

Press release

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The main players of ExpoFerretera advance their news

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On August 28-31 in Costa Salguero Center of Buenos Aires, the main referents of the hardware sector of South America will exhibit all the advances in products for construction and machinery for home or industrial use.

Three months ahead of ExpoFerretera 2019, the participating companies prepare their launchings and show their news. "We have lots of news on state-of-the-art products that we wish to share with distributors. The exhibition is an excellent launching platform, a relaxed meeting point with our customers and commercial environment", states Silvana F. Rumbo, **Grupo Rumbo** Communication and Design Manager, a company that offers a wide range of tools and moto-implants for woods, garden and construction.

Rumbo adds that, within the framework of the exhibition, they will celebrate its 25 years as Grupo Rumbo, "and this shows the commitment with our distributors network and the seriousness with which we approach from the beginning this enterprise that became a great company".

In the event, the following new lines will be shown: Automower Husqvarna and Gardena lawn mower robot; Husqvarna professional battery for garden; Niwa battery for garden; Husqvarna compaction; diamond discs and cups; generators with GNC and automatic transference and GTM chippers for professional works.

Gabriel Zampaglione, Manager of **Barbuy Team**, a company devoted to import and commercialization of products for industrial hardware, garden and garage, states that: "ExpoFerretera is the only exhibition in which you will find concentrated the whole hardware sector, it is our commercial shop window in which you will find the intermediate sector of our sector, the retailer, the shopkeeper".

On its part, the **Impexpro** firm that commercializes water pumps, machines and tools for home, commercial and industrial use will exhibit LEO GROUP home and industrial electro pumps; Klugan electric,

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explosion machines and gas generators; Caterpillar industrial fans and TOTAL manual, electric and industrial tools.

Ezeta, Argentine industry that manufactures top line tools for drilling, milling, threading and boring in the metal-mechanical, construction, mining and maintenance market, will launch the recent high performance Punta Oro tool.

“ExpoFerretera is the opportunity to gather the whole national distributors from Ushuaia to la Quiaca, for this reason, we always take part of it”, says Sergio Olivera, Marketing Head.

In the same way, Sergio Prchal, Commercial Manager of **Sabelcort**, a factory of hardware products, states that “ExpoFerretera is the ideal place to contact all the distributors who are more than 200 kilometers away from Buenos Aires and attend the event, and the meetings. It is a great shop window and diffusion channel”.

In turn, Prchal says that the company is undergoing a “process of technification of production processes to be more competitive”. In ExpoFerretera it will launch products of the following lines: washing lines; home tools, ironing boards and covers; escalators; accessories for curtains; TV and microwave supports; shower curtains and miscellaneous.

Another of the companies that will take part in the Exhibition is **Munditol**, and it will bring all its products for maintenance, green spaces care and for the work in the field of the following brands: Echo, Bear Cat Oregon, Toro, Hunter, Troy Bilt, Sensei, and Felco, among others.

This year the event 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 |

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Background information on Messe Frankfurt

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

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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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