



Press release

Exhibition "Wire South America" is the beginning of VisioCablePro® in the South American market.

São Paulo / Suhl, October 2015. For the first time the business unit "VisioCablePro® - Cable Measurement" of iiM AG represented their products at the trade fair Wire South America in São Paulo. The product displays of the cable measurement device VCPX5 and sample cutters ORC 65 and ORC 80 were the first steps in the market of the South American cable industry.



Heiko Freund (left) and Edward Wark represented the iiM AG at the Wire South America in São Paulo, Brazil

The Wire South America is the leading trade fair for the wire and cable industry in South America. From 06/10/2015 until 08/10/2015, exhibition visitors had the opportunity to contact companies focusing on wire and cable production, technologies for process engineering and measuring / control technology. Heiko Freund, Head of Business Unit "Cable measurement engineering", and Edward Wark, Sales Manager of iiM, presented the latest version of the cable measurement device VCPX5, the proven cable cutter ORC65

and the newest device for sample preparation, the ORC80. Booth Visitors showed great interest in the presented products and solutions. During the 3 days of the fair very good contacts with important international and locally based cable manufacturers were made. Despite the difficult economic situation in Brazil, producers are inclined to invest in innovative technologies. Primary objectives are saving material, accurate measurement results and high quality. With the VisioCablePro® - measuring devices the cable industry can be supported very well in these challenging tasks.

The iiM team would like to sincerely thank all visitors as well as the organizer of the German Pavilion, the exhibition Dusseldorf, for a successful week at the Wire South America.

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About iiM AG

iiM AG measurement + engineering provides complete solutions for Machine Vision. For over 15 years iiM AG has been developing and producing industrial measurement engineering for various industry fields such as the cable, wire and solar industry and also for the automotive industry. We are certified by the Global Certificate ISO 9001:2008 and guarantee the highest quality for all of our services and products.

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