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PRESS RELEASE

**Holz-Handwerk trade fair: Weinig achieves**

**excellent sales results**

The Weinig Group presented itself in Nuremberg with its two brands Weinig and Holz-Her on an area of 2,000 m2. The event was extremely successful for the market leader in solid wood and panel processing. A total of 107 machines and systems were sold across the group. Ambitious order inflow targets were met. The core competencies profiling and window production played a major role in this success. “We are very satisfied and see our market strategy THINK WEINIG confirmed,” summarized Chief Sales and Marketing Officer Gregor Baumbusch. The trump cards were above all the individual machine solutions carefully tailored to individual customer requirements and the complete range of products along the entire value chain. All technologies are designed for maximum customer benefit.

The Weinig Group presented a total of 35 exhibits. The focus was on digitization and networked production. Weinig had set up two focus stations, where moderated presentations were held. One of the two well-attended demonstrations informed customers about the W4.0 digital standard, in which more and more Weinig products can be integrated. The test station of the Weinig App Suite, the “digital window to the machine park”, was often surrounded by many visitors. In this presentation, Weinig convincingly demonstrated how efficient the synergy with the Siemens cloud solution MindSphere already is. In the “Virtual Reality Corner” visitors to the stand had the opportunity to look inside a high-performance window production line using 3D glasses. Cutting-edge technology, integrated production as part of the Weinig Solid Work Flow and the trend-setting standard Weinig W 4.0 digital merged into a spectacular experience.

Weinig manages the business unit panel processing under the Holz-Her brand. At this part of the exhibition stand, the live demonstration of Nextec technology, which was shown for the first time in Nuremberg, was the biggest visitor magnet. The CNC production of custom-made furniture in only three steps fascinated the audience again and again.

The Weinig Group was able to welcome customers and interested parties from 51 countries during the four days of the Holz-Handwerk trade fair. The increasing fusion of trade and industry was clearly noticeable. Technologies such as the successful Weinig CNC center Conturex for window manufacturers are representative of this development.

Photos:

1. Live demos in focus: The presentations of W4.0 digital and networked window production attracted a lot of attention
2. Drawing crowds: The stand of the Weinig Group attracted an international audience in droves