



## Sales campaign put in motion at the HOLZ-HANDWERK 2016

The *HOLZ-HANDWERK* in Nuremburg, Germany, is a major European trade fair for the woodworking and wood processing industry. This year's edition – which took place from March 16-19 – saw a record number of visitors with a broad international base. Sherwin-Williams Germany seized the moment and launched a new sales campaign at the event, which resulted in fruitful meetings with both prospects and distributors and several promising leads. Special interest was directed at the company's effect lacquers, particularly the concrete, leather and croco effects.

The number of visitors at the company booth was higher than in previous years, and follow-ups should reveal plenty of business opportunities in the near future.

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