

Herth+Buss at Automechanika 2018 – The next level!

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The world's largest trade fair for the automotive aftermarket opened its doors once again this year! Herth+Buss surprised with a unique stand concept that was harmonious in all its details. A stand that should give visitors the feeling of being very close to Herth+Buss when entering...

The idea of the unique stand concept

A modern stand concept with industrial style stand elements that made it a cut above the rest! The motto: Reminiscence of the early days of Herth+Buss combined with the traditional affinity for progress. The beginnings of Herth+Buss were symbolised by a miniature warehouse at the front of the stand. The new image film and samples of new products illustrated the progressive development work and the unrelenting desire to explore new areas. Large freight containers bearing Herth+Buss branding reflected their extensive logistics expertise and provided an eye-catching focal point for the trade fair stand.

Networking at its finest

133,000 trade visitors from 170 countries came to the most important trade fair for the automotive aftermarket. The perfect event for Herth+Buss to meet existing and new customers as an internationally established player which exports products to over 65 different countries. Interesting meetings were held which offer extensive new possibilities for Herth+Buss.

Trade fair highlights

In addition to the stand presentation, the new shock absorbers from the Jakoparts range were introduced for the first time. An important vehicle component which ideally complements the previous range of spare parts in addition to suspension strut bearings and coil springs.

In the product arena below the warehouse, visitors had the opportunity to see the variety of products and their quality for themselves. The visitors could also discover a selection of innovative and established products from the Elparts and Jakoparts ranges and experience them from close range on the workbenches. Messe Frankfurt also appreciated the innovative character of our products. Our AirClean from the Elparts range was able to assert itself against around 120 other applicants at the innovation award. With the highly effective and non-hazardous method of disinfecting air-conditioning systems, our product was able to convince the jury.

As a major element of Herth+Buss extensive range of services, the Workshop Field Service van that Herth+Buss has often presented at in-house exhibitions was again packed full of products just waiting for visitors to drop in.

For the Herth+Buss team, the Automechanika was, as always, a fascinating time with exciting discussions, lasting impressions and an opportunity to make a contribution at the place where the entire industry comes together.

Source: Herth+Buss Fahrzeugteile GmbH & Co. KG