

BEST USE OF EVENTS AND LIVE MARKETING

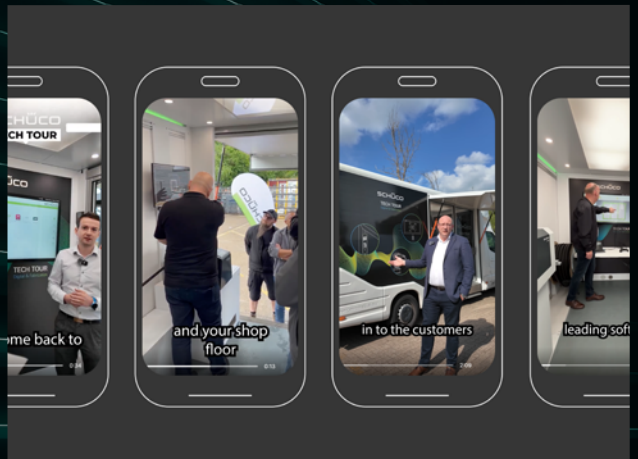
SCHÜCO

Schüco machinery goes on the road

A hectic five-week programme saw Schüco taking its machinery and digital production offer on tour.

32 fabrication partners hosted the truck, with shopfloor workers as well as management teams receiving hands-on demonstrations of time-saving automation.

The immediate objective of selling machines was easily exceeded but the long-term gains in terms of relationship building with partner fabricators are just beginning to be appreciated.



5 weeks	32 venues	3 immediate sales	Strong sales pipeline
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"I wasn't aware of the LA10 machine before the event. Having seen just how much time it can save on the process of manufacturing locking windows, we bought one on the spot."

Schüco fabricator partner

"This type of event really helps our whole team understand why Schüco is the market leader which in turn helps them make the case to our customers."

Schüco fabricator partner

"On every visit we did, I met people I hadn't met or spoken to before. It's a massive advantage to have that personal contact."

Schüco area sales manager