

Hofheim, October 10, 2013

POLAR very satisfied with LabelExpo and LabelDays

An unexpectedly high number of users took the opportunity to get information from POLAR about solutions for efficient label production at LabelExpo, and the LabelDays event that was held at the same time.

The parallel attendance at two events, with one stand at LabelExpo in Brussels and another at the open-house LabelDays event in Hofheim, proved very successful, not least to show customers that POLAR is about more than just cutting. In the areas of die cutting according to the puncture principle, in-mould and tax stamps, in particular, POLAR offers technologically interesting solutions for economic production. At the well-attended LabelExpo, POLAR benefited from a good stand position and was able to welcome numerous international customers there. The stand-alone die cutter DC-M on show there attracted a lot of attention.

"We were very surprised at the number of customers who visited us in Brussels and Hofheim," says Jürgen Freier, Head of Service and Sales. Freier was particularly happy to welcome many previously unknown customers. The customers were very impressed at the solutions on display, and in customer-specific demos, interested customers were shown what POLAR has to offer in the area of efficient label production. "We were not only able to initiate a lot of new projects, we also closed a few direct deals," said Jürgen Freier, who was extremely satisfied with the outcome.



POLAR at LabelExpo 2013



POLAR LabelDays 2013

Information on POLAR

An independent family business, POLAR develops efficient solutions in the post-press branch and positions itself as a global, forward-looking technology company. The range of products includes components and systems for networking and automating various processes from loading, via jogging, cutting and die-cutting right through to unloading and banding. We have been producing cutting machines that are perfect for Print-on-Demand markets working with formats up to 46 x 64 cm under the MOHR brand since 2012. Another member of the POLAR Mohr group is Dienst Verpackungstechnik GmbH, a business producing components and systems for the automatic packaging of goods, primarily in the food industry.