

The Pulse of Innovation

productronica and AAT Aston

A review

50 years with productronica – A review and an outlook

Your company has been part of productronica from the very beginning – do you have any memories of your company/team's first participation in 1975?

Aston participated in electronica before 1975. Productronica seemed like the right trade fair to present our range of products. Since electronics did not yet involve SMT at that time, we exhibited devices for preparing wired components (Weresch) and repairing circuit boards (Pace), as well as other related accessories. For cable processing, we presented semi-automatic machines and tools for control cables, including coaxial cables.

Initially, there were only a few halls, and in 1975, expensive stand constructions were largely dispensed with. Stand walls were particularly lacking.

At that time, exhibitors wanted the trade fair to take place immediately after the summer holidays. However, the trade fair organizers rejected this.

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What has motivated you/your company to be part of productronica year after year?

That's mostly answered in the first question. We found productronica to be very well suited to our program.

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Which moment from the last few decades has been particularly memorable for your company/team?

SMT first became a topic of discussion in 1981. The major players in the industry in particular created a hype around it with cordoned-off stands that were only accessible to selected interested parties.

At that time, we exhibited the prototype of an electronically controlled, fully automatic machine for cutting and stripping control cables with simultaneous contact striking from our partner Komax, which met with great interest.

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How has your company developed over the decades with the trade fair?

With the success of Komax cable processing machines in the years that followed, we enjoyed a period of strong growth. However, this trend came to an end when production was relocated to Eastern European countries, particularly by large manufacturers in the automotive industry.

In the 1990s, the electronics manufacturing segment of our product range regained importance. Productronica, as the leading trade fair in this industry, was very helpful in this regard.

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How do you see the future – what are your hopes for the next 10 years of productronica?

We hope that productronica will continue to grow in importance for the international and German electronics industry, providing us with an excellent platform for presenting our product range.

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