

PRESS RELEASE

K 2007 a resounding success

NORRES stand welcomes record number of visitors

Hopes for the K 2007 fair were already high, but the final figures topped all expectations. A total of 242,000 visitors - 11,000 more than at the previous event - attended this year's K. The popularity of the NORRES stand was no less impressive. The company booth drew large numbers of trade visitors from Germany and abroad who were eager to profit from the expert advice of the trade fair team and glean information about the company's newest products. Staged every three years, K is the number one trade fair for plastics and rubber worldwide. In the period from October 24 and 31, many absorbing discussions were held with existing and prospective customers from countries all over the world. The hose manufacturer, honoured with the "Supplier of the Year 2007" award in the Hoses and Fittings category only a few weeks previously, forged numerous new customer contacts in the course of the eight exhibition days. The first deals were closed and new projects entered into actually during the fair itself. Burkhard Mollen, Proprietor and Managing Director of NORRES Schlauchtechnik: "We are deeply satisfied with the outcome of the exhibition. The record number of visitors to our stand and the huge interest in our latest innovations confirms the success of our strategy to further extend our quality supremacy and technology lead". National and international trade visitors alike were particularly admiring of NORRES' broad spectrum of plastics products. NORRES hoses are commonly used in the plastics industry to transport pellets, for instance. Yet it was the three product innovations unveiled at K that generally caused the greatest stir among visitors:

Safety clamp system for silo vehicles

In a cooperative venture, RS Roman Seliger and NORRES recently became the first manufacturers to develop a special safety clamp system for loading and unloading silo vehicles that also fits spiral wire-reinforced polyurethane hoses.

AIRDUC® PUR 351 and 355 ExTra

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These hoses combine a set of unique advantages: they are capable of electrostatic discharge (providing the spiral is earthed, in accordance with BGR 132), flame-retardant and transparent with an electrically conductive inliner.

BARDUC® HT-PUR 382

The newest high-temperature hose is exceptionally rugged and abrasion-proof with smooth interior and exterior surfaces, making it ideal for transporting hot pellets or broken glass, for example.

More than half of the visitors seeking information at the NORRES stand made the trip from abroad.

By continuously optimising their products, the engineers in NORRES' own research and development department strive to comply with the latest technical standards and meet the changing needs of the marketplace in general and their customers in particular. High-quality products and technological innovations are at the focus of NORRES' strategic business operations. Numerous novel and patented ideas have driven the company's successful expansion in the last few years.

Photos:

- NORRES stand

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