

Buderus Edelstahl at EuroMold 2005

Contacts, Exchanges, and New Ideas

When the crowds come to EuroMold in Frankfurt in late November or early December, as they do every year, the Buderus extended family also gets together. The focus is the exhibition stand in its blue and silver livery, symbolizing the strong brand for high-grade special steels made in Wetzlar.

EuroMold is an established annual ritual for Buderus Edelstahl sales staff from all over the world. It is an opportunity to meet many customers and colleagues in the same place at one time, to discuss developments in world markets, compare experience, touch base with the full range and variety of tool making and mould making and associated industries, plan innovations – and initiate deals. More than 35 Buderus Edelstahl staff were on the stand at peak times in 2005. And there were a lot of peak times, because

there was a high level of interest in materials from the Wetzlar open die forge. More than 40 percent of visitors to the Buderus Edelstahl stand were from abroad. There was a further increase in the proportion of trade enquiries from Asia compared to last year. Throughout the 140 m² of stand, and beyond, there were always groups of varying sizes of Buderus Edelstahl staff handling enquiries in intensive conversations. Friendly service staff made sure everyone was well provided with snacks and drinks.



A business that keeps on getting better:
Deville Rectification-Buderus

The Magnet for the Public: Exhibits

The eye catchers for passing visitors were imposing Buderus Edelstahl steel exhibits. For example the 27-tonne, 1300 x 2700 mm exchangeable die for bumpers, made of the forged, heat-treated plastic mould steel 2738mod. THRUHARD SUPREME (HH). This remarkable steel proves itself with its outstanding properties specification of high hardness, purity and machinability, suitable for even the largest dimensions.

The whole "Buderus Edelstahl family" with sales partners from all over the world enjoy the success of the event and the contacts they have made





Impressive: 27 tonnes of exchangeable die for a bumper

There was also a die casting mould frame for visitors to admire, and the special steel plate from Deville Rectification-Buderus S.A., with various finishes, such as surface grinding and discus grinding. So there was an ample supply of conversation topics of interest and relevance. Bernhard Pauly, General Manager Steel Bar Sales at Buderus Edelstahl, comments, "This event has underlined for us the ever-growing future role of plastics in automobile construction, a significant trend with a major impact on our future.

Cars will soon be receiving new facelifts at ever more frequent intervals, with plastics being used for applications that were unthinkable even a few years ago. That will further strengthen our position as market leader in the field of high quality forged plastic mould steels."

The future Buderus Edelstahl GmbH Commercial Director, Jens Mohr, made full use of the opportunity to network and communicate at EuroMold, and declared himself well pleased with the success of the event, "EuroMold is an

opportunity for making new contacts and confirming existing ones. So for Buderus Edelstahl it is an important date in the calendar. It is an opportunity to communicate with domestic customers, and to build future business with foreign customers. That's why I was particularly pleased about the presence of our foreign business partners and their customers. Our stand at EuroMold will remain the central port of call for the Buderus Edelstahl family."

Despite the exertions of their hectic days at the exhibition, Buderus Edelstahl customers and staff met in the evening to sample the local "Äppelwoi" cider in the atmospheric pubs of the Sachsenhausen district of Frankfurt. When the subject is steel, there are endless things to talk about. Many Buderus Edelstahl customers had time to take in a quick works tour after EuroMold, and took home many new impressions of the art of steel-making in Wetzlar.



Dates for 2006

7th International Tooling Conference

Turin, Italy,
2. – 5. 5. 2006

Midest 2006

Paris, France,
7. – 10. 10. 2006

EuroMold 2006

Frankfurt, Germany
29. 11. – 2. 12. 2006