

Painting Industry has New Trade Fair Home in Karlsruhe

Brilliant Premiere for PaintExpo

Nürtingen – “We’re very satisfied with the new trade fair” – this was the entirely positive conclusion of nearly all of the 244 exhibitors at the 1st PaintExpo in Karlsruhe. During the event’s four days, 4917 expert visitors from 41 countries gathered information regarding current developments for the complete process sequence in the fields of liquid painting and powder coating. Not only did the large numbers of visitors contribute to the good mood of the exhibitors at the international trade fair for industrial painting technology, but rather their outstanding technical qualifications and decision making authority as well. And the expert visitors were enthused with the breadth of the offerings presented at the event, as well as the demanding presentations with numerous live demonstrations.

PaintExpo got off to an impressive start in Karlsruhe: Comprehensive, representative offerings presented by 244 exhibitors from 16 countries (17% of the exhibitors came from outside of Germany) attracted 4917 visitors from the 10th through the 13th of October, 2006. The expectations of exhibiting companies weren’t just fulfilled, they were exceeded. “We thought that fewer visitors would attend the premiere event, but we were surprised at how many people we had at our booth. It was an outstanding trade fair for us”, reports Patrizia Scholz, executive assistant at LacTec GmbH. Erhard Schröder, managing director of L & S Oberflächentechnik, is more than satisfied: “If I compare the quantity and the quality of the contacts we’ve established here in Karlsruhe to what we had two years ago at PaintTech, PaintExpo comes out way ahead. Apart from that, we were able to close several large deals at the trade fair, and that’s something that happens only rarely these days. We were probably the last company to sign up for PaintExpo 2006 this year, but we’ll certainly be one of the first to book booth floor space for 2008”.

Visitors from All Five Continents

Not only was the large number of visitors surprising for a premiere event, but rather their internationality as well. 17.4% of all expert visitors came from outside of Germany. A total of 41 countries from all five continents were represented. "PaintExpo is now the most important trade fair in Germany for us, and the only one we exhibit at. We expected positive visitor feedback and good contacts, but we were surprised by the internationality of our guests. A large percentage of our visitors came from Indonesia, China, Turkey, France, Switzerland and many other countries", reports Frank Berg, German branch manager for Caldan Conveyor A/S. Christian Nüßer, authorised signatory at Venjakob Maschinenbau GmbH & Co. KG, had similar feelings: "We were able to attract lots of attention with our new product, and we had lots of visitors at our booth. We were surprised at how international the event turned out to be, and we're entirely satisfied with trade fair organisation, and with the way things went in general." For the German visitors as well, no distance was too great: More than 46% had travel distances of more than 300 kilometres. They came from small and mid-sized companies, as well as from large enterprises.

Not only the large numbers and internationality of the visitors were highly interesting for exhibiting companies, but rather their outstanding technical qualifications and decision making authority as well: 84% influence investment decisions at their companies. "The quality of our meetings at PaintExpo was very good. We had expert visitors only, with high levels of technical knowledge. As a result we were able to field qualified, concrete enquiries. The way things went at the trade fair confirmed our early decision in favour of PaintExpo", says Raymond Ratchford, European Marketing Manager for ITW Oberflächentechnik GmbH & Co. KG. Andreas Dibon, Surface Finishing Sales Manager for Eisenmann, sees things from a similar perspective: "We've established contacts at PaintExpo which are comparable in both quantity and quality to the ones we initiated at the predecessor event. Whether or not we'll be more successful is impossible to say at the moment, but the event atmosphere is considerably more modern and appealing. As far as Eisenmann's painting technology division is concerned, PaintExpo is the only trade fair in Germany which is interesting for us". And PaintExpo was everything Ingo Claaßen had hoped for as well as marketing manager for

Walther Spritz- und Lackiersysteme GmbH: "We exhibited at PaintTech as well, and we decided very early on in the game to go to Karlsruhe. Positive experiences at PaintExpo have proven that we made the right decision. Everything functioned very well, and trade fair organisation was great. I've never before had such a pleasant and relaxed trade fair experience. More of our competitors exhibited in Karlsruhe too, and it's important for us to present ourselves along with the competition at trade fairs. PaintExpo is a really good trade fair venue, in the truest sense of the word".

The modern trade fair facilities and their easy accessibility also contributed significantly to the entirely positive mood demonstrated by exhibitors and visitors alike. And all of this is a strong indication that suppliers and users of products and services covering all aspects of industrial painting technology have found a new "trade fair home". And this becomes plainly apparent, not least because numerous exhibitors who participated at the painting technology trade fair in 2006 are already planning to be on hand at the next PaintExpo, which will take place in Karlsruhe from the 11th through the 14th of March, 2008.

Thank you in advance for sending us a specimen copy.

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