



WALTER

Global Community News



“Sharing the Collective Experience”

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FEIMAFE – Feira Internacional de Máquinas Ferramentas

Sao Paulo, Brazil, May 2001



The show was a great success! The picture shows the only time the booth was empty – before the show started.

During the FEIMAFE 2001 the Line-Mate™ Surface Finishing System was launched. The interest was way beyond our expectations. To help increase the success of this launch, we were able to get the front cover of an industrial magazine.

We had all of our sales force, plus some administrative staff on the busiest days: Thursday, Friday and Saturday.

Several companies, that we have been trying to get into for a long time, visited our booth. Now the gateway to production (without stumbling through the purchasing department) was made available. An indication of our success was the number of distributors willing to handle our program.