

HOMAG & HOLZMA Treff:

Record-beating visitor numbers and incoming orders

The new HOMAG Ambition series and the HOLZMA 5 series unveiled at this year's two Treff events created what has been termed a "massive impact". Following extensive development work, the pioneers from the Black Forest have caused a major stir in the industry with their new machine concepts, in terms of performance, flexibility and efficiency. All the new and further developments unveiled at the two events were firmly focused on the real and present needs of their customers.

It was first and foremost design innovations surrounding the saw extraction system and major improvements to maintenance and servicing convenience that attracted the most attention to the new 5 Series from HOLZMA. Taken overall, these improvements mean an extended service life for high-performance saws and consequently improved production economy. Clearly delighted with the outcome of the Treff, CEO Holger Bomm summarized: "Attention was focused not only on the 5 series, but also on a range of other new features such as the multiTec saw or innovations from our sister companies. Feedback from visitors to the HOLZMA Treff was highly positive, there was a lot of enthusiasm about the wide variety of products on show."

HOMAG wowed visitors to its own Treff with a complete new machine platform: The new Ambition series comes with an array of new units and equipment combinations for its edge banding machines tailored to specific customer requirements – and all at an outstanding cost-to-performance ratio.

The HOMAG Group companies were all represented with an array of smart solutions for furniture, window, flooring, staircase and door production in different performance categories. Visitors had the chance to appraise intelligent

batch size 1 solutions from the entry level machine to the high-end plant, alongside flexible solutions for efficient series production, and new concepts for woodworking shops. Also on show were a good number of customer machines in various performance categories undergoing preparation for delivery, reflecting the broad-based expertise of the HOMAG Group plant engineering specialists and, most importantly, the confidence placed in them by customers.

Enormous interest from around the globe

The eager interest and enthusiasm of visitors to the two HOMAG Group Treffs were reflected by not only the attendance figures but also the value of orders closed over the events – both of which broke all records. The Schopfloch event welcomed around 2,500 from around the globe, including countries such as China, Russia, the USA, Brazil, Australia, Japan, Malaysia, India, Vietnam, as well as Norway and Sweden. The HOLZMA Treff hosted around 2,200 visitors. The program of talks and presentations by customers and HOMAG Group experts as well as the software days event were also a resounding success, attracting a total of over 300 participants.

HOMAG Managing Director Ulrich Schmitz was particularly delighted by the success of the HOMAG Treff: “The broad range of throughfeed projects, CNC cells and stand-alone machines alongside sensational new features in the ServiceCenter left customers from woodworking shops through to industrial manufacturers in no doubt about what we are capable of. What came across clearly in many discussions with customers was how much they appreciate the HOMAG Treff as a platform to experience innovative technology from every field of woodworking technology up close and personal. Customers leave the event inspired by new thoughts and ideas – in keeping with our “Growing with the HOMAG Group” slogan.

Fitting finale: One day for employees only

On the Saturday following the exhibition, HOMAG took the opportunity to hold its own “open day” in Schopfloch for employees and their families. HOMAG’s history and achievements have been shaped not only by its technical developments and innovations but first and foremost by the motivated workforce which has been integral to the company’s success.

On Saturday 27th September, the Schopfloch-based company took the opportunity to throw a lively party in the form of an “open day” for all its staff and their families. The outcome: Around 3,500 visitors, a fantastic atmosphere and a company which was practically bursting at the seams.

Pictures courtesy of: HOMAG Group AG



Fig. 1:
In the TECBox, HOMAG presented its exhibition highlight: The new Ambition series



Fig. 2:
A large proportion of visitors make the journey from locations around the world to attend the HOMAG Group Treff



Figs. 3 a and b:
A lively bustle of visitors around the 10,000 m² exhibition area at HOMAG....

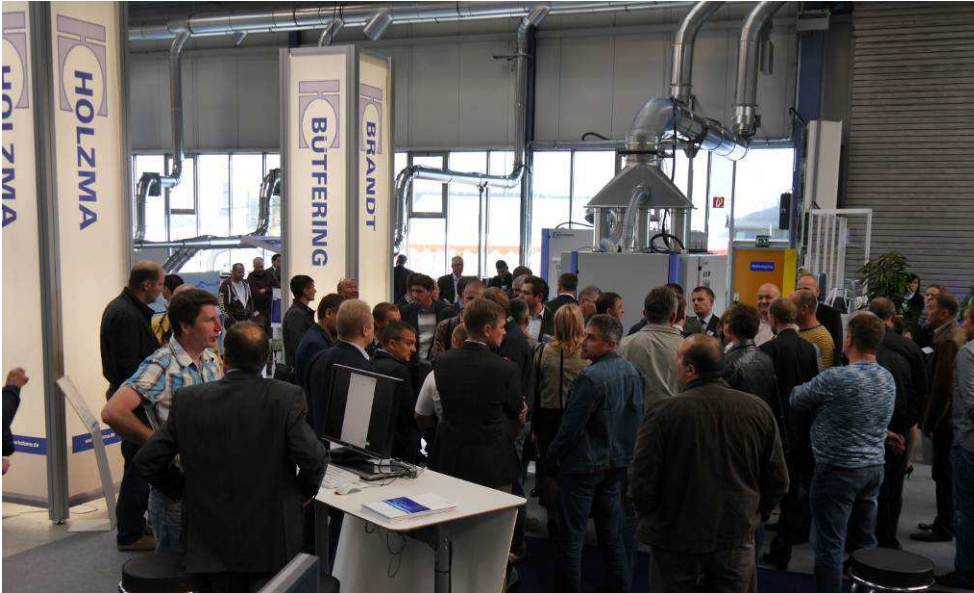


Fig. 4:
...and also at HOLZMA in Holzbronn



Fig. 5:
The new 5 series at the HOLZMA Treff with Darko Zimbakov (Head of R&D at HOLZMA) and Martin Kress (Head of HOLZMA Product Management)

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