

PRESS RELEASE

Silberform at the IAA 2019

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"We want to be the number one in the presentation of innovations"

Stuttgart / Frankfurt. Fair experience of the future: At this year's International Motor Show (IAA) in Frankfurt, the Silberform Group from Stuttgart will be demonstrating its competence as a full-service hub in the field of "Design – Exhibits – Fair appearance" for all companies who want to present their products at international fairs. To be successful, you need to show the customer a perfect design, convincing exhibits and a successful appearance. As a partner of automobile manufacturers, Silberform has years of experience in this area. Especially when it comes to the worldwide marketing of innovations at trade fairs, the company can help with a comprehensive service package.

"How does one present innovations in a modern and up to date way, but above all successfully? We empower our customers – from the conception of the idea through model making, such as show cars, to the implementation of the trade fair presence on site," says Jürgen Müller, CEO of Silberform. "With this competence, we want to establish ourselves as the number one point of contact for the presentation of innovations."

Silberform supports the entire design development process – physically and digitally. The spectrum of services ranges from concept design to digital styling, securing and producing the exhibits and models to animations, storytelling, marketing images, logistics and on-site service for showcars at trade fairs.

The company relies on the latest software and hardware solutions. These include virtual and augmented reality, appropriate eyewear and tablets. The efficient use of modern technology and the expertise allow professional performances at affordable prices.

Silberform works primarily for companies in the automotive industry, but also for the air and space industry as well as the medical technology industry.

The Silberform Group with its subsidiaries sees itself as a design and development service provider operating discreetly in the background. Silberform develops and manufactures prototypes, showcars and special vehicles as well as innovative components for series production. In addition to the development of software and convenient operating concepts at the interface between man and machine (HMI), electromobility and charging technology also play an important role. "Silberform combines traditional craftsmanship with state-of-the-art digital development and production methods," says CEO Jürgen Müller.

Silberform

GROUP

Silberform was founded in 2010 as a public company and has since evolved into a specialized group of nine companies with various focal points. The group is located in Renningen. There, the work on complex projects takes place under one roof, on more than 10,000 square meters with workshops, design and presentation areas and with the strictest secrecy measures. In addition, Silberform has locations in Wolfsburg as well as in the Polish city of Cracow and in Cary (USA). In 2018, the company generated 22 million euros in sales. Around 200 people work for Silberform at the moment.

CONTACT PERSON

Jürgen Müller

Silberform-Gruppe
Industriestraße 10
71272 Renningen

T: +49 7159 1630 0
presse@silberform.eu

