

Braunform Joins Facebook Community



As one of the earliest mould making industry companies to post a Facebook profile, **Braunform GmbH** shows that it sets a high value on communication via social media. The company's aim in opening a space on the most successful social media platform in Germany is to provide information to customers, business partners and employees at regular intervals. New social media are ideal for making direct contact with customers and establishing new contacts.

Topics posted on Braunform's Facebook wall include general company information, details about meetings and fairs, and job advertisements for professionals and trainees. Impressions of the company's daily business,

along with reports about its projects, will also be communicated through film and other formats.

Responsibility for Braunform's social media activities rests with a project team that will post content regularly, react to feedback and criticism and further develop Internet-based communications. For example, a company channel on YouTube is being created.

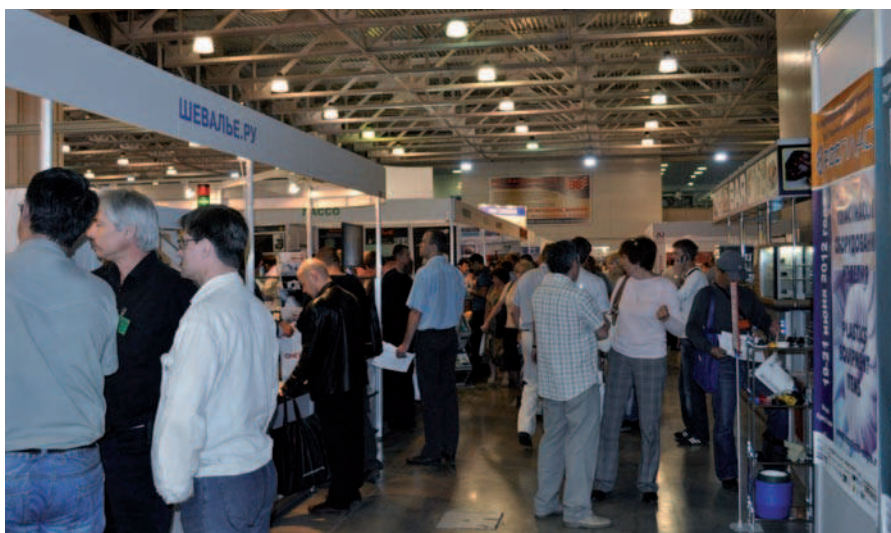
Braunform is a full-service engineering company specializing in the manufacture of custom moulds, tools and rotary worktables.

» **Braunform GmbH**
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Well-Regarded RosMould 2011, Sixth in the Series, Realizes Best Numbers Ever

The 6th international specialized exhibition for moulds, die moulds and stamps, **RosMould 2011**, which took place in June in Moscow, has been adjudged a "remarkable event" for the Russian and worldwide moulds industries. The trade fair, organized by Expo-M-Group and one of the series of globe-spanning exhibitions overseen by DEMAT GmbH, has more than retained its status as a prominent regional demonstration ground for mould and stamp industry innovations; over six years and through a recession, it has successfully attracted many new participants and partners and always-avid audiences.

In 2011, a record 5,604 specialists attended RosMould, 8% of them from outside Russia. The increase from the previous year's total was substantial, and the exhibitors surveyed testified to the generally very high visitor quality. Of the 163 Russian and 86 foreign companies with displays on the



show's more than 6,000 m² of exhibition space, 91% expressed interest in participating in RosMould 2012, which is scheduled for June 19–21, 2012, in the same IEC Crocus Expo facility in Moscow.

Associated with the exhibition was the 6th International Tool Summit, which convened specialists in the

design, technology and manufacture of plastic products. Visitors took a lively interest in the issues discussed, presenting speakers with questions and comments.

» **RosMould 2011**
Moscow, Russia
www.ros mould.com