



Manfred Kochler, President of Mako, (right) & Friedrich Bäuerlein, Area Sales Manager- Mako.



Fredrik Johansson & Theresa Hellström of ANZA



Mario Tagliani of Tagliani Scopifico



Left: Beate Fuchs and Astrid Irmer of Fia



Right: Esther & Mark Altindag of Birlesik

Andrea added: "In another new development of this event, certainly in contrast with the rest of the industry was the fact that SIT doubled its exhibition space, having the possibility to better show our brushes and to welcome customers in a more comfortable way. Consequently, for us the "Eisenwaren Messe" was a unique occasion to meet, in, customers, agents and distributors for four concentrated days face to face from all over the world".

In a different vein, Andrea said: "Unfortunately, for several years, some problems have been developing; they are linked to the pressing request of the major electrical power tools companies, which were immediately followed by other important hand tools firms. They decided they wanted to change the fair into an exhibition taking place every second year. This situation has led to penalise the smaller companies and to raise the "contact-cost" sharply. Sadly, the 2002 event, after the year 2001, that saw a really big decrease in the number of visitors, did not come up to my general expectations, even if all the major companies attended it! As a conclusion, we can confirm that we retain a positive judgement about the exhibition and the organisation, which co-ordinated it, the preparation efforts and even the very high costs of participation were substantially repaid. Having said all that, nevertheless, we share the quite widespread opinion about our interests being best served by attendance every second year. We are seriously considering this, together with our European colleagues in our sector of the industry.

In the view of ANZA, "This year at the Cologne fair was better in terms of both quantity and quality of the visitors. At the show ANZA presented four new products.

The varnish paint brush ANZA 2000 2K, the round brush ANZA Asept Round, the outdoor brush ANZA Villa Oval and the ANZA Tiling Tool/Adhesive spreaders.

All these products have the features of an ANZA product. An attractive designed quality product with ergonomic handles in two component material with built-in functions.

The new product that drew the biggest attention was the ANZA 2000 2K. The paint brush is a further development of one of our most sold paintbrush all categories.

Marcus Reszat of Mako, the private company from Franconia is one of the most successful European suppliers active the DIY trade, said was impressed by the trade fair and was able to capitalise on its innovative product ideas paired with quality promote the conversion. That is reflected in the Mako innovations, like the "varnish roller" This roller is covered with a special material of high-density microfiber. The capillary effect of this special fibre takes up and holds the varnish until it is applied. The advantages are obvious:

Tests have shown that this technique provides not only smoother painting results, but also a 50% reduction in the time required for varnish application! With a width of 7 cm the roller can take up more paint (and cover larger surfaces) than a brush. It is suitable for any type of covering boards. Special feature: the whole roller body is covered with the microfiber material. This makes painting much easier, as the lateral edge of the next upper panel can be painted together with the lower panel in one step, whereas two work steps would be necessary when doing the same with a brush. In short: a well thought-out innovation He added "Continuous development of the products and supporting service for the specialised trade are the strengths of Mako"

### Positive mood in the do-it-yourself sector

"Very good" was the commentary heard from many stands in regard to DIY TEC, The Builders' and DIY Supplies Trade

