

Date: 2 August 2005

PRESS RELEASE

Ideas from painters and decorators, electricians, joiners and municipalities

## **Success is the result of good communication**

The dialogue between manufacturers and users helps to improve products and even to find completely new and innovative solutions. Painters and decorators, electricians, joiners and municipalities made good use of the opportunity at the Trade Innovation Forum staged by the vehicle equipper Sortimo and contributed their experience towards the development of practice-oriented equipment systems.

Sortimo greeted the participants of the Innovation Forum in Zusmarshausen in July 2005 under the motto "Our aim is to offer optimum vehicle equipment for your service vehicle". Together with various partners from the automobile industry, Sortimo has been offering such forums for different trades for a number of years now on a regular basis. For all participants, these forums are the ideal platform for exchanging ideas and experience, and usually form the nucleus for numerous product developments.

### **What does the ideal dream vehicle look like?**

At least a dozen participants – owners and employees from a wide cross-section of different trades as well as the product developers, designers and marketing experts from Sortimo – reflected on four different occasions upon how vehicle equipment could be better customised to the needs and demands of the individual trades. In lively discussions and workshops, the question of how it was possible to do justice to the everyday demands of a great variety of trades was discussed in great detail. All these ideas and wishes were noted by Sortimo's staff for later evaluation.

During the subsequent tour through the exhibition, the trade visitors viewed the latest Globelyst system equipment including accessories. They then discussed with Sortimo product developers the practical experience they had gathered with the products and suggested improvements and lodged a number of requests. A Sortimo designer made rough drafts of the various suggestions on the spot.

Franz Stegherr, head of product management, was very enthusiastic at the end of the forum and promised "Your ideas have given us inspiration for the future and will influence our future product development; we have found out a lot and have learned even more".

## **Brigitte Gerold**

SORTIMO International GmbH  
Public relations / Event marketing  
Dreilindenstrasse 5  
D - 86441 Zusmarshausen  
Germany

Tel: (+ 49) 0 8291 850 – 496  
Fax: (+ 49) 0 8291 850 – 251  
mail: [bgerold@sortimo.de](mailto:bgerold@sortimo.de)  
http:// [www.sortimo.com](http://www.sortimo.com)