

ROBATECH CANCELS PARTICIPATION IN INTERPACK AND DRUPA

The Swiss manufacturer of adhesive application solutions will not be exhibiting at the interpack packaging trade fair or the drupa print media trade fair in February/April 2021. Robatech is thus assuming responsibility and, due to Covid-19, is giving top priority to visitors' and employees' health. The company is announcing that it will be presenting product innovations live via new communication channels. Customers will still be able to gain first-hand experience for industry-specific applications.

Robatech believes it has a responsibility to ensure the health protection of visitors and employees. "Despite protection concepts and hygiene requirements, there is currently a residual risk to the health of people in connection with a visit to a trade fair," explains Martin Meier, CEO of the Robatech Group. "In addition, our customers have to reckon with more difficult travel conditions and restrictions at the fair. This has a significant impact on the trade fair experience." Due to the increasing shift from classic trade fair activities to digital concepts, Robatech will not be present on-site at the CCE, Interzum and Ligna trade fairs in March and May 2021. However, nothing stands in the way of participation in digital format.

Despite the lack of a physical presence at the trade fairs, Robatech announces that it will be presenting its 2021 product innovations to the world as planned. Customers from the packaging, printing, wood, and mattress industries will have the opportunity to experience innovative products for the industrial application of hot melt and cold glue in an entirely new way, live and personally. With decentralized and digital formats, the Swiss company will continue to enable customer-oriented industry meetings, personal contacts, and intensive, professional exchange.

ROBATECH

Headquartered in Muri, Switzerland, the Robatech Group is a leading global manufacturer of innovative and sustainable adhesive application solutions for industrial hot melt and cold glue applications. Robatech has produced and supplied high-quality controls, application heads, melting and dosing systems since 1975. Robatech representatives advise and support customers in 80 countries in a wide variety of industries around all questions and concerns regarding adhesive application and optimization of gluing processes.

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