



EXHIBITION NEWS FROM TOTAL CARBIDE

Total Carbide has had a busy couple of months launching its new identity and branding at Offshore Europe 2009 and Manufacturing Technology Ireland.

Offshore Europe in September was the showcase for the launch of our new identity to the oil and gas sector. The show broke all previous attendance records with over 49,000 people coming through the doors in four days – up 20% from the previous show in 2007. We enjoyed editorial coverage in the *OE Show Daily*, *Offshore Engineer*, *Energy International* and *Platform* and welcomed over 120 customers and contacts to our stand, of which 44 were overseas visitors, over a very busy and successful week. We are now in test with three new customers and in discussion over new applications with a number of existing clients who also came to hear about our investment in new technology and total 'concept to delivery' service.

We exhibited for the first time at Manufacturing Technology Ireland in October and generated some interesting leads. Meetings were arranged with some big name prospects achieving some very useful information on the drivers behind their purchasing decisions. This is being fed back into our sales and marketing process and will influence our future decision making.

Our next exhibition is GrindTec 2010, 17 – 20 March 2010 at Messe Augsburg in Germany. Come and visit us in Hall 3, Stand 320. For more information about Total Carbide at GrindTec contact Andreas Hohmann. Email: andreas.hohmann@totalcarbide.com. Tel: + 44 (0) 1844 275171. <http://www.grindtec.de>.

Andy Hunt
Sales and Marketing Director
November 2009