

Press Release

October, 2021

ExpoFerretera 2021: the news and trends that will be seen in the summit event of the sector

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The 16th International Hardware, Plumbing Parts, Paint and Construction Material Trade Fair will take place on December 1-4, 2021 in Costa Salguero Center of Buenos Aires.

In this opportunity, the main referents of the hardware sector in South America tell us the proposals which can be found in the exhibition, which will be the trends and the launchings that they will exhibit.

One of the companies that will be present in ExpoFerretera 2021 is **Hamilton Professional Brand**, which devotes to the development, manufacturing, and marketing professional tools. "Our main aim in this edition is to show the advance in our product lines: manual, pneumatic, electric, battery, accessories and supplies with the characteristic quality of the brand", said Franco Giménez, Commercial Manager of the company.

In their booth, it can be seen the additions to their new electric and lithium-ion battery lines; and the new Hamilton Performance line with keyhole sets. In this sense, Franco Giménez added: "We are working in the consolidation of our product line; the constant growth leads us to add resources in all our areas in order to meet in a proper and timely manner the needs of our customers, who are our main focus."

On its part, **Carreteles Rafaela**, will participate for the first time in the exhibition in which they will show its whole line of spools and electro plastic wires for electric fences and canvas feeders as well as industrialized cloths (shade cloth, fence cover, mosquito nets, canvas), wire and coiler mesh, the leather and rubber work shoes line, multipurpose plastic shovels, polypropylene braided ropes, nitrile and latex gloves and a line of manual tools.

Guillermo Guntern, CEO of the company explained the reasons that led them to participate in ExpoFerretera: "We felt motivated because, even though we are a company identified with the agricultural livestock sector, we have made incursions in the hardware sector for 7 years, which goes hand in hand with our sector and we consider that the exhibition is the ideal place to make us known, catch the attention of potential customers and gather information of the sector."

In the same line, Ariel Oliva, President of **ONEBOX SOLUTIONS**, said that by participating in the exhibition they aim that the “hardware sector know all the news in terms of supports, non-conventional models that make a difference and offer the final consumer something that he/she surely does not know that already existed.”

The company will present, among other products, the home and office ergonomic support line, the new Tenders line, models for all kind of homes and small spaces, and the Gravedad Zero deck chair. “Last year, lots of hardware shops added this product and had very good sales results. This year, we will enlarge the ONEBOX family and it is a fact that for January 2022 we will be launching our line of furniture, tables and chairs with more than 35 different models”, said Ariel Oliva.

In this edition, registration is 100% online. Those who wish to visit it can already register in the website www.expoferretera.com.ar. Quick, easy and in a few steps: they should fill in a form with their data and, once the process is finished, they will receive a confirmation that they should submit at the exhibition entry, together with the ID.

ExpoFerretera will be held from December 1 to 4, 2021 at the Costa Salguero Center in Buenos Aires, Argentina.

The exhibition is only for businessmen and professionals of the sector. With an invitation: free of charge.

To be accredited at the event, you must present your ID or passport.

Further information:

www.expoferretera.com.ar

Press information and photographic material [here](#)

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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. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020 after having recorded sales of €738 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. 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. We are expanding our digital expertise with new business models. 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

* preliminary figures 2020

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, Busworld Latin America, Confemaq, Emitex, ExpoCehap, ExpoFerretera, ExpoMant, Salón Moto, 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 and Arminera, among others.

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