

PRESS RELEASE

NORRES Schlauchtechnik visible from a distance

NORRES exhibition season 2011 is a resounding success

Two important trade fairs at which NORRES Schlauchtechnik recently presented its portfolio of industrial hoses to a national and international audience are among the highlights of this autumn's exhibition season. NORRES can look back on successful exhibits at both POWTECH and FAKUMA in October.

Exhibition season in southern Germany

The Nuremberg POWTECH fair is *the* international forum for the latest developments in mechanical processing technologies. As in several previous years, NORRES Schlauchtechnik attended as an exhibitor. Only one week later and about two hundred miles farther south, the plastics processing world got together again at the Friedrichshafen Exhibition Centre for FAKUMA. FAKUMA is already the world's leading event in the field of injection moulding technology and also plays a leading role where extrusion and thermoforming are concerned.

NORRES visible from a distance

The NORRES exhibit at the two trade shows was a resounding success, achieving excellent long-range visibility: it was conspicuous from any position in both the FAKUMA and the POWTECH halls. Visitors to the fairs were able to make out their goal – the Gelsenkirchen hose specialist's exhibition stand – clearly from a distance. There is considerable market demand for NORRES' branded products – a phenomenon that was equally evident at each of these key events. Backed up by the NORRES team's great consulting expertise, they laid the foundation for numerous new customer contacts. NORRES notably managed to strengthen its international client base still further – so that the company has double reason to be satisfied with its long-range visibility strategy. Value adding features such as high availability and prompt shipment combined with durable and sustainable products at competitive prices have likewise contributed to the hugely successful autumn exhibition season.

NORRES presents its new "Catalogue for the Plastics Industry"

The latest NORRES catalogue, explicitly tailored to the needs of the plastics processing industry, was presented hot off the press to experts from Germany and abroad at FAKUMA. This year's "Catalogue

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for the Plastics Industry" has been enhanced with a fresh new look. It has a clear and simple layout that makes it particularly easy to read. The individual product pages contain essential information about applications, temperature ranges, properties and options. Engineering drawings and tables of dimensions and ordering data are included, as well as a product photo.

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