**HELLER's bottom line: above-average increase in trade show leads at AMB**

*AMB 2014 broke the 90,000 visitor mark. According to Messe Stuttgart, this equals a 4% increase vs. 2012. What exactly this means for HELLER shows the detailed analysis of the numbers, which in some areas clearly exceed those presented by the organisers.*

The precise number of visitors amounted to 90,331 compared to a total of 88,183 in 2012. According to Messe Stuttgart they noted a 4% increase in attendance. With more than 700 new leads, HELLER even registered an increase of more than 100% vs. 2012. Compared to EMO 2013, which runs one day longer, the increase even amounted to 16%. These results show that AMB 2014 was an all-round successful event for HELLER.

Of special interest was the H series of machines. Model H 4500 was presented at the booth of PTW Darmstadt, whilst model H 2000 equipped with out-facing head was a highlight at the stand of tool manufacturer DIAHON. Compared to AMB 2012, HELLER registered an increased number of enquiries for 5-axis machining centres from the F series. Examples presented included machining operations demonstrated on a model FP 4000 equipped with fork-head unit.

In addition to these two series, HELLER impressively demonstrated powerful complete machining on mill/turning centre model CP 4000 for combined turning and milling operations.

What was remarkable was that apart from the interest in machining centres, automation solutions and service products were a particular focus of attention. According to HELLER's Head of Marketing, Marcus Kurringer, this came as no surprise: “We are noting a continuous demand for increased machine availability among our customers. Apart from intelligent automation solutions, regular and continual servicing and maintenance are among the mandatory requirements for guaranteeing optimal operation and highest productivity as well as maximum performance and precision. To achieve that, quick-response, demand-driven service alone will not suffice. Preventative service measures are the only way to guard against having to take emergency measures when the damage is already done. That is why we revamped our Total Productive Services first introduced at AMB 2012, offering them at an attractive trade show discount during AMB 2014 just as our Plug & Play Firewall HELLER Net Guard, protecting the machines against unauthorised access.”

The proven and completely revised CNC PROFITRAINER was presented by HELLER at the booth of the VDW's foundation for youth in the context of the special youth exhibition “Sonderschau Jugend”. The system is a fully functional model of a CNC controlled machine tool intended as a teaching and training aid. 30 years ago, at AMB 1984, it was presented as a novelty. The latest version is equipped with four axes, Siemens 840D sl control, and is designed as a portable, mobile unit.

**Attractive event for exhibitors and organisers alike**

The most striking fact about this year's event was the high quality of discussions with our visitors. A particularly pleasing fact for HELLER was that 50 percent of customers and prospective buyers are planning investments in one or two years' time. As far as the countries of origin of trade show visitors are concerned, HELLER's numbers differ from those of Messe Stuttgart. HELLER's majority of visitors came from the economically strong regions of Baden-Württemberg and Bavaria. In terms of foreign visitors, HELLER noted a share of approx. 25 percent, mainly from Austria, Switzerland and Poland.

HELLER views the enormous increase in visitors vs. 2012 and the number of new sales leads of over 50 percent as a very positive signal. One thing that almost all exhibitors and Messe Stuttgart are in agreement about with HELLER is that AMB 2014 was an extremely successful event.

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