

# HF TireTech Group introduces a new co-operation for its Truck Tire Press for the Chinese market

Since its launch in 1998, the RubberTech Shanghai Exhibition has become the largest official exhibition for rubber technology in China. More than 15,000 visitors from 66 countries have since then visited the fair - the high international interest shows the great importance of the exhibition and the market. A visit to the RubberTech China gives an informative overview of market developments and provides the opportunity to develop new networks and cultivate existing contacts.

For the third time the HF TireTech Group was present at the RubberTech China with its own exhibition stand and this year's appearance at the trade fair was rounded off with a lecture on "Technical Perspectives in Tire Manufacturing Machinery" by HF's Lutz Herrmann and Ye Wang.

Furthermore HF has introduced a new co-operation partner:

"Qingdao Doublestar". The co-operation in production and marketing of Truck Tire Presses for the Chinese market was established only 6 months ago and already first objectives and sales successes have been achieved. The purpose of this co-operation is to bring an attractively priced customized Truck Tire Press onto the market, developed with the know-how, technical competence and experience of HF and manufactured and distributed by Qingdao Doublestar. In order to document the budding co-operative partnership between the two companies, a small marketing campaign was jointly carried out: The teams served Chinese beer in German beer steins. The promotion was well received by the predominantly Chinese visitors.

At the RubberTech 2015 visitors will benefit from the logistical proximity of the two companies which at the same time will strengthen and improve their collaboration.



**HF Team at RubberTech Shanghai: L-R: Hauke Paul, Head of Process Engineering Extrusion Technology; Andreas Stoehrmann, Sales Director Curing Presses; Nora Grupe, Marketing Manager; Ye Wang, Project Manager Tire Building Machines; Lutz Herrmann, Head of Sales Tire Building Machines; Uwe Meyer, Head of Sales & Project Management Curing Presses**



**Lutz Herrmann, Head of Sales Tire Building Machines (on right) & Ye Wang, Project Manager Tire Building Machines (centre) before their presentation**



**HF TireTech Group and Qingdao Doublestar handing out beer mugs to the visitors**



**L-R: Lutz Herrmann, Ye Wang, Hauke Paul, and Uwe Meyer**