

EuroBLECH 2004 – A review

26.- 30. October in Hannover, Germany

Dear Newsletter Subscribers,

What incentives does a potential visitor need in order to decide whether or not to attend a trade fair like EuroBLECH? Does the visitor want to get a general overview of the market and its suppliers or are there specific innovations and trends that simply shouldn't be missed?



Only a few years ago it was taken for granted that EuroBLECH was one of *the* exhibitions that everyone in the industry visited. People from all over the world met up at this important metalworking trade fair. Today many companies tend to assess whether it is actually worth visiting an exhibition. Often, permission needs to be granted from top management level. Employees need to be able to justify their absence from work. When we plan to exhibit at a trade fair, it is these reasons that we too consider. That means, we need to offer visitors to our stand something they can take home with them, something profitable. At the end of the day, that should be able to rest assured that the day they have invested has been well worth it – for them and the company they work for.

A few facts about this years EuroBLECH

From 26.-30. October 2004, 1300 exhibitors from 31 different countries presented 61,000 visitors with everything that could possibly be made from metal on an area of approx. 75,000 m². According to fair organiser Mack Brooks, the 18th international technological fair for the metalworking industry fulfilled all their expectations.

The visitors were more than happy with what was on offer at this year's EuroBLECH and praised the fair organisers for offering such a vast number of metalworking companies representing countries from all over the world.

The BRUDERER exhibition stand

Thanks to a completely new exhibition concept and enhanced corporate image we managed to create an exhibition stand that exceeded even our own expectations. Visitors were inspired by the rather unique features of our 600 m² large stand.



In the open area of the exhibition stand visitors had the opportunity to attend workshops where they could learn many interesting and fundamental facts about the manufacture of high performance punching presses and the extensive range of applications for which they can be used. In this way BRUDERER could present, for example, topics like constant part accuracy that are so important to customers using a press drive, inviting visitors to take a closer look at how it works. Parallel to this technical presentation, a multimedia show emphasised the practi-

quality of such machinery for day to day applications.

The highlight of this year's fair was the launch of the two new servo feeders BSV 75 and BSV 170. These electrically driven feed systems were presented on two exhibits: The BSV 170 was mounted to a BSTA 500 high performance automatic punching press, demonstrating a feed unit that is fully integrated in the press control of a B-type control system. The BSV 75, on the other hand, was presented as an autonomous unit retrofitted to an existing punching press. This gave the many visitors to the BRUDERER stand an impressive look at the outstanding performance and precision of the new servo drive systems.



Thanks to this innovation we were honoured to receive this year's EuroBLECH MM-Award for Flexible Metalworking on 28th October.

Meanwhile, in the centre of our exhibition stand, our guests were invited to step inside the „Oasis of Calm“ where they were invited to savour the culinary delights of the famous BRUDERER Cuisine.



At this point we feel congratulations are in order for our marvellous kitchen and service crew! They made a huge contribution to the great success of this exhibition.

Let us not forget, however, that even the greatest exhibition stand is nothing without its guests: We would like to thank all our customers and prospective customers for taking time to visit the BRUDERER exhibition stand. We look forward to welcoming you to the next EuroBLECH in 2006 or perhaps at another exhibition like the BLECHEXPO next June in Sinsheim-Germany.

Would you like more information about our products and services? [Contact](#) us or visit our homepage at www.bruderer-presses.com. We would be delighted to give you all the advice you need about „The World of Stamping Technology“.

Your BRUDERER-Team