**Martin Automatic celebrates successful return of Drupa**

**Leading US manufacturer of non-stop unwind/splice and rewind technology reports high interest levels and significant sales enquiries to follow up from the Dusseldorf trade fair.**

If expectations were somewhat mixed before the show opened after eight long years, the number and quality of visitors to the Martin Automatic stand at Drupa ’24 were clear evidence that the world of print is back in business, with a new generation of technology and a raft of new buyers.

Speaking for Martin, VP Sales & Marketing Gavin Rittmeyer said: *“It was good to see old friends but especially meet new ones at Drupa where we engaged in many meaningful discussions with visitors who had definite projects in mind and had done their homework pre-show.”* These included a cross section of companies from all parts of the print and converting industries, which was a perfect fit for Martin’s extensive range of machines designed for label converting and paperboard applications as well as flexible material converting and digital printing.

Noticeable on-stand was the increase in visitor numbers from the Asia-Pacific region, who along with others enjoyed Martin’s Chicago-style hotdogs and refreshments. This created an informal atmosphere for solid business discussions on a one-to-one basis and the Sales Team was impressed with the scope and number of enquiries some of which led to unexpected sales and a cause for celebration. Interestingly, one end user brought a digital OEM to the stand and said: *“that’s what we need”*, highlighting Martin’s unmatched expertise with new as well as established technology.

Although not a dedicated label printing expo, Martin’s narrow web Drupa exhibits that ran regular and faultless demos throughout the event, proved a major attraction. They are two of the company’s top-selling machines in the label sector, an MBS automatic non-stop butt splicer, which was linked to an LRD automatic transfer rewinder. *“The stand design also allowed us to engage customers with our cutting-edge web transport technology via interactive displays, while the walls and videos displayed installations of our web automation on machines from 25mm to 4500mm widths.”*  Unique is an over- and often mis-used word, but in the case of Martin Automatic it can fairly be applied to the company’s breadth of knowledge that allows it to treat each customer’s project individually. “*That’s what our visitors appreciated,”* he added.

Looking ahead, Rittmeyer foresees the conclusion of many successful sales as a direct result of Drupa from both new and existing customers. Although expensive to attend and exhibit, trade shows still feature strongly in Martin’s approach to the market. *“Like in-person visits, expos* *will remain an important part of the capital equipment purchase experience. Video-conferencing tools while effective, will never replace the need for face-to-face interaction, and Martin stays committed to engaging with our customers and markets regularly, and sees trade shows like Drupa as an essential in creating the best the environment for business.”*

There is no doubt that Drupa ’24 saw a much-needed revitalisation of the market, even if attendance numbers were lower than predicted. What matters is the quality of visitor and Martin Automatic says the show delivered that in plenty. But nothing stands still and the case for shipping capital equipment around the world only for demo purposes is becoming increasingly questionable, so what shape and form Drupa ’28 will take is still up for discussion. For now, Martin is pleased that it’s back!

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**Note to Editors:** The MBS on the Martin Automatic stand at Drupa was delivered direct to Desmedt Labels in Belgium after the show closed.

**Photo caption:** (left to right) Bernd Schopferer and Jordan Martin celebrate the sale of the MBS with Henri Kohler of Desmedt Labels

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