

# Successful Automechanika for Innovation Award Winner PANNEX AG

From September 16<sup>th</sup> to September 20<sup>th</sup>, 2014, the brand new tire sealant PANNEX was introduced to the public for the first time at the Automechanika in Frankfurt. The PANNEX AG now looks back on a successful trade fair: winner of the Automechanika Innovation Award 2014, international business contacts and spectacular live shows.

## Winner of the Automechanika Innovation Award 2014

Long before the trade show started the powerful and eco-friendly tire sealant PANNEX had been able to convince the jury of the Automechanika Innovation Award. At the opening ceremony of the Automechanika on September 16<sup>th</sup>, the PANNEX AG officially received the renowned Automechanika Innovation Award 2014 in the category "accessories".

Furthermore, the PANNEX AG was part of the "Green Directory", which lists only exhibitors whose products offer an outstanding ecological contribution. As the PANNEX-tire sealant can also be used for trucks and busses, the PANNEX AG was able to offer "truck competence" to this industry sector at the Automechanika.

## International business contacts

The PANNEX AG was represented at stand D41 in hall 4.1, where the brand new tire sealant was introduced to the public for the first time. Initial business contacts have been established to traders and sales agents worldwide – from Australia over Zimbabwe to the USA.

Furthermore, the PANNEX AG held an international press conference about "Hazardous Waste generated by Tire Sealants is 100% avoidable".

## Spectacular live shows – PANNEX under tough conditions

In the open-air area, the PANNEX-tire sealant persuaded visitors of its powerful effectiveness at the tire repair show "The Nail-biting Nail-test". A car drove over a bed of nails and after applying PANNEX it became mobile again within a few minutes. Afterwards, the cleanliness of PANNEX in the garage was demonstrated at the "PANNEX truck".

All in all, the Automechanika 2014 was a great success for PANNEX. Thus, the PANNEX AG plans to be represented at the next Automechanika in Frankfurt in 2016 again.

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