

Press Release

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Schmalz Launches Virtual Trade Show

Trade shows and conferences are unthinkable at the moment. Schmalz is thus pursuing a different path to present its new products to a wide range of trade professionals.

SchmalzEXPO, the virtual vacuum technology trade show, has been underway since the beginning of May – without any need for masks and minimum distancing requirements.

Schmalz 2020 tradeshows were already planned – from the robotics zone to new products in vacuum automation and digital services. However, that was before the coronavirus pandemic struck and all events were canceled. “We set up live chat and video consultation in a short amount of time to enable us to still provide our customers with the competent consultation they expect from Schmalz,” explains Thomas Wölpert, Head of Sales Germany at J. Schmalz GmbH. Furthermore, the vacuum specialists organized their own virtual vacuum technology trade show for the first time ever, which can be accessed after free registration at <https://expo.schmalz.com/>.

Once registered, visitors see an animated 3D booth directly in front of them. Thomas Wölpert welcomes visitors and provides information about the booth’s highlights. The Vision and Handling Set 3D-R, the bin-picking solution for automated bin-picking, as well as the Schmalz Connect Suite are among the new products featured. Users can view the data of all IO-Link-compatible components from any manufacturer at any time via the software. It is also possible to analyze and parameterize individual devices without having to manipulate the controller.

The SchmalzEXPO is divided into five sections: new products, gripping solutions for robotics, digital services, manual handling, and an auditorium where numerous expert presentations can be accessed. Visitors obtain detailed product information via videos, 360-degree views, and image galleries. “It is important for us to advise our virtual trade show guests just as competently as if they were live on-site, which is only possible through personal contact,” emphasizes Thomas Wölpert. “That’s why we also set up a live chat and offer individual telephone and video consultations.”



About the Company

Schmalz is the global market leader in vacuum automation and ergonomic handling solutions. Schmalz products are used worldwide in applications in the logistics, glass, metal, automotive, packaging, and wood industry sectors.

The wide range of products in the Vacuum Automation unit includes individual components such as suction cups and vacuum generators, as well as complete gripping systems and clamping solutions for holding workpieces. Our Handling Systems unit offers innovative handling solutions with vacuum lifters and crane systems for industrial applications.

With comprehensive consulting, a focus on innovation and first-class quality, Schmalz offers its customers long-lasting benefits. Schmalz's intelligent solutions make production and logistics processes more flexible and efficient, while also preparing them for the increasing trend toward digitalization.

With its own locations and its sales partners, Schmalz is represented in more than 80 countries and in all important markets. The family owned company has over 1,100 employees at its headquarters in Glatten (in the Black Forest region of Germany) and its 17 international subsidiaries.

Schmalz' US headquarters in Raleigh, N.C., has been in operation since 1993 and employs about 100 people.

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