

News:

Dexion automation draws in the crowds in Stuttgart



The team who staffed the Dexion stand at LogiMAT 2017 returned to their respective workspaces exhausted but elated after the trade show ended.

Over the three day period in March, they welcomed hundreds of visitors all keen to see the Dexion Pallet Shuttle System in action.



Dagmar Brovot, Marketing & Communication for Dexion Laubach / Germany who led the team, took the decision to almost double the stand size from the previous year to enable them to have the system live: a decision that proved to be the right one as it was a real magnet that created a lot of interest.

“We know from experience just how effective a live demonstration can be. Demonstrating the capabilities of our MOVO system drew people to the stand last year. Adding the Pallet Shuttle for the P90 this year confirmed the fact that ‘show not tell’ is the way forward.

LogiMAT 2017 was our most successful show ever. We came away with over 250 leads which we are just starting to follow-up. There is no other fair where the trade audience that comes along looking for solutions to specific projects, and the right decision-makers are in one place – LogiMAT is the No.1 meeting place in Europe for intralogistics.”



About LogiMAT 2017.

This was the 15th LogiMAT Trade Fair and it broke all records in terms of exhibitor and visitor numbers and exhibition space.

- More exhibitors than ever before,
- Maximum space take-up at the Stuttgart exhibition centre
- More visitors than ever before- over 50,000 logistics experts and a 25% rise in visitor numbers over the previous year.

Dagmar concluded: *“I was very proud of way that the whole team worked together during the show. It was an exceptional effort all round, so thanks to everyone. Here’s looking forward to doing it all again at LogiMAT 2018.”*