and better usability – real advantages in everyday use.

Efficiency through technology

- Schäffer focuses relentlessly on technical solutions that lower fuel consumption and improve performance. This makes the machines more economical and environmentally friendly.

Joint research with suppliers – continuous further development.

- A policy of close collaboration with technology partners produces practical innovations for modern and future-proof machines. Existing solutions are not just retained but improved.

Electric loader with zero emissions

- Ideal for indoor use, municipal customers, sustainable businesses or sensitive areas. The machines are quiet, clean, future-proof – and already meet tomorrow's requirements today.