

RECORD TURNOUT AT THE SCM STAND DURING THE HOLZ-HANDWERK SHOW

The Italian woodworking giant strengthened its position as a strategic partner for the German industry with a 35% growth in orders and 20% growth in new technicians

A great success and a record number of visitors at the SCM stand during the four-day Holz-Handwerk show (Nuremberg, March 21 through 24), the leading international event for the woodworking and door and window processing industries, which attracted this year over 111,000 visitors.

SCM's white-and-blue, 1,300 sq m stand was widely acclaimed for its elegance and look, and was among the most popular and most crowded during the event, recoding an exponential increase in the number of visits by business professionals and wood enthusiasts, including many young students who were eager to discover the latest industry trends.

The number of orders, contracts and new contacts has increased considerably over that of the 2016 fair, in line with the incredibly positive trend seen lately by SCM in the internationally very important market of Germany: **a 35% increase in the orders portfolio during the last year alone**, as Uwe Kosok, SCM Germany Director, stated during the Press Meeting organised by the Italian wood giant.

"SCM, which has been operating in Germany for thirty years, is now experiencing a solid growth in this country," Kosok shared with the dozens of journalists who had arrived here from all around the world. "The German woodworking and door and window industries are currently going through an exciting booming moment, and SCM, the world leading producer for these industries since the 1960s, still leads the way thanks to its ability to offer the widest range of products, from machines designed for small carpentry shops to numerically controlled machining centres for processing both solid wood and panels."

SCM's extraordinary growth in the German market has also led to an increase in hiring. "In 2017, we welcomed 20% more new technicians than in 2016," **Kosok said**, "always intent on being fully qualified partners to our customers, not merely their suppliers."

At Holz-Handwerk, SCM held "master classes" around its crowd-pleaser Digital Hub, where it introduced the new Maestro Digital Systems, demonstrating that woodworking and door and window processing could become smarter, faster and easier, regardless of the operator's know-how, and providing always high quality, high versatility and high precision. The major draws were the 3D glasses for remote technical assistance, the **Maestro Smartech**, and the new **Eye-M** multi-touch operator panel, which is perfectly integrated with the SCM machines.

Other popular machines among the dozens on view at the SCM stand were the machining centres for door and window frame manufacturers, especially the new **Accord 42 FX** and the **Morbidelli** all-in-one line of solutions, first and foremost among them the **M100** and **M200** drilling and milling machining centres and the **P200** which includes also an edge-bander, a model without parallels in the world market.

Additional major attractions that appealed to the international public flooding to the Nuremberg show included the new range of presses introduced by SCM to fully meet the needs of all market sectors. Also included were the **Superfici** finishing solutions based on the use of a sprayer robot.

An SCM press kit introducing all the new products shown at Holz-Handwerk, along with a photo gallery of the event, can be found on the SCM website press section: www.scmgroup.com/press

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