



WALTER

Global Community News



“Sharing the Collective Experience”

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Walter Mexico in Action!

From September 12th to the 14th, Walter Mexico participated in the Metal Working USA 2001 Show, in Monterrey, Mexico. This was the first time that we took part in this Show; the booth design helped to get visitors attention, as it had four working stations distributed in a 3 x 6 meters space. The first demo-station was designated to exhibit and demonstrate cutting and grinding solutions; a second demo-station was set up for Line Finishing and Quick Step system. Visitors were impressed to see new alternatives for their finishing needs. At the Chemicals demo-station, the non-hazardous nature of Walter chemical solutions was the highlight for end-user prospects visiting this station, as they were able to make comparisons to their current cleaning products and processes. Surfox cleaning demos were also conducted at the fourth demo-station to show increased productivity and safety for removing TIG and spot weld discoloration of stainless steel. End Users were the main attendees to this event, as it was an industry specific show, full of working solutions; thanks to the Walter team efforts and enthusiasm, the number of qualified leads surpassed our initial expectations.



Walter Mexico participated in yet another show in September, from the 21st to the 23rd, the Expo Nacional Ferretera 2001 (National Hardware Show 2001). This is the second time Walter participates in this, the largest show of its kind in Latin America. This year Walter expanded the number of stations, from one to four, and from nine square meters to an 18 square meters booth. It is obvious to say that the main profile for attendees to the show were Hardware store owners and other related business hunters.

As you can see during September Walter Mexico was busy getting sale leads... but now the work has just begun... since the Walter Sales Team has committed to turn all the leads into a Walter user or marketer. Stay tuned, Mexico will keep you posted!

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