**igus opens virtual trade show 2020 to introduce more than 100 motion plastics innovations**

In its virtual trade show, igus presents more than 100 plastic innovations and product range additions from all areas of motion plastics. Around 400 square metres in size, the real stand is now open to online visitors and follows the theme ‘Cost down, Life up. It’s our job’. The trade show is part of the digital support given to customers, whereby personal guided tours, 1-to-1 meetings and group meetings on the stand can be arranged.

In its virtual trade show, igus is now showing visitors how high-performance polymers can be used to sustainably increase the service life of moving applications and reduce costs. "When one trade show after the other was cancelled, it quickly became clear to us: we should create our own trade show and share it with the world ", explains Matthew Aldridge, MD of igus UK.

At its factory, igus built a 400 square-metre trade show stand and placed it online at: [www.igus.co.uk/virtualexhibition](http://www.igus.co.uk/virtualexhibition) The stand is now open to visitors. At each demonstration station, visitors can make use of displays, films and texts to immerse themselves into the world of motion plastics - from Single Pair Ethernet (SPE) cables designed for e-chains to lightweight drylin polymer telescopic slide and intelligent smart plastics solutions. Links take the user to more detailed technical information and videos on the website.

The virtual trade show is part of the extensive digital consultation service provided by igus. Anyone wishing to obtain specific, detailed information can make an appointment and, together with a customer consultant, can take a tour of the stations on the virtual trade show stand.

A personal meeting with an igus product expert or industry expert is also possible on the real trade show stand, without the visitor having to leave her/his workplace/home office. With the help of a tablet, the expert guides the visitor over the trade show stand to see new products and watch ‘live’ demonstrations.

For more information about igus, please visit: [www.igus.co.uk](http://www.igus.co.uk/info/n20-strain-wave-gear) or call igus directly on: 01604 677240.

**igus resources:**

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|  | LiveChat with our technical team at [igus.co.uk](http://www.igus.co.uk) |
| social icons | Follow us at [twitter.com/igusUK](https://twitter.com/igusUK) |
| Icon for web | Watch our videos at [igus.co.uk/YouTube](https://www.youtube.com/igusuk) |
| social icons | Connect to us at [igus.co.uk/Facebook](https://www.facebook.com/igus.co.uk) |
| blogger logo | Read our blog at [blog.igus.co.uk](https://blog.igus.co.uk) |

**About igus:**

Based in Northampton in the UK and with global headquarters in Cologne, Germany, igus is a leading international manufacturer of energy chain systems and polymer plain bearings. The family-run company is represented in 35 countries and employs 4,150 people around the world. In 2019, igus generated a turnover of 764 million euros with motion plastics, plastic components for moving applications.

With plastic bearing experience since 1964, cable carrier experience since 1971 and continuous-flex cable experience since 1989, igus provides the right solution based on 100,000 products available from stock, with between 1,500 and 2,500 new product introductions each year. igus operates the largest test laboratories and factories in its sector to offer customers quick turnaround times on innovative products and solutions tailored to their needs.

The terms igus, Apiro, chainflex, CFRIP, conprotect, CTD, drylin, dry-tech, dryspin, easy chain, e-chain, e-chain systems, e-ketten, e-kettensysteme, e-skin, flizz, ibow, igear, iglidur, igubal, kineKIT, manus, motion plastics, pikchain, plastics for longer life, readychain, readycable, ReBeL, speedigus, triflex, robolink, and xiros are protected by trademark laws in the Federal Republic of Germany and internationally, where applicable.

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