

glasstec Preview celebrates successful premiere in Düsseldorf

New networking event for journalists and exhibitors meets with great approval

The glasstec Preview, which took place for the first time in Düsseldorf on 14 and 15 June 2018, created a new networking platform for exhibitors and journalists. At the premiere, journalists from all over Europe met some of the top companies from the glass industry. glasstec's new press service offered participants the opportunity to make new contacts and to exchange information and news from the industry in intensive one-on-one meetings.

"For the 25th glasstec we have been working on several new ideas and concepts. This will be visible to everyone at the world's leading trade fair for the glass industry in autumn. With the glasstec Preview, we had already set an example a few months earlier and provided the industry with an additional service tool," says a delighted Birgit Horn, Director of glasstec.

The glasstec Preview 2018 offered the participating companies the opportunity to personally present their company and its news to the trade press. The innovations can thus be included in the preliminary reporting of the trade magazines even before the trade fair.

Continuation planned for 2020

The conclusion drawn by the participants, who met in a relaxed atmosphere in the turbine hall of Stadtwerke Düsseldorf, was accordingly positive. Another reason to plan to continue with the glasstec Preview.

"The glasstec Preview was a great opportunity for us to announce our new products before glasstec and to expand our contacts with the trade press. In this special location with the open atmosphere many representatives of trade journals and magazines from all over Europe, many known to us but also many unknown to us were gathered - perfect to reach our target group through direct contact with the trade press", says Ingo Neuber (M.A.), Manager Pre-Sales, A+W Software GmbH.

„The glasstec Preview allowed us to give the editors insights and discuss which topics are of particular interest to them in the run-up to the most



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important trade fair of the year for us. You can then supply more than the usual press release, interviews, etc. Especially as we will really be showing many innovations on the stand in 2018. The 2018 event was of course not yet on the radar of all the titles of interest to us, but I am confident that glasstec will continue to refine its concept. AGC Interpane would certainly be back in 2020“, says Marc Everling, Head of Marketing Communications, AGC Interpane.

„I found the glasstec Preview to be a successful concept. This gave journalists and exhibitors' PR managers the opportunity to exchange views on the main topics of the trade fair in a quiet and pleasant environment - You don't always get around to it during the trade fair“, says Filip Miermans, Head of Corporate Communications and Marketing, LiSEC Holding GmbH.

„As an exhibitor at glasstec Preview, you have the opportunity to present your new products and ideas to a large number of journalists before everyone else, in an in depth manner that would be difficult during a normal visit to the fair. And all this in a great atmosphere with an organization and implementation that leaves nothing to be desired“, says Jens Erdmann, Sales Manager DACH, Viproton GmbH.

“Taking part in the glasstec Preview is much more than a teaser for Intermac: it is an excellent stage to present, with the right time, the main innovations and concepts that will animate what we consider the main marketing event dedicated to the world of glass. Furthermore, the meeting with the press gives great added value to the promotion: it's one thing when it's the company speaking about itself, quite another if it's done by a magazine, with a neutral and critical tone.” Raphaël Prati – Biesse Group Marketing & Communication Director.

“The glasstec 2018 Preview Event is an interesting concept which we found to be very powerful, allowing us to efficiently interact with different journalists. The local presence of key German publications focused on glass, glazing and facades was quite strong which is completely in line with our business needs. In addition, architectural and applicator magazines were also present, providing a good coverage of our target audience.” Markus Plettau, Marketing Manager EMEA, High Performance Building, at The Dow Chemical Company



Also due to the great feedback from the industry, the glasstec Preview will be able to grow further and will also be even better geared to the wishes and ideas of the participants. "For the next glasstec Preview, we would like to excite exhibitors from the entire spectrum of glasstec for this new communication platform," says Birgit Horn, Director of glasstec. The world's leading trade fair for the glass industry will take place in Düsseldorf from 23 to 26 October. Further information on glasstec 2018 can be found at: www.glasstec.de / www.glasstec-online.com

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