



## **DRUPA 2024: a must-attend event for "Germany's oldest start-up"**

As is well known in the paper industry, drupa is the world's leading trade fair for the printing and graphics industry and has been held in Düsseldorf every four years since 1951. Due to Corona, the last trade fair was already 8 years ago. For Fjord Paper Flensburg GmbH (logo addition: since 1696) it was the first time to present itself with a stand to potential customers and partners from all over the world.

### ***The preparation - a little bit of magic?***

Some organisations need 12 months or longer, but our company only had six months to prepare for this event. This period included the scope and design of the 43 square metre stand in Hall 4, as well as setting up the crew and manning the stand, planning and coordinating hotel bookings, providing give-aways, etc. It wasn't magic, you may think, and that this is not rocket science, but a little bit of magic was involved in view of the size of this important trade fair. By the way: Who awards the prize for the best magician of the year again?

### ***The "Said to be dead" live longer or Phoenix and the ashes***

From the first to the last day, our company was very well received by interested parties from all walks of life at our stand: from valued existing customers to high-tech companies, printers, finishers, experts from the printing industry, raw material suppliers, packaging manufacturers and even the German Federal Police and one of the largest online mail order companies from the Far East, all those present were curious about the portfolio of Fjord Paper Flensburg GmbH.

Statements such as "It's great that you exist (again) and that we've found you here!", "The new company name sounds really good, how did you come up with it?" and "Yes, these are exactly the products we need!" filled us with joy.



***Deployment under "difficult conditions" - all beginnings and all that.***

Fun fact but almost a BUKSi (almost accident, critical situation): not only did our small but competent crew answer all the questions of the numerous interested parties expertly for 11 days in a row, held talks and appointments at international level, exchanged business cards and expertly prepared visit reports, but they also had to improvise in one or two situations: There was a challenge or two with some of the wall elements of the exhibition stand, which came loose as if by magic and one of them fell on the foot of a member of the stand staff. Taken with humour and the problem quickly reported to the manufacturer, the trade fair was able to continue without any further incidents.

To summarise, it makes us proud to have been part of it, "with favour from the trade!" Now we have to keep at it, work on the considerable number of contacts, continuously develop solutions for our future customers and implement them together.

Flensburg, June 2024