



IMHXTM 2019

The UK's largest intralogistics event
24 - 27 September | NEC • Birmingham

Exhibitor Spotlight



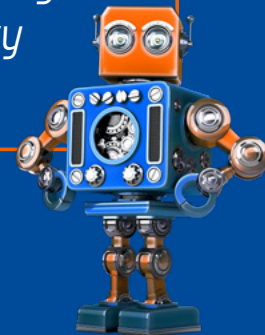
B&B
attachments

What were the ROIs you achieved from exhibiting at IMHX 2016?

- › Generated new business leads
- › Met with new and established customers
- › Growth of our customer database
- › Raised product and brand awareness
- › Launched new products including the new KAUP Double Pallet Handler, new KAUP Keg Clamp, new KAUP Roll Clamp and the new KAUP Reach Forks
- › Won new business
- › Increased the number of new visitors to the website



“ We use the event to increase our social media reach & gain coverage in relevant industry publications.”



What were the primary business goals for B&B at IMHX?

The goals for IMHX 2016 were to generate leads, raise awareness and interest in our products by showcasing our attachments to decision makers within the industry. In doing so our aim was to build our contact list and gain market insight, by means of asking for feedback on new product ideas in the development phase.

We also aimed to maximise the numbers of visitors to our stand and meet with existing and past customers. Another goal was to meet new customers and to add them as new qualified leads.

IMHX is very important to us in terms of our media coverage before, during and after the show. We use the event to increase our social media reach, gain coverage in relevant industry publications, make new media contacts, reinforce existing journalist relations and increase new visitors to our website. We aimed to raise our brand profile by showcasing our brand and products to both the UK market and international visitors and create a positive, professional, corporate stand with a strong brand image.

Do you feel that IMHX helped you achieve these goals?

Absolutely, we ended up meeting twice as many contacts than we had aimed to and achieved some fantastic coverage in some major industry publications. Most of the new leads which we generated are still active contacts today.

IMHX is the only show where the whole industry comes together under one roof. The event is well organised and very well marketed. The number of new visitors to our website also increased by up to 20% in the months after the show.

“IMHX is the only show where the whole industry comes together under one roof.”

“ *The IMHX marketing campaign is the most comprehensive in the industry.* **”**

What do you find most valuable about IMHX?

In terms of square footage, show attendance, exhibitor participation and overall feedback, for us IMHX is the most important trade show within the industry.

With 400 companies demonstrating the latest technological developments which are shaping the industry today, together with over 16,000 professionals involved in the handling, movement and transportation of goods, IMHX allows us to reach more decision makers within the industry than any other show.

There is no other show that I've attended that offers the marketing support that the IMHX show provides. The IMHX marketing campaign is the most comprehensive in the industry. As an exhibitor you instantly become part of a campaign that spans the world and reaches 100,000's of logistics professionals.

IMHX is the ideal meeting place for us to network and generate leads with existing and prospective customers all under one roof across four days. I can't think of any other industry event that creates a platform to meet so many people within such a short space of time.

How do you find events when compared to other types of marketing?

These days marketing has become a very digitalised practice, whereby many businesses have an established digital presence across an array of platforms, which provides them with a good outreach.

A trade show is a unique marketing channel that can't be replicated in the digital marketing world. It provides the opportunity to meet a person face to face, to see products and discuss the features and benefits of these products with an expert. It allows the customer to ask any questions to a real person and build a relationship, that only face to face interaction brings.

During an exhibition you're also more likely to have the purchaser right there in front of you who can make an instant decision. No other marketing channel allows you to get in front of the decision maker in this way.

“ *We met twice as many contacts as we had aimed to.* **”**

Victoria Vincent, Marketing Executive, B&B attachments

What are you looking forward to achieving at IMHX 2019?

This year B&B have a bigger stand than ever before and will exhibit B&B's own manufactured attachments alongside KAUP attachments. KAUP and B&B have worked together in attachment development since 1980.

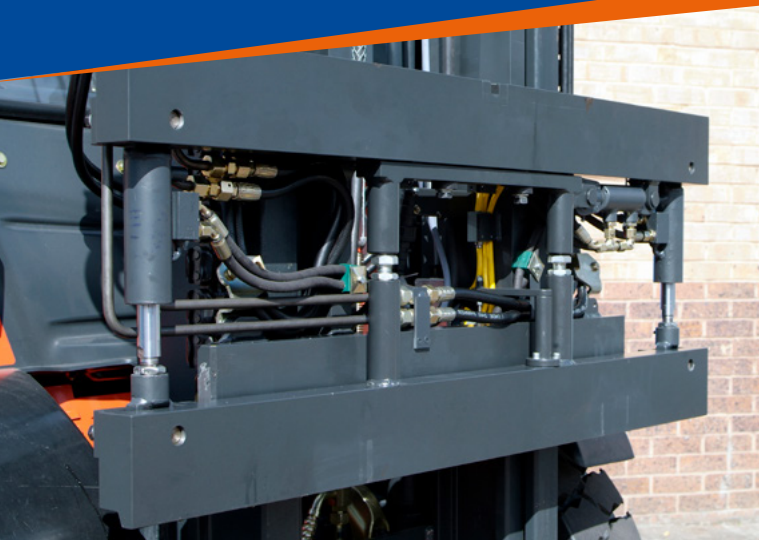
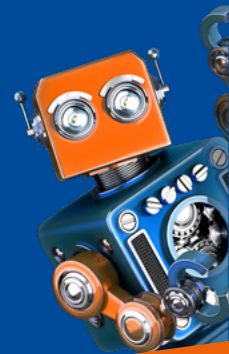
Together our shared knowledge and expertise continue to advance the material handling industry. IMHX is the perfect platform for B&B and KAUP to show our latest innovations.

The aim for this year's show is to make the most of the vast number of visitors set to attend, with an emphasis on making contacts with international visitors to showcase B&B's specialist brick and block handling attachments.

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And finally, what are the trends visitors should be looking out for?

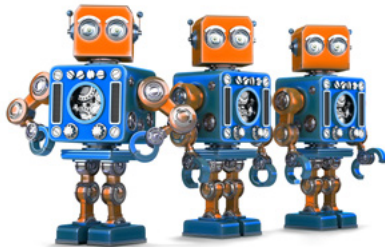
As far as attachments go, the introduction of new manufacturing machinery and advances in technology will see smarter attachments. The use of live data monitoring such as weight and height-sensing devices, pressure sensors for clamping force, will monitor day to day service and performance outcomes and help to reduce downtime. Telematic intelligence to guide decisions is key to the future of the industry and offers the potential to build a more visible and quantifiable understanding of operations. The supply chain of tomorrow will be leaner, faster and most importantly, self-orchestrated.



Company profile

Established for nearly 40 years, B&B Attachments Ltd is the leading fork lift truck attachment company in the UK and Ireland. B&B prides itself on providing the most comprehensive range of attachments available from one provider. This includes material handling solutions from leading manufacturer KAUP. B&B Attachments designs and manufactures bespoke, specialist attachments in-house for customers with unique requirements. It also supplies ancillary systems, such as cameras and weighing systems from leading manufacturers, such as Liftek and MoTec.

Specialist design solutions and applications support spearhead the pre-order operations. Parts, workshop repair and refurbishment facilities, together with the largest service operation of any attachment company, including short term rentals and the provision of fully inclusive maintenance and service contracts for attachments, ensures a full support service for all customers at every stage of equipment selection and use.



Mike Barton
B&B Attachments MD