

Press release

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ExpoFerretera 2019: more news of the sector summit

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The 15th International Hardware, Plumbing Parts, Paint and Construction Material Trade Fair is getting ready to be the meeting point of the hardware industry in the region, on August 28-31 in Costa Salguero Center.

Every two years, the most important companies of the sector are present in ExpoFerretera and exhibit their latest innovations in products for construction and machinery for home and industrial use.

This is the case of **Lusqtoff**, a company that will offer products for strength, forestation, home and industry and Truper manual tools. "ExpoFerretera is the most important exhibition of the sector and takes place in Buenos Aires, the key center of the country. It is a meeting point among those who offer a product and those who seek it. It is essential to be there. It is our exhibition, due to the importance and the number of visitors", states Rocio Fornero, Head of Marketing and Communication.

On its part, **Saint-Gobain** states that being in ExpoFerretera is "essential to be close to our customers and to present all our news and solutions", as Mailen Liuni, Marketing Analyst said.

Among its innovation it will exhibit the products from its main brand, NORTON: sandpapers, fiber discs, flaps, cutting discs, diamond discs, adhesives tapes and products for automotive repair, among others. And the new adhesives portfolio from TEKBOND brand: cyanoacrylates, anaerobics, vinyls, contact, polyurethane, among others.

Carborumbum will show cutting discs, sandpapers, sharpening stones, adhesives tapes from diverse technologies and its recent launching: the wood disc that offers a quick, soft, safe and no vibration cut.

In its 75th anniversary, **Doble A, Abrasivos Argentinos** highlights that ExpoFerretera gives "visibility to the brand, contact with the audience, both with the hardware shopkeeper and with the buying or administrative staff of the companies that seek technical information for us to counsel them", states Mariano Sacco, Product Engineer.

And he adds: "though it is a difficult year, we continue trusting and

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growing. We participate more in Brazil, Paraguay and Chile, with new sales and distribution points".

In its booth, it will carry out dynamic tests of its products in a demo cabin. And, in turn, it will present the whole range of coated abrasives and masking tapes together with the line for body finishing and for the dry construction market.

"Being in ExpoFerretera is being where hardware shopkeepers are, you can't miss it. It is the second time we take part in it, in the first one we have a positive experience, thus we did not doubt to take part again and I deem we will always be present", states Miguel Ordoqui, Product Manager - **Papiertei** Tools Division.

The firm will show lines of Milwaukee electric and battery tools, Bahco workshop and manual tools, and Vonder brand from Brazil.

On its part, **Pinceles Tiburón**, loyal to the commitment with environmental care and corporate social responsibility (RSE) will launch the brushes recycling program with their storage and transport cases and two new brands: FERMO and COATWALL of sustainable products and clean work. In turn, it will exhibit its manufacturing system of conical dividers.

Among the reasons for participating, Ignacio Pacci, Partner of **Pinceles Tiburón** highlights "showing ourselves current and present to support our existing customers and to invite new customers to know our products and services".

The 15th International Hardware, Plumbing Parts, Paint and Construction Material Trade Fair will take place on August 28-31 in Costa Salguero Center of Buenos Aires.

The exhibition is only for businessmen and professionals of the sector. With an invitation: free of charge. People under 14 years will not be admitted, even if attending with an adult. Baby strollers are allowed.

Further information:

www.expoferretera.com.ar

Press information and photographic material:

<https://expoferretera.ar.messefrankfurt.com/buenosaires/en/prensa.html>

Links to websites:

www.facebook.com/ExpoFerreteraAR | www.twitter.com/ExpoFerreteraAR | www.instagram.com/expoferreteraar

Background information on Messe Frankfurt

ExpoFerretera
15° International Hardware, Plumbing
Parts, Paint and Construction Materials
Trade Fair
Costa Salguero Center
Buenos Aires, August 28 - 31, 2019

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com.

Background information on Messe Frankfurt Argentina

Messe Frankfurt Argentina is the affiliate of the worldwide trade fair organization leader. The purpose of the fairs is to promote actual business meetings to boost activity in regional markets, in the domestic market and in turn prompt the development of the technological pole in each area. The current portfolio of shows of Messe Frankfurt Argentina includes the following exhibitions: Automechanika Buenos Aires, BIEL Light + Building Buenos Aires, Confemaq, Emitex, ExpoCehap, ExpoFerretera, ExpoMant, Moto Show, Intersec Buenos Aires, Simatex, Tecno Fidta. In addition to numerous congresses and special events for third party, such as Argentina Oil & Gas Expo Buenos Aires, Argentina Oil and Gas Expo Patagonia, Arminera and Electronics Home, among others.

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