

Magnequench Leaves Mark on Berlin

Lynn York and Stan Trout flew to Germany again to assist Bernd Grieb in representing Magnequench at a trade show. This time it was the Coil Winding, Insulation & Electrical Manufacturing International Conference and Exhibition held in Berlin, June 17, 18 and 19. Magnequench regularly participates in the American version of the conference, but this was our first time in Europe.

Overall, the response at the show was quite good. Although it is a smaller conference, we had more visitors per day than we saw at the Hannover Trade Fair back in April and probably better quality contacts as well. Stan pinch hit for Prem, presenting a paper in his place. The audience seemed particularly interactive and helpful. This may have helped to increase the traffic at our booth. As before, we have lots of quotations and samples to prepare to win some new European business, please help if you have the chance. Lynn was amazed that Bernd and Stan could find so much metallurgy to discuss at dinner, especially phase diagrams. (Is that bad?)

Fortunately, there was a little time to play tourist in one of Europe's most beautiful cities, now in the midst of a building boom. One amusing episode was the evening we visited the newly rebuilt Reichstag, the once and future seat of the German government. We saw some students sitting on the steps trying to get a group photograph, when one of them asked Bernd if he would be willing to take a picture. Soon Bernd had everyone's camera, as we were all pressed into service as amateur photographers. And yes, we did return all the cameras.



Reichstag with young visitors on steps.