



Exhibition success at Automechanika Frankfurt 2016

Partstec prepares the way for the future

Partstec group's first participation at Automechanika in Frankfurt was a great success.

Partstec presented itself to an audience of more than 136,000 visitors who came from more than 170 countries to see this year's trade fair.

Partstec's wide range of innovative products were attracting the visitors' lively interest, including above all Partstec's new timing chain, EGR valves, throttle body and sensor products.

As another highlight, Partstec presented its new website, which has an integrated online catalogue. Within one week, more than 100 expert users registered and accounts were activated for the online catalogue that was especially created for Partstec, which shows the great interest in Partstec products.

Visitors to the Partstec stand received important product information and, to the delight of many visitors, environmentally-friendly textile bags with some useful items such as parking disks, USB flash drives or "rolling" ballpoint pens as a present.

"We had a clearly defined objective for this trade fair: we wanted to attract the attention of as many visitors as possible to the new brand Partstec and its products. We have more than achieved this goal," says a pleased Christian Beßler, the company owner.

"Now we must translate the increased awareness of the brand Partstec into the acquisition of new customers," says Uwe Heitmann, sales representative wholesale Germany.

For a still young company as Partstec is today, these are high goals, but if you know the entrepreneurs behind Partstec, you will know that at Partstec, everybody works painstakingly towards Partstec's goals and, above all, puts their hearts and souls into the company's goals.