**FURNICA AND SOFAB - THEME SHOWROOMS AT DREMA 2020!**

**Together for the development of the industry - this is how to briefly describe the most important meeting dedicated to specialists associated with the wood and furniture industry, DREMA 2020. This September edition of the fair is going to be unique - DREMA, Furnica and Sofab join forces to create a comprehensive event tailored to market expectations.**

“The FURNICA Exhibition of Components for Furniture Production and SOFAB Exhibition of Upholstery Fabrics and Components for Upholstered Furniture, which have been independent events so far, will become an integral part of DREMA from the current edition of 2020, thus providing participants with a holistic presentation of technological solutions for the wood and furniture industry (from raw materials, materials and components to high-tech machinery and equipment for furniture production),” emphasizes Andrzej Półrolniczak, DREMA Director. “The organization of the showrooms under the **DREMA International Trade Fair of Machines, Tools and Components for the Wood and Furniture Industries** - the largest and most important exhibition for the wood and furniture sector in Poland and Central and Eastern Europe - allows you to showcase your products and present the latest trends concerning furniture production to an international audience. Let me encourage you to visit the impressive exhibition, which will be held on the premises of the Poznań International Fair from 1**5 to 18 September 2020**,” adds Półrolniczak.

**The new is coming**

The market is still sending out signals about the economic slowdown, which translates into actions taken by furniture companies. At present, it is important to invest in technological progress to save raw materials, minimize labor and energy costs. Apart from robotization and automation of production, putting emphasis on design and functionality should drive the development of Polish furniture companies. In order for Polish furniture manufacturers to achieve higher profitability, their products must stand out in a competitive market, which is becoming ever more global. This is also connected with changes in the structure of events organized by the Poznań Fair for the wood and furniture industries. The theme of DREMA 2020 is based on three main pillars: machines, tools and equipment for the wood and furniture industry, components and decors for furniture production and components for the upholstered furniture. In order to maintain our strong market position, we focus on dynamic development of the exhibition and new items:

* new technologies, increasing work comfort, productivity and manufacturing flexibility
* maintaining profitability and adapting company strategies to market changes
* optimization of production processes and use of raw materials and energy-saving technologies
* sales channels, logistics, transport, white gloves delivery (transport and comprehensive service including assembly of furniture or removal of old equipment)
* Drema Design - modern design, manufacturing techniques and items made of wood and wood-based materials
* Trend Forum - the latest solutions in the area of components, decors, upholstery fabrics and raw materials, inspirations for designers
* eco-design and sustainable production, promotion of wood
* live factories: Drema for Kids, Innovative Kitchen, Upholstery 4.0

**Make-it-easier solutions for exhibitors**

“From 15 to 18 September 2020 Poznań will host the **DREMA International Trade Fair of Machines, Tools and Components for the Wood and Furniture Industries**, a single, globally recognized brand with a new name, where we will shape the future together with market leaders and reputable brands. The advantage of DREMA is that the trade fair partners are demonstrating machines and technological lines in operation, thus facilitating the selection of the best solutions for wood and furniture plants. Trying to make it as convenient as possible for our exhibitors, as part of DREMA 2020, we offer special conditions for companies organizing machine demonstrations in their exhibition space. These include discounts for participation in the DREMA and DREMASILESIA fairs, for electricity, for the suspension of dust extraction systems, lighting, etc., and a free-of-charge extension of the pre-exhibition assembly period. It is worth noting that we have also introduced a new deadline for registrations - the best prices are valid until 28 February 2020,” convinces Półrolniczak.

**DREMA International Trade Fair of Machines, Tools and Components for the Wood and Furniture Industries, 15-18 September 2020, Poznań International Fair - feel invited!**

For more information go to [www.drema.pl](http://www.drema.pl)

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