

**PRESS RELEASE**

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## ***Automation and Handling are the focus of the METAV Web Sessions at the beginning of November***

**Frankfurt am Main, 27 October 2020.** – Automation and handling are increasingly gaining in significance as mega trends in industrial manufacturing. The problem of skilled workers is becoming ever more serious, especially in these difficult times when many companies are under pressure from high costs. At the same time, there are enormously high demands on the quality of products, meaning that businesses are now well advised to consider automation.

"We know from a recent VDMA survey that almost one in four machine manufacturers (23 per cent) will have to adjust capacity levels," says Dr Wilfried Schäfer, Executive Director of the METAV organiser VDW (German Machine Tool Builders' Association) in Frankfurt am Main. When business picks up again, many companies will then find it difficult to process orders quickly enough and at the required quality level. In such times, having a consistent automation strategy can be essential for survival. Against this

background, the question of automation could soon become even more pressing.

Ten companies will be presenting their solutions as part of the *Automation and Handling* Theme Days in the third edition of the METAV Web Sessions on 3 and 4 November 2020. These include Allmatic-Jakob clamping systems, Erowa System Technologien/Certa Systems, Gressel, Halter CNC Automation, HandlingTech Automations-Systeme, Industrie Partner, Isra Vision, Müller Maschinenteknik and Zeltwanger Automation. They all specialise in this particular field and are looking to inspire their customers with their solutions and offers. Jörg Franz, Head of Project Planning at the special-purpose machine builder Industrie-Partner GmbH in Coswig, Germany, will be presenting the company's newly developed robot automation kit, for example. "It enables robot-supported sorting, assembly, cleaning and measuring of parts weighing up to 5 kg using standardised, individually combinable function modules. It is aimed at producers of serial products in all sectors, from mechanical engineering and battery cell production to automotive and aerospace." Also taking part is Halter CNC Automation based in Hoevelaken in the Netherlands: Area Sales Manager Oliver Löffler will be showcasing a software tool that allows customers to calculate the payback time of their investment on the basis of their own particular parameters. "We use the app when advising our customers about our machine loading systems. The resulting calculation provides on-the-spot answers to any questions concerning the expected returns following an acquisition," he explains.

The *Automation and Handling* Theme Days are aimed at users from the entire industry. Each presentation lasts 30 minutes and is followed by a 15-minute chat session in which participants can ask questions and discuss issues. In addition, it is also possible to arrange a video chat with the

speaker to discuss specific questions in a one-on-one conversation away from the general audience.

On request, METAV Web Session participants can obtain a certificate of participation as documentation of their further training. There has been strong uptake of this attractive and valuable service feature.

For further information please contact Stephanie Simon, VDW Trade Fairs Project Officer, Tel. +49 69 756081-53, [s.simon@vdw.de](mailto:s.simon@vdw.de). The full programme and registration details can be found at [www.metav-websessions.de](http://www.metav-websessions.de).

#### **Background METAV 2020 reloaded in Düsseldorf**

METAV 2020 - 21st International Trade Fair for Metalworking Technologies has had to be postponed by one year due to the corona pandemic. METAV 2020 reloaded will take place from 23 to 26 March 2021; the PROTaction hygiene system will be deployed at the event. Messe Düsseldorf has developed this in conjunction with the relevant authorities. It has already proven its effectiveness in operation at actual trade fairs. METAV reloaded displays the full spectrum of manufacturing technology. The focus is on machine tools, manufacturing systems, precision tools, automated material flows, computer technology, industrial electronics and accessories. Added to this are new topics such as Moulding, Medical, Additive Manufacturing and Quality. They are firmly established in so-called Areas in the METAV exhibition programme, each with its own nomenclature. The target group of METAV visitors includes all branches of industry that process metals, in particular mechanical and plant engineering, the automotive and supply industry, the aerospace sector, the electrical industry, energy and medical technology, tool and mould making as well as metalworking and trades.

Articles and pictures relating to METAV 2020 reloaded can be found in the Press section at [https://www.metav.com/en/Press/Overview\\_Press](https://www.metav.com/en/Press/Overview_Press)

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