

The Pulse of Innovation

productronica and Schleuniger, member of the Komax Group

50 years with productronica—a review and an outlook

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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?

Komax exhibited under the distribution partner for Germany, FA. AAT Aston, until 1993.

It was not until the 1995 trade fair that Komax had its own stand at the Munich Trade Fair Center. In 1999, the trade fair was held for the first time at the current Munich Riem exhibition grounds. Komax presented itself with a two-story stand in the new halls, which was still very modern at the time.

In 2022, Schleuniger officially joined the Komax Group, marking a new chapter in our shared history. Just one year later, at productronica 2023, we stood side by side under the Komax umbrella. It wasn't just a booth, it was a symbol of unity, innovation, and a future built together.

Anecdote:

On the way back from productronica to Dierikon in Max Koch's car, we got caught in a snowstorm on the Schwäbische Alb. Our new Komax 30 automatic wire stripping machine was still in the trunk.

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What has motivated you/your company to be part of productronica again and again over the years?

In its early days, productronica was always considered a global trade fair (including Japan and the USA) – it was the global hub of the cable processing industry. The latest innovations were always showcased at the trade fair, and there was always a deadline to meet before productronica.

Since productronica only takes place every two years, it was decided to organize the in-house trade fair (WPE) in Switzerland in the years "in between." It became a ritual to meet in Munich and then "hand over" to Switzerland. This still exists, but the in-house trade fair no longer takes place at the headquarters, but now at an exhibition center (due to lack of space).

This is the main meeting place for the cable processing industry, where you can maintain and expand your network.

Anecdote:

Night shifts were worked to meet deadlines and finish everything in time for the trade fair. It was a real "start-up feeling." The machine was packed into the car and the team traveled by coach during the night so that the machine and the team would arrive at the trade fair on time the next morning.

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What moment from the past decades has been particularly memorable for your company/team?

The trade fair has grown significantly – from a manageable event to a very large trade fair.

The trade fair has transformed from a global event into a "European" trade fair. productronica Shanghai and India are now also very large and have gained interest.

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

We and productronica have benefited greatly from each other. We have grown significantly from a start-up to the largest player in the cable processing industry. productronica has helped us achieve this.

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

The German automotive industry must regain market share so that productronica and we can continue to thrive. The structural change toward electromobility must be actively shaped.

Trade fairs in Germany are becoming increasingly expensive, but they no longer fulfill the leading role they had when productronica first started. The trade fair must regain its appeal—and cost pressure would be one way to achieve this.

That pensioners get free admission 😊

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Looking back over the last 50 years, is there a product, technology, or historical milestone that we should highlight in particular?

The number of cable connections in a car has tripled over the years. Electronics and software have also experienced rapid growth. The Komax 40 was launched for the German market at the Munich Trade Fair. This machine marked a breakthrough for Komax. Initially with its partner AAT Aston, and from 1994 with its own German subsidiary in Nuremberg.

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1993



1993



1995



1995



1995



1995

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1999



1999



2007



2007



2007



2007

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2015



2017



2019



2019



2021



2021

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2023



2023