



PRESS RELEASE

Communicating innovatively – Hennecke on the international fair circuit

Constant research and development as well as active communication with customers have always been part of Hennecke's core business. A logical consequence is that the company participates in many different fairs across the world. This is where the machine and plant manufacturer can present its new advances as well as convince interested visitors with its long-term experience and solution expertise. Hennecke recently made its mark on the leading European plastic processing fairs in Paris, Milan and Maastricht.

For anyone at an international fair who wants to find out about the latest developments in PU processing, it makes perfect sense to visit Hennecke GmbH's stands. This is something that hundreds of visitors found out for themselves in the first quarter of 2009, at five fairs and two in-house events.

Because Hennecke knows that an impressive fair presence depends on tangible results, it places innovation at the



visitors' fingertips: "We highlight the added value that arises from the use of Hennecke equipment and place it at the centre of our fair presence. Nothing is more convincing than the concrete production results as demonstrated by many innovative exhibits," explains designer Bernard Dyllong who is in charge of planning and creating Hennecke's fair appearances. Hennecke is already well-equipped with its classic "hardware", such as

efficient machine, plant and mixhead technology. But on top of that, the PU experts place great emphasis on close contact with visitors, as Dyllong explains further: “Anyone who wants to communicate actively should not hide behind glass and metal. We receive our guests in clearly-structured, open spaces.”

The fact that the combination of products, production results and proximity to customers is perfectly right was clearly proven by the company's well-visited trade-fair appearances at JEC-COMPOSITES in Paris, PLAST in Milan and UTECH EUROPE in Maastricht. Top of the agenda at each event were the proven advantages and technical novelties of PUR-CSM (Polyurethane Composite Spray Moulding), as well as the comprehensive after-sales portfolio offered by Hennecke's 360°Service. The spotlight also shined on the new, extremely compact qFoam-type metering machine. In its qFoam series, Hennecke combines the advantages of PU high-pressure technology with an excellent price-performance ratio in a particularly impressive way.

Not only can Hennecke be generally very satisfied by the high visitor interest at the fairs but also because shop talk often materialized into concrete projects. This, according to the machine and plant manufacturer, demonstrates the benefits of actively participating in the international fair circuit, especially in these times of international financial and economic crisis.

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