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PRESS RELEASE

**Xylexpo trade fair: Successful Weinig
appearance in Milan**

Xylexpo was a very successful event for the Weinig Group. With a generally rather restrained visitor response in Milan, the market leader in machines and systems for solid wood and panel processing benefited from a high proportion of decision-makers and a high willingness to invest at its stand. On an area of more than 1,000 m2, the Weinig Group presented a total of 25 exhibits, all of which were presented live. Potential customers from over 60 countries were welcomed over the five days of the fair. Klaus Müller, Head of Marketing Communications and responsible for trade fairs at Weinig, was satisfied: “The atmosphere was very positive. We have scored particularly well as a full-service provider for the entire value chain and underpinned our leading international position with our two strong brands Weinig and Holz-Her.”

The focus of the trade fair presentation was the mega topic of digitization. The Weinig App Suite, the “digital window to the machine inventory”, met with great interest. With the extended functionality, the current version of the app offers even more practical value. In the “Virtual Reality Corner” visitors to the stand had the opportunity to look inside a high-performance window production line using 3D glasses. Cutting-edge technology, integrated production as part of the Weinig Solid Work Flow and the trend-setting standard Weinig W4.0 digital merged into a fascinating future scenario at the presentation.

At the end of the trade fair, the company management gave a very positive summary of the event: “The Weinig Group returns from Milan with a convincing result. Compared to 2016, we more than doubled order inflow in the Group”, said Chief Sales and Marketing Officer Gregor Baumbusch. Overall, 44 machines and systems were sold. After the excellent result at the Holz-Handwerk in Nuremberg, Weinig impressively continued its series of extremely successful trade fair appearances this year.

Photo:

Cutting-edge technology with high customer benefits: The wide range of products and services offered by the Weinig Group delighted the professional audience in Milan