

MARANGONI'S "HARD WORKERS" CONQUER BIRMINGHAM.

Marangoni Industrial Tyres presented its range of products and services at IMHX 2016, the largest English logistics trade fair held at the NEC in Birmingham on 13-16 September.

Rovereto (TN) - The Marangoni Group, represented by its Industrial Tyres business unit, exhibited at IMHX 2016, the international trade show dedicated to the logistics industry which is held every three years in England. Over 450 exhibitors showcasing their best products and services dedicated to distribution professionals gathered at the NEC (National Exhibition Centre) in Birmingham, from 13-16 September 2016.

IMHX is the largest event of its kind and is a well-regarded meeting point for all those organizations involved in the handling and transportation of goods where they can find solutions for their activity and develop new ones. The "Hard workers", as Marangoni industrial tyres are defined in the new global communications campaign, have attracted the attention of new business partners and consolidated their position with those who have already had a chance to learn about their quality and potential.

Exhibiting at IMHX 2016 was critical for the Marangoni Group to pursue further growth in the British market and areas of influence. Lorenzo Stringari, Industrial Tyre Business Unit Sales Director commented: *"We are very satisfied with our participation in IMHX. We confirmed our interest in the British market and it was also an opportunity to present our products and services, to meet with our partners in person, and create new business opportunities. In particular, we noted significant interest in the new [Eltor Evo](#) range"*.

There are many and very diverse challenges in logistics. In order to succeed, you need the right products and most efficient services. The next edition of IMHX Birmingham is scheduled for 24 to 27 September 2019 and Marangoni's "Hard workers", including the entire **Eltor** range of solid tyres for forklifts, are ready at the starting line.

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