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PRESS RELEASE

**Weinig enjoys excellent sales at the Holz-Handwerk trade fair**

The Weinig Group was represented in Nuremberg across 1,600 sq m with an integrated stand concept for solid wood and panel processing. The healthy visitor numbers on our stand on all four days of the trade fair were reflected in excellent sales. The sales figures were twice as high as those in 2014.

It was also the first time that the trade fair presence was shaped by the THINK WEINIG motto. The slogan represents the new sales and marketing strategy, with which Weinig aims to communicate its unique group expertise in the sector even more powerfully in the market. "Whatever the challenge they face, our customers should think of Weinig first,"said Chief Sales and Marketing Officer Gregor Baumbusch, underlining the intention behind THINK WEINIG.

The Weinig Group represented the slogan impressively with 39 innovative exhibits across the entire value chain in solid wood and panel processing. The extensive line-up proved a magnet for the specialist audience. Professional visitors from more than 50 countries were registered on the stand, bearing testimony to the powerfully growing international attraction of a trade fair location that previously focused on the DACH nations of Germany, Austria and Switzerland.

Central themes on the Weinig stand included linking and networking, which are increasingly important today, even in small businesses, where they are in demand. With solutions that connect all processes from the idea to the finished product in a single, integrated overall system, the Weinig Group demonstrated that it is optimally equipped for the challenges of the future.

One innovative highlight was the premiere of the Powermat 1500. The high-performance moulder has the new ComfortSet simple operating concept and is equipped with CNC-controlled axes. The modular system makes the Powermat 1500 extremely flexible.

Besides the planing and profiling machines, Weinig's window production technology also met with the expected great interest in Nuremberg. The spotlight was on Industry 4.0, which is synonymous with intelligent production and has been broken down by Weinig to meet the requirements of window manufacturers, particularly in small businesses, thus enhancing the value creation of its customers. Weinig exhibited a comprehensive system of components, based on an integrated, modular complete control concept, which is available in all Conturex series. Automated complete solutions that network the cross-cut saw with pre-planing machine and the downstream Conturex CNC processing center also attracted significant attention.

The other Weinig product units also experienced strong demand. There was a particular focus on cutting, where Weinig impressed with innovative crosscut systems and scanner technology. The increasingly important Weinig Service division was presented in a dedicated information area. With its comprehensive Service package, including the Weinig App, Financing, Education/Training, Pre-owned Machines and project specialist Weinig Concept, Weinig precisely met the needs of customers that demand optimal support with the production process in a time of increasingly complex challenges.

There was a tremendous response to the business unit Panel Processing. Holz-Her, part of the Weinig Group since 2010, was in attendance in Nuremberg exhibiting a complete portfolio from CNC processing and panel splitting to edge banding with a proprietary, particularly cost-effective zero joint process, and proving its extraordinary expertise in this market segment.

A total of 140 machines and systems sold at the end of the four-day trade fair represented an exceptional result for the Weinig Group. Planing and profiling machines accounted for a remarkably high proportion of orders, including a number of deals for the new generation of the entry-level four-sider, the Cube Plus. Other success stories included the Conturex systems, which have enabled Weinig to reassert its leading position in window production technology. There were also several pleasing sales of Multirex systems for surface processing, as used in window and door production. The trade fair also saw extremely positive performance from the business unit Pre-owned Machines, with a number of orders signed.

The management were suitably satisfied with the all-round positive commercial success. "Our efforts in Nuremberg paid off once again," concluded CEO Wolfgang Pöschl. "Our appearance and product range formed a perfect unit. Our solutions are tailored to the market and met perfectly with customer requirements."

Photo:

Great interest: the Weinig trade fair stand was a constant draw for visitors