



TR Fastenings exhibits at the Advanced Engineering Show in Sweden



19th & 20th April 2023, Prioritet Serneke Arena, Gothenburg, Stand K:10

The internationally regarded Advanced Engineering show returned to Sweden in April, and TR Fastenings Ltd (TR), part of the Trifast plc group of companies, was delighted to be making a return visit. This year the show was held in Gothenburg where TR engineers are based. The Advanced Engineering Show represented a unique opportunity for TR to meet representatives from across the industry spectrum, and over those two days it proved to be very worthwhile.

TR's Technical and Innovation Centre is based in the Lindholmen Science Park in Gothenburg, which is home to representatives of major industries, including automotive and communications. TR's presence in the area enables collaboration with key customers and to have an involvement in development projects.

The venue was in the impressive Prioritet Serneke Arena, a multi-use complex in the city's Kviberg district. The TR Fastenings team was joined by the KTH Formula Student Team who showcased their concept car alongside their creative students. The car created a great deal of interest and enabled our engineers to have some interesting technical discussions. It was good to re-establish face to face contact with existing customers and to also meet some interesting new potential customers looking for technical and innovative support. There was a key focus on the environmental benefits and development of products, allied to the design and supply of specific materials and components especially for the EV sector.

Niklas Andersson, Operations Manager for TR Sweden, says; *"We were delighted to attend the show again, and very pleased with the quantity and*

quality of the visitors that took time to visit our stand. We are already seeing the benefits of these discussions, as visitors got a better perspective on our supply capability and willingness to assist in new and challenging developments in EV."

TR has established three global Technical and Innovation Centres; Birmingham in the UK, Gothenburg in Sweden and South Carolina in the USA.

