



## Premiere of ecoMetals tours on the occasion of the leading trade fairs wire and Tube 2020 in Düsseldorf

Sustainable, eco-friendly, energy saving and innovative: this is how most manufacturing companies wish to come across to the public.

However, the road to reach this goal is a long and winded one, especially for resource-intensive technology companies in the wire, cable and tube industries. It often takes companies years to comply with the requirements relating to climate efficiency, sustainability and resource-saving processes.

All the more reason why Messe Düsseldorf is now focusing on an ecoMetals campaign during the leading international trade fairs wire and Tube: for the entire duration of the trade fair from 30 March to 3 April 2020 there will be guided tours – so-called ecoMetals tours – offered to the stands of exhibitors who produce in a sustainable manner that saves resources and cuts emissions.

You will be given the opportunity to inform participants on the ecoMetals tours personally and in detail about your company's innovations at your stand for a nominal charge of EUR 900. Interested exhibitors can apply under [www.wire.de/ecometals\\_exhibitor](http://www.wire.de/ecometals_exhibitor) or [www.tube.de/ecometals\\_exhibitor](http://www.tube.de/ecometals_exhibitor).



Messe  
Düsseldorf

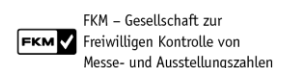
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U78, U79: Messe Ost/Stockumer Kirchstr.  
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Interested trade visitors get information under [www.wire-tradefair.com/ecometals\\_visitor](http://www.wire-tradefair.com/ecometals_visitor) or [www.tube-tradefair.com/ecometals\\_visitor](http://www.tube-tradefair.com/ecometals_visitor). There will guided information tours free of charge starting at the **ecoMetals information counter** at the Nord entrance.

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