

## Press Release n°6

### Still one month left to register at special rates for INTRALOGISTICA ITALIA

*Milan, 28th February 2017* – It is not long to the expiry date of the EARLY BIRD rate, which allows participants to register for INTRALOGISTICA ITALIA 2018 at particularly interesting costs.

**Companies that register by March 31st 2017 will not only avail of excellent discounts, but will also have priority in the assigning of stand position.**

Dedicated to the most innovative solutions and integrated systems for material handling, warehouse management, material storage and picking, the next edition of INTRALOGISTICA ITALIA will take place inside a new exhibition event "The Innovation Alliance", which unites five fairs devoted to the same number of capital goods sectors. Ipack Ima Srl, part of the organization of INTRALOGISTICA ITALIA 2018 is one of these tradeshows.

The second edition of INTRALOGISTICA ITALIA, organized by HANNOVER FAIRS INTERNATIONAL GMBH, the Italian branch of Deutsche Messe AG and part of the international network CeMAT, **will be held from May 29 to June 1, 2018, in the pavilions of Fiera Milano-Rho.**

The continuously enriched offer of mechanical and digital technology, used for connectivity, communication and automation in industrial processes has contributed to positioning intralogistics and warehouses at the centre of manufacturing operations and the rich fabric of interconnections offered by the opportunities in Industry 4.0.

The internal logistics sector has thus taken on a crucial role and INTRALOGISTICA ITALIA has already begun accepting registration of companies specialised in design and manufacturing of integrated supply chain systems, manufacturers of logistics, warehousing and handling systems components. These companies loyal to the event include TELLURE RÔTA SPA.

## Over to the exhibitors

Many companies, after taking part in the first edition in 2015, are looking forward to presenting their products and solutions at INTRALOGISTICA ITALIA 2018.

The exhibitors who have re-confirmed their attendance include TELLURE RÔTA SPA, an Italian company that has been designing and producing wheels and support structures for industrial, civil and domestic use since 1953 at its manufacturing facility located in Formigine in the province of Modena, and in Brazil at its production plant in San Paolo for the South-American market.

We interviewed Sauro Bizzi - Sales Manager Italy at TELLURE RÔTA SPA who introduced the company: *"Tellure Rôta today has over 2,000 clients in more than 70 countries, thanks to the professionalism of its 170 employees, who work in manufacturing facilities of 15,000 sq.m. The Tellure Rôta TR Lab (Test and Research Laboratory) team, working with their clients, study personalised solutions in materials, sizes and constructive solutions to respond to specific needs in the best manner possible."*

Bizzi continued, describing the elements that convinced TELLURE RÔTA SPA to confirm its attendance at INTRALOGISTICA ITALIA 2018. "During the first edition of INTRALOGISTICA ITALIA, in 2015, and also thanks to its simultaneous occurrence with Ipack-Ima, we had the chance to present our most innovative solutions in TR-Roll elastic polyurethane. **Italy was missing an exhibition that dealt with internal materials logistics, which represents the real focus of a company like ours. Thanks to INTRALOGISTICA ITALIA this void has been filled.**"

INTRALOGISTICA ITALIA is positioned on The Innovation Alliance platform and in this regard Sauro Bizzi stated, "We see **important advantages in this synergy between five different representatives of excellence in tradeshows, which allows visitors to optimise time and costs.** Furthermore, for a company like ours, which proposes solutions destined to a variety of areas, the opportunity **to exhibit in a multi-sector context is particularly interesting**".

The complete version of the exclusive interview with Sauro Bizzi is available on the INTRALOGISTICA ITALIA website [here](#).

With Industry 4.0 the industry is in the midst of a revolution and INTRALOGISTICA ITALIA 2018 will be an architect of these changes,



presenting the most innovative solutions in the sector. Visitors to the exhibitors stands and participants in conferences will see demonstrations of intelligent systems, capable of operating in networks, the "Internet of things", automation of logistic processes, driverless transport and robotic intralogistics processes. Even Augmented Reality technology and wide margin optimization, provided by the adoption of intelligent glasses in the order picking process, are part of the many innovative ideas that will be showcased in the review.

Photo captions:

- 1 - Sauro Bizzi Sales Manager Italy Tellure Rôta SpA
- 2 - The Tellure Rôta manufacturing plant
- 3 - Tellure Rôta laboratories

Notes

\* **INTRALOGISTICA ITALIA** is part of *The Innovation Alliance*, at Fiera Milano from May 29th to June 1st 2018.

*Together for the first time, IPACK-IMA, MEAT-TECH, PLAST, PRINT4ALL and INTRALOGISTICA ITALIA will offer operators in all industrial sectors a showcase for Italian and international technological excellence from different production worlds interconnected by a strong supply chain logic. A complete range of services and solutions, from processing to packaging, from plastic and rubber processing to industrial printing and commercial and graphic personalization of packaging and labels, to the movement and storage of consumer-ready goods.*

For further information:

Martino Lorusso - INTRALOGISTICA ITALIA Press Office  
press@intralogistica-italia.com - T. + 39 331 4952947  
HANNOVER FAIRS INTERNATIONAL GMBH  
Via Paleocapa, 1 - 20122 Milano

