

DORMER PRAMET

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With images

A global welcome at EMO 2017

EMO is the largest exhibition for the cutting tools industry and a truly international show.

This year's event in Hannover (Sept 18-23) perfectly illustrated just how global the metalworking show is, with visitors from more than 45 countries welcomed to the Dormer Pramet stand in Hall 3.

It was no surprise that the largest contingent came from Germany. Their numbers were swelled by more than 420 technical students who visited EMO after being invited by Dormer Pramet to expand their knowledge of the metalworking industry.

Dormer Pramet's stand crew was similarly diverse, featuring individuals from the German sales team, but also from Austria, Belgium, Czech Republic, Netherlands, Scandinavia, Italy, Greece, Russia, UK and Brazil.

EMO 2017 saw the global launch of Dormer Pramet's new corporate color scheme, giving the stand maximum visibility. Product displays were grouped by ISO-material suitability – another first for the company – which helped visitors to find what they were looking for quickly and easily.

Additional attractions at EMO included the Dormer Pramet Carrera slot car challenge, with the day's fastest participants winning tickets to the final DTM race in Hockenheim.

Its free A002 drill offer, Pramet ProLog vending machine scratch cards and the official EMO Guided Tours all helped to attract a large number of people to Dormer Pramet during the week.

All the activities generated a great buzz on the stand throughout the show as Dormer Pramet's international team welcomed guests from around the world.

Take a virtual tour around the Dormer Pramet stand by clicking here: www.dponemo2017.com. A link on each product assortment provides features and benefits for that specific range.

For more information visit www.dormerpramet.com or contact your local Dormer Pramet sales office.

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Pictured (EMO stand): Dormer Pramet's new look stand at EMO 2017

Pictured (ISO material displays): Product displays were grouped by ISO-material suitability

Pictured (Slot car challenge): The Dormer Pramet Carrera slot car challenge was a popular attraction

Pictured (EMO team): Some members of the Dormer Pramet team on the stand at EMO

Notes to editors:

The merger of round tools manufacturer Dormer Tools and cemented carbide tooling specialist Pramet Tools was instigated in 2014. The combined product program now encompasses a comprehensive range of rotary and indexable drilling, milling, threading and turning tools for the general engineering sector. An expanded sales and technical support service extends to over 30 offices serving more than 100 markets

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worldwide. These are supported by state-of-the-art production facilities in Europe and South America and a global distribution network.

Issued by:

Dormer Pramet
Unit 4 Lindrick Way
Barlborough
Chesterfield
S43 4XE
Tel: 0870 850 4466
www.dormerpramet.com

Contact:

Simon Winstanley
Content Manager, Dormer Pramet
E-mail: simon.winstanley@dormerpramet.com
[Tel: +44 \(0\)7860 685087](tel:+4417860685087)