



## **tasc 2019 draws to a Successful Conclusion and Continues to Grow**

International exhibitors and a wide range of products attract over 1,200 visitors to Düsseldorf

tasc 2019, the Trade Show for Automotive Glass, Smart Repair and Car Detailing, draws to a successful conclusion. More than 1,200 visitors accepted the invitation of the 60 exhibitors to the two-day trade show in Düsseldorf. For the second time, the Kaltstahlhalle at Areal Böhler site provided the ideal platform for the automotive after-sales sector. "The concept of a neutral yet compact trade show once again convinced both our exhibitors and visitors alike. Innovative product solutions and services for the motor vehicle after-sales market, practice-driven lectures and live demonstrations as well as a look at the other potential business areas - only tasc offers all of that," delights Birgit Horn, Director of tasc.

## **Smart Repair, Car Wrapping and Car Detailing Segments are Growing**

This year tasc succeeded in welcoming many new exhibitors in the segments of Car Detailing and Smart Repair. For the first time companies such as Wintgens Konzept KG, carVice systems, Manhattan Wheels, Polytop, OSRAM or Vixen Surface Treatments exhibited at tasc. The positive trend confirms the concept of tasc as a B2B trade fair with a focus on the corresponding repair service providers.

"The response was significantly better than expected. The stand was well attended non-stop. What I found remarkable was that visitors were prepared to travel long distances. We had customers from all over Germany, Austria and Holland here. This shows us that the car detailing industry finds a platform here. For us, the decision to exhibit here already paid off after the first day," says Max Möllermann, Head of Marketing at POLYTOP.

"This is our first trade show participation in Düsseldorf because we wanted to present our products to the German market. We offer a wide range of wheel repair equipment and have found the right customers here," says Bethany Dean, Marketing Manager, Vixen Surface Treatment. Also present for the first time were brands such as Texa, Autel, Launch Europe, VB.S.A and WABCOWÜRTH.

**11./12.10.2019**

Areal Böhler, Düsseldorf

[» www.tasc-expo.de](http://www.tasc-expo.de)

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The automotive glass industry once again showed a strong presence at tasc 2019. With the newcomers Guardian and Saint-Gobain Autover, the quartet of the major automotive glass manufacturers was also represented in full for the first time. The audit company DEKRA presented the new seal for dent removal professionals, paint and body shops on site.

Thanks to the active support of the Federal Associations: Federal German Car Detailing Association (BFA), Federal German Association of Glazier Trades (BIV), Federal German Automotive Glass Association (BVA) and the Federal German Association for Dent and Hail Repairs (BVAT), it was also possible to further extend the supporting programme to include exciting topics and activities for visitors.

### **The Specialist Lecture Programme: Live Demonstrations on Current Topics**

On both days of the trade show, the stage programme offered informative lectures and hands-on live demonstrations on current topics and challenges for the industry. Digitalisation and the added value of technological progress for workshops in damage recording and repair processing were central topics in the programme, along with the calibration of driver assistance systems.



### **New Contests: More Interaction**

The participants of the Car Cross Challenge were in for high-quality prizes worth almost EUR 10,000 in total. The participants in the interactive competition had to answer either theoretical questions or prove their technical skills at the exhibitors' stands. The winner was delighted with an all-inclusive houseboat charter weekend on the Havel. The Car Cross Challenge was organised and carried out by the Federal German Automotive Glass Association.

Another highlight was the 5<sup>th</sup> German Polishing Championship, organised by the Federal German Car Detailing Association held for the first time at Areal Böhler. The winner of this year's polishing championship is Stoyan Krastev.

tasc 2021 will take place in two years from 8 to 9 October 2021 at Areal Böhler in Düsseldorf.



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## **Other Exhibitor Testimonials**

### **SunTek**

“We exhibited at tasc to present our SunTek brand of paint protection and window films, which is manufactured by Eastman. The show was a great opportunity for us to talk to people about the benefits of our products and perform live demonstrations of paint protection film.”

*Miruna Carlugea, Marketing Representative Eastman Performance Films*

### **Würth**

“A very successful show. Our expectations were met 100 percent and we had many interesting discussions, demonstrations and customer contacts here. The organisation care of Messe Düsseldorf was also very good”.

*Bastian Wolter, Key Account Manager*

### **ProGlass**

“The trade show was good. We met our existing customers and were able to present our new products. We expect good post-show business.”

*Jochen Klink, Product Manager*



### **Autoglass Restore**

“I didn't have high expectations, because it's really a new exhibition. I was surprised, because we got orders and we made good contacts with international customers. It was the right decision to present our company here.”

*Hakan Rönnholm, Founder*

### **Win Concept System**

“We had interesting customer contacts. There were many of our existing customers and we were able to present our new products to them in a calm environment. Visitors here have much more time to get to know the products than in everyday business”.

*Sarah Klein, Office Clerk*

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