

HOMAG Group: Chips flying for a new trade fair record

Machines were humming, chips were flying and visitors came in their droves: It was full steam ahead at the Holz-Handwerk in Nuremberg with a new visitor record and an unprecedented degree of interest by joiners and woodworking shops. The outcome for the HOMAG Group: notebooks bursting with promising new customer contacts and received orders exceeding all expectations.

As the biggest exhibitor at the fair, once again this year attendance at the Holz-Handwerk HOMAG Group has paid dividends for the HOMAG Group. With machine technology on show over an area of 1,700 square meters to suit any size and scale of woodworking shop, HOMAG City proved a real magnet to trade visitors at the show.

Under the trade fair banner “Growing with the HOMAG Group”, the company provided tangible proof of how joinery firms and woodworking shops can grow with the utmost simplicity using individual technology modules from the HOMAG Group: Whether furniture and window production, software solutions or energy-saving **ecoPlus** technology. There were 30 machines demonstrating in continuous operation live at the show, the aisles were buzzing with punters and the air was filled with the unmistakable hum of business being done.

Orders over 10 % higher than two years ago

“The Holz-Handwerk is buzzing and we are the one setting the trends. With visitor numbers at over 108,000, this year’s fair has broken all previous records. We welcomed visitors from 46 countries to “HOMAG City”, and the value of new orders received was more than 10% up on the last show two years ago. The visitors were enthused by our innovations and our trade fair concept”, says Head of Central Marketing Alexander Prokisch.

More than just woodworking: Technology for the automotive industry

The Optimat PUM120/DK allows FRIZ customers to flexibly wrap window profiles made of plastic and aluminum with the utmost economy and process reliability, even for small batch sizes. By teaming up in a development partnership with car manufacturer Tesla from the USA, FRIZ has now succeeded in developing an improved production method for a wrapped aluminum vehicle component. Working in close cooperation, a method was devised which allows Tesla to produce top-quality components for the Model S electric car – to an excellent standard of quality using a state-of-the-art production process which the partners succeeded in significantly improving. The Tesla Model S stands for superior engineering coupled with premium design, and already has an impressive array of prizes to its name: “Car of the Year” (2014 Norway, 2013 USA) and “Most Stylish Car”, Switzerland 2013.

HOMAG Cares at the Holz-Handwerk

Wherever machines are operating at a HOMAG trade fair stand, they are busy producing furniture and unusual demonstration parts. These are auctioned off directly at the fair by the HOMAG Group to raise funds for charity. Under the banner of HOMAG Cares, a number of charitable organizations benefit from the sale of these produced parts. The proceeds this year came to 3,000 Euros and were donated to the “Rollimaus” Charity from Dresden. This organization provides support to a range of projects benefitting physically handicapped and chronically ill children – for example funding a VW minibus adapted for wheelchair users, or equipping therapy rooms. “Social engagement is a very important part of our role as a responsible company. This is why we use all our trade fair appearances as a way of raising funds under the banner of HOMAG Cares”, explains Alexander Prokisch.

If you are interested in experiencing the product highlights live, go to the following link to see the current videos: youtube.com/homaggroup

Pictures courtesy of: HOMAG Group AG



Fig. 1:
With visitor numbers exceeding all expectations, interest around the HOMAG City was lively



Fig. 2:
Machine technology for workshops of all sizes made HOMAG City a true magnet for the trade public



Fig. 3: Many visitors were amazed at the high quality of the processed workpieces and the technical possibilities available



Fig. 4: More than just woodworking: A development partnership between car manufacturer Tesla from the USA and HOMAG Group subsidiary Friz in Weinsberg has culminated in an improved production process for a wrapped aluminum component.

For more information, contact

HOMAG Group AG
Homagstraße 3–5
72296 SCHOPFLOCH
GERMANY
www.homag-group.com

Alexander Prokisch
Head of Central Marketing
Tel. +49 7443 13-3122
Fax +49 7443 13-8-3122
alexander.prokisch@homag-group.com