

Light + Building 2018: BACHMANN draws a positive conclusion

as of March 27, 2018

“Light + Building 2018”

Stuttgart/Frankfurt am Main, Germany, March 27, 2018. A significant increase in visitors in comparison to 2016, a thoroughly positive response to the products presented and the new brand image – Bachmann GmbH (www.bachmann.com) draws a positive conclusion from its appearance at “Light + Building” in Frankfurt am Main, Germany, the world’s leading trade fair for lighting and building services technology. “We and many of our customers drove home from our most important trade fair feeling impassioned and inspired,” enthuses Andrea Hartmair, Head of Marketing at Bachmann. “Along with the positively received combination of product presentation and oasis of well-being on the subject of intelligent electrical engineering, customers – both national and international within the BACHMANN Community – were highly creative with us on the ‘Wall of the Future’, an ideas board that enables customers to participate in designing the products that they want to have in their desired future.”

Independent Systems in the spotlight

The main focus of this year’s trade fair appearance was on the Independent Systems of the family-owned company based in the Swabia region of Germany. BACHMANN presented the Independent Monitor and the Independent Workplace systems to the more than 10,000 trade fair guests that visited the BACHMANN stand from 18th to 23rd March. Both systems feature new flexibility in terms of mobility, usability and also high quality design for companies, hotels, and public facilities. Whether through presentations, video conferences or websites – the sharing of visual content with colleagues, customers and partners as a central element of the modern working day will thus be even easier. “The demand for flexible systems that are independent of electricity grids and that support modern working concepts, such as desk sharing, is growing continually. With these solutions, BACHMANN is proving that superior added value for the customer is the focus of day-to-day activities. Or, to say it succinctly with the new company motto: ‘We power your life’,” summarizes Andrea Hartmair.

The BACHMANN Group

BACHMANN, founded in 1947, is an owner-managed company with a global presence in the electrical engineering sector. Based in Stuttgart, the BACHMANN Group develops, produces and markets innovative electrical components and systems such as intelligent power distribution units, desk connection panels and assemblies. With around 800 employees, the BACHMANN Group sets new benchmarks in specific customer benefits through function, design and innovation.

For more information, please visit www.bachmann.com

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