



Vittorio Veneto, 11th April 2014

Mosbuild 2014: a great success for Silca both in terms of visitors and results achieved.

Silca participated in Mosbuild, one of the first five fairs worldwide in the construction field, which took place last 1st to 4th April in Moscow.

The real protagonists of the event were the numerous visitors and customers who showed keen interest and curiosity towards the key cutting machines presented by Silca together with a wide variety of new keys. The company recreated in its stand a real key duplication centre: thanks to Silca Point, its latest piece of furniture dedicated to the key cutting business, Silca designed a comfortable and aesthetically eye-catching working space, the authentic "dream" of any key duplication specialist.

Customers and visitors could also use all the exhibited key cutting machines and test on their own their precision, comfort, ease of use and versatility. Particularly appreciated were: Easy, Duo Plus, Matrix Pro, Bravo Professional and Omnia among the mechanical key cutting machines; Idea, Triax Quattro and Futura among the electronic.

Rich and innovative was also the range of keys presented: flat and dimple keys, more and more demanded in emerging markets such as the Russian one, but also automotive keys, with the innovative Flip and Look A-like series that have already proved incredibly successful all over the world.

Also Silca's transponder devices, RW4 Plus in particular, gained interest and praise from the visitors, who requested to personally try them. Among the products offered in the automotive sector, GTI, the first worldwide multifunctional glass transponder launched by Silca several months ago, did not fail to surprise and draw the attention of the Russian visitors, who could see with their own eyes for the very first time this exclusive and cutting-edge technology.

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