



W&H Remains Committed to drupa 2021

Windmüller & Hölscher confirms its participation at drupa in 2021 and is committed to supporting Germany as an important trade fair location. As usual, the company will present new trends and innovations in the printing sector and will in future focus on both - physical and digital display formats.

Windmüller & Hölscher will exhibit at drupa 2021, the world's largest industry trade fair in Düsseldorf. Due to the COVID-19 pandemic, the trade fair for print media has been postponed until next year. Windmüller & Hölscher has been present since the show began in 1951 and has developed over the years into one of the largest exhibitors. In addition to the plastics trade fair K and interpack, drupa is the industry's most important trade fair at which W&H regularly presents its latest product developments and innovations.

"As one of our leading trade fairs, drupa remains an important marketplace for us. This is where new trends in packaging printing are regularly set. With our commitment to drupa, we are also committing ourselves to Germany as a business and trade fair location for the mechanical engineering industry", says W&H CEO Dr. Jürgen Vutz. "We are convinced that both, the hygiene and health concept presented and the shortened runtime from eleven to nine days, are the right measures



to make this important trade fair possible for the trade public in times of COVID-19".

This past June, W&H organized its first Virtual EXPO: "We have been able to accomplish a lot digitally over the past few months. Our first virtual trade fair was a great success and we gained a lot of experience and knowledge. Nevertheless: We cannot completely replace the close-up trade fair experience virtually. This includes personal meetings, which are indispensable for building and maintaining trusting customer relationships. Both, virtual and personal formats, such as drupa, have their justification and are important for us and the entire industry," says Sales Director Peter Steinbeck.

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Caption: Windmüller & Hölscher has been exhibiting at drupa since 1951.



WINDMÖLLER & HÖLSCHER

PRESSE-INFORMATION | PRESS INFORMATION

Press contact person:

Dominique Alhäuser, MBA

Phone. +49 5481 14 2412

Mobil +49 178 4768368

dominique.alhaeuser@wuh-group.com

Sarah Lethmate, MA

Phone. +49 5481 14 5011

sarah.letthmate@wuh-group.com

About Windmüller & Hölscher:

The family-owned company Windmüller & Hölscher is the world market leader for machines and systems for the production and processing of flexible packaging. The product range includes high-performance machines for extrusion (film production), printing and converting. As a globally represented company, W&H offers its customers everything from a single source: from consulting and engineering to the supply of high-quality machines and the complete production of packaging materials. Around 3,100 employees work to create optimum solutions for the individual production requirements of packaging manufacturers in line with the company philosophy "Passion for Innovation". Today, machines from Windmüller & Hölscher are in operation in more than 130 countries and with more than 5,000 customers. In 2019, the group with headquarters in Lengerich, Germany, generated sales of approximately EUR 900 million.