

Motek 2011 – great success for easy drive®

Right on schedule for MOTEK 2011 – the leading trade fair for assembly, handling equipment and automation – the BELTING GROUP GmbH successfully presented the latest standard in timing belt technology. In terms of product presentation, information and personal technical discussions with the **easy drive®** team, the concept came off perfectly: a surprisingly large number of visitors and valuable interested parties were at last able to see **easy drive®** operating live and were able to clearly appreciate the advantages of the product. The large number and high quality of licence enquiries made soon after the exhibition say a lot for the **easy drive®** system.

The clearly visible, orange and individually outlined trade fair booth was a real eye-catcher in Hall 3, and could hardly be missed. Memorable and with a high recall value: the combination of the high-quality **easy drive®** product images with the attractive female face. Visitors to the exhibition could immediately recognise the consistent advertising style from the invitation, the advertising material at the exhibition itself and on the stand – consistent, appropriate and valuable product presentation packed with information as well as the technical datasheets and the unique online configuration tool.

You will find all pictures about Motek 2011 under www.easydrive.info/pr/#pictures

Lasting enthusiasm for the **easy drive®** system: The **easy drive®** ring engages accurately in the toothed pulley. As a result it reliably ensures that the timing belt, which has a corresponding groove moves along the guide ring backlash. **easy drive®** can replace any conventional guide system. In many cases it offers significantly improved precision (over flanged pulleys, v-guide) and above all, greater reliability. And one more plus factor: the extremely attractive price-performance ratio of the new **easy drive®** system.

The working principle is shown very clearly in our product film: www.easydrive.info/produkt

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