

Innovative LIGNA products generate gratifying new orders

The HOMAG Group members are delighted with the influx of new orders received following the HOMAG Group Treffs staged at HOMAG, HOLZMA and WEINMANN on September 27 – 30, 2011. Some 4,000 visitors from around the globe came to find out what the Group has to offer in terms of energy-saving technologies, innovations from the field of furniture and structural element production and also in the specially featured subject area of surface technology.

Slightly lower footfall but a significantly higher volume of orders received than in the previous year: This was the gratifying outcome of this year's annual HOMAG Group in-house exhibitions, largely due to the preparatory ground work laid by the LIGNA in May. Many of the clients who had visited the LIGNA stand to find out in detail about the array of technical highlights on show put in another appearance at the in-house exhibitions, helping to fill the bulging order books.

With a total of around 4,000 visitors altogether at the different HOMAG Group Treffs – 2,000 of them flocking to the HOMAG headquarters in Schopfloch alone – the organizers are highly satisfied with the attendance. Qualified visitors from the furniture and structural element industry took advantage of the opportunity to sample the company's complete portfolio catering to woodworking shops through to industrial manufacturers on an area of over 10,000 square metres. Around 45% of the visitors were from outside of Germany, with Italy, UK, Belgium, Austria, Switzerland, the USA and Brazil particularly well represented. A number of large visitor delegations from Canada, the USA, South America and the UK also made

their way to the Black Forest. The event directed the gaze of the whole of the woodworking sector firmly towards the HOMAG Group for four days.

Featured at the different in-house exhibitions were both individual machines and complete production lines. Visitors from the furniture and structural element industry, as well as joiners and cabinet makers were able to pick up some valuable tips about the many innovations by attending the specialist lectures and taking part in the highly qualified background discussions.

Energy saving in vogue

Alongside over 20 machines, resource-efficient **ecoPlus** technologies were also on hand for demonstration and in-depth appraisal by customers in an area of over 2,000 square metres in the Technical Research Centre, which formed the focus of the HOMAG Treff. The **ecoPlus** technology package offered by the HOMAG Group provides the potential for energy savings of around 30%. Extrapolating this value over the entire number of machines sold every year, this corresponds to a cut in carbon emissions of around 80,000 tons.

Competence in surface technology

For the first time, the topic of surfaces was featured as a focal theme this year in Schopfloch. The FRIZ Treff joined forces with the HOMAG Treff, meaning that all the current highlights and trends covering the entire field of surface processing, including sanding technology from BÜTFERING, were all available for appraisal under one roof in Schopfloch. The HOMAG Group is a competent, one-stop provider for the perfect surface – from innovative sanding technology through to high-gloss lamination.

Pictures courtesy of: HOMAG Group AG



Fig. 1:
The HOMAG Treff in Schopfloch



Fig. 2:
Customers appraise the quality of produced workpieces

For more information, contact

HOMAG Group AG

Homagstraße 3–5

72296 SCHOPFLOCH

GERMANY

www.homag-group.com

Alexander Prokisch

Head of communication

Tel. +49 7443 13-3122

Fax +49 7443 13-8-3122

alexander.prokisch@homag.de