

Sherwin-Williams Germany exhibits at HOLZ-HANDWERK and FENSTERBAU

From 21 to 24 March the HOLZ-HANDWERK trade fair for woodworking and wood processing as well as FENSTERBAU FRONTALE took place in Nürnberg. According to the latest report from the fair organizer over 110,000 visitors and 1,329 exhibitors from 42 countries made the exhibition duo of HOLZ-HANDWERK and FENSTERBAU FRONTALE 2018 to an impressive highlight for the industry with full halls, enthusiastic visitors and very satisfied exhibitors.

Also for the whole Sherwin-Williams Germany Team the HOLZ-HANDWERK was a success with the complete sales team "Trade" who participated with full motivation before and during the fair. The 60 square meter ARTI-Booth in Hall 10.1 provided a great platform to present the wide range of ARTI products and was a very popular meeting place for customers, dealers and many interested persons.

Jörg Tokloth, Sales Manager Distribution: *"The HOLZ-HANDWERK is every two years a big feature in the ARTI calendar. For the distribution channel "wood products" it's the most important fair in Germany and it is one of the best visited – a large number of visitors followed our invitation to the HOLZ-HANDWERK 2018."*

The presentation of the new pigmented lacquer system ARTIPUR-Color was a highlight and in connection with a special sales campaign a big hit. But also the other exhibits attracted enormous attention as well. This resulted in many new business contacts and interesting discussions and specific inquiries. Sherwin-Williams Deutschland thanks all visitors for the interest shown and the pleasant discussions.

More information:

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