

Inauguration of HOMAG Group's new CompetenceCenter in Herzebrock

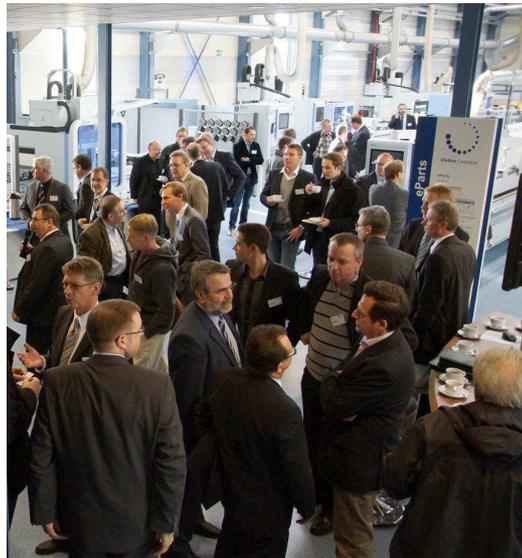


Collaborative dialog, live demonstrations and the complete HOMAG Group performance spectrum: The newly refurbished HOMAG Group CompetenceCenter offers all of this in just a single location. The showrooms of the new Center feature the entire spectrum of the HOMAG Group's considerable expertise, complemented by its servicing software and engineering competence, providing an overall experience ranging far beyond the individual machine. Other benefits for existing and potential customers include regular training events and seminars, workshops and lectures on current topics.



Inauguration of the CompetenceCenter

The colorful mix of interesting presentations on the subject of logistics and the array of live demonstrations on offer met with a lively and enthusiastic response from the around 300 visitors who flocked to help mark the opening of the new CompetenceCenter. Jürgen Köppel, Sales Director of HOMAG Group AG, was on hand to officially open the HOMAG Group CompetenceCenter. As the Center is located in the immediate vicinity of WEEKE Bohrsysteme GmbH, visitors also had the opportunity during the course of the inaugural celebrations to take a tour of the WEEKE production hall and inspect the new BÜTFERING sanding technology assembly line up close. The integration of the BÜTFERING brand into the WEEKE Bohrsysteme GmbH product spectrum was completed as planned in October of this year.



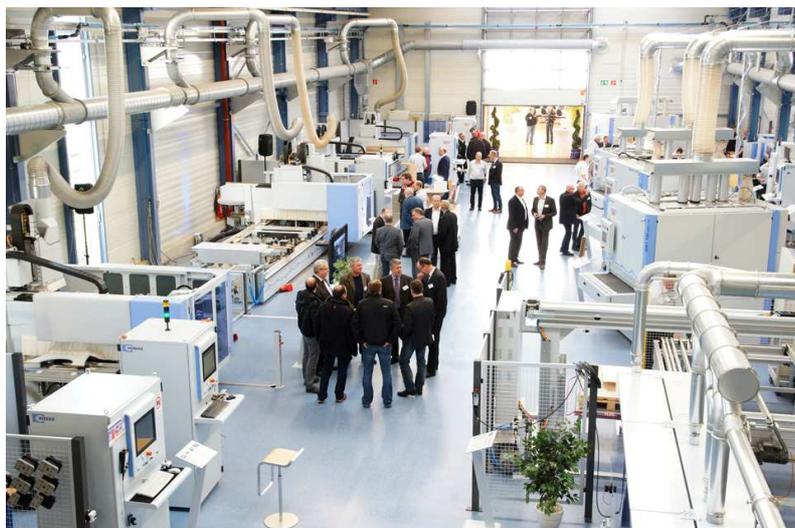
Rendezvous for existing and potential customers: always close at hand

HOMAG Group customers who made the journey to the opening, many accompanied by their sales partners, had ample opportunity to familiarize themselves with the scope and the possibilities offered by the new CompetenceCenter. Many of the HOMAG Group sales partners have already come to rely on the Center, which lives up to its claim to be “always close at hand.” The focus here is firmly on informative and rewarding eye-to-eye discussions, and on providing live answers to customer questions.



New extension offers space

To create the space needed to provide customers with this wide-ranging facility, work to extend the existing HOMAG Sales and Service Center started at the beginning of this year. With an additional 600 sq.m. of exhibition area, the new facility offers a total footprint of 1,600 square meters, showcasing the whole of the HOMAG Group product spectrum conveniently in a single location. The facility features a permanent exhibition of over 20 machines set up ready for live demonstrations. Alongside stand-alone machines, visitors also have the opportunity to view plants such as networked storage cells.



Pic: HOMAG Group CompetenceCenter Open Day on November 22, 2012



Pic: Tour of the production hall to inspect the BÜTFERING sanders; shown here is a machine bed made of the vibration-absorbing material SORB TECH.

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