

ROMIRA impresses international trade fair visitors

Pinneberg/Germany, August 5th, 2015 - Italy, China, USA... Trade show-goers from all over the world visited the ROMIRA stand at the Automotive Interiors Expo in Stuttgart that took place on 16 to 18 June.



"Compared to the large multi-application trade fairs, such as the FAKUMA, the number of attendees is of course much smaller. But that doesn't matter, quite the contrary: thanks to the relaxed atmosphere, we were able to carry out intensive discussions without time constraints. I was particularly pleased to be able to present our wide portfolio to so many international visitors", said ROMIRA Managing Director Stig Lindström, drawing a positive summary of the trade fair.



The international focus of the show was reflected not only by the large number of foreign visitors, but also by the exhibitors themselves. According to the organisers, a total of 100 exhibitors led to record attendance at the Automotive Interiors Expo. "It was apparent that the trade visitors were interested not only in new products and trends in automotive interiors, but they also had fairly concrete objectives and technical questions" commented Lindström, and continued: "In this respect, the level of the technical discussions was very high".

The trade visitors at the ROMIRA stand showed particular interest in compounds with anti-squeaking properties and a high scratch resistance. In addition, successful products from automotive exteriors (surface finish of non-coated materials) drew much attention from the show-goers because they also offer

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new impetus for applications in interiors. However, the ROMIRA team scored the most points with specific developments that can be individually tailored to customer requirements.

But there are still some more trade fairs to come this year: ROMIRA will of course be exhibiting again at this year's FAKUMA in Friedrichshafen (13 to 17 October). All attendees are cordially invited to visit the **ROMIRA Stand 1212 in Hall B1**.

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About the ROMIRA GmbH:

The ROMIRA GmbH was founded in 1990 and is an affiliated partner within the ROWA GROUP. As part of this strong combine, we set standards for technical plastics with our profound competence and synergetic know-how.

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