

Brought to you: igus exhibits its new products directly to the customer

igus presents its 2018 Hannover Messe News to its customers with a modular pop-up trade fair stand

The idea behind the igus road show is to offer customers the opportunity to see and touch its innovative new products. With its mobile exhibition, the motion plastics specialist offers its customers the opportunity to get to know the products that are interesting for them, at their own premises. This allows the user to find the solution that suits them easily and conveniently. Also on board is a selection of 108 new products from the 2018 Hannover Messe.

If a customer wants to find out more about a self-lubricating plain bearing solution or a reliable energy chain system for their application, igus offers many options: they can get to know the motion plastics from igus from the catalogue, using live chat or from the online shop. If the customer wants to experience the products live, they can visit igus at a trade fair, or simply order them directly from home. Brought and set up in a very short time, a modular pop-up trade fair stand offers 50 square metres of exhibition space to present customer-specific igus products and innovations in the areas of plain bearings, energy chains and cables. "With the mobile trade fair stand, we are primarily concerned with providing information in a relaxed and familiar atmosphere," explains Tobias Vogel, Vice President and Head of the iglidur plain bearings division and drylin drive technology at igus GmbH. "Above all, we want to address the employees in the company, who otherwise never visit trade fairs and cannot experience our products first hand."

New solutions through direct contact

igus employees, together with the customer at their premises, can consider the application requirements for the products, present the innovations and help with the design. "Our customers like to use the road shows to get up to speed and to get to know our new products," reports Tobias Vogel. "Customer feedback is of utmost importance for us, as it enables us to further improve our products and to come up with new solutions together with the user."

The news from the Hannover Messe included

A selection of 108 new products from the 2018 Hannover Messe is on board the road show. Included among them for the first time are the low-cost robolink robotics products. Thanks to the plastic strain wave or worm gears, the lubrication-free joints ensure simple automation solutions. Also included is the internal wear detection for energy chains and completely redesigned e-chain solutions for linear axes. Furthermore, igus shows its customers the world's first linear housing, in which the linear liner can be changed directly while on the rail, and the unique online tool that allows customers to quickly configure and obtain long-lasting 3D printed (double) gears.

Equipped with the news, the road show has been on the move since May almost every day touring the whole world, and will be visiting over 200 customers in a year.

Image captions:



Picture PM3418-1

At this year's road show, igus will exhibit a selection of its 108 Hannover Messe innovations directly at the customer's premises. (Source: igus GmbH)

**Picture PM3418-2**

Arrive, open and display. With its mobile exhibition, igus offers its customers the opportunity to get to know the products of the motion plastics specialist directly at their workplace. (Source: igus GmbH)

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ABOUT IGUS:

igus GmbH is a globally leading manufacturer of energy chain systems and polymer plain bearings. The Cologne-based family business has offices in 35 countries and employs 3.800 people around the world. In 2017, igus generated a turnover of 690 million euros with motion plastics, plastic components for moving applications. igus operates the largest test laboratories and factories in its sector to offer customers quick turnaround times on innovative products and solutions tailored to their needs.

The terms "igus", "chainflex", "CFRIP", "conprotect", "CTD", "drylin", "dry-tech", "dryspin", "easy chain", "e-chain", "e-chain-systems", "e-ketten", "e-kettensysteme", "e-skin", "flizz", "ibow", "iglide", "iglidur", "igubal", "manus", "motion plastics", "pikchain", "readychain", "readycable", "speedigus", "triflex", "plastics for longer life", "robolink", and "xiros" are protected by trademark laws in the Federal Republic of Germany and internationally, where applicable.