

## KMO a catalyst for intensive customer care

Trade fair in Bad Salzuflen a success due to high quality technical discussions



The 18th KMO Plastic Processing Trade Fair Ost-westfalen was held from 9th to 12th April in Bad Salzuflen.

With 220 exhibiting companies from ten countries there was national and international representation at KMO.

One of these companies gwk Gesellschaft Wärme Kältetechnik from Kierspe, a leading manufacturer of temperature controllers, cooling plant and central cooling systems, was present at KMO for discussions with its customers.

At 8,706 visitors, 30% of whom were registered as first time visitors, the trade fair was not as successful as expected. One of the reasons was that the large European and German manufacturers of injection moulding machines, who otherwise always draw a large number of specialized visitors, did not participate.

“Although we had fewer customer contacts than expected, the customers who came to the fair and the discussions with them were of a very high quality. We were able to firm up projects and to engage

in intensive customer care because at this small, regional fair there is more time for individual customers than at the large international fairs”, according to Michael Hamel and Michael Ganske, gwk field staff in the NRW region.

For gwk, KMO was another good opportunity to communicate its know how as a specialist for cooling and temperature control and the resulting competitive advantages when using gwk technologies. Here, the new integrat 40 was presented, a multi-circuit temperature control system with a modular structure for segmented mould temperature control.

