



TR Fastenings joins high calibre of 2022 Expo sponsors

Established in 1973, TR Fastenings is the trading business of Trifast plc, and is a global specialist in the design, engineering, manufacture and distribution of a comprehensive range of high-quality industrial fastenings and assembly products primarily for the Automotive, Electronic and Technology, Domestic Appliance, Distributors and Industrial Sectors. Own brand products include rivet bushes, self-clinch fasteners, screws for plastic, blind rivet nuts, self-locking nuts, security fasteners, plastic fasteners, cable management products and our new range of enclosure hardware.

TR Fastenings has been a member and supporter of the NEAA since its inception and has sponsored the North East Automotive Expo for a number of years. In 2022 the company has come onboard as a Partner Sponsor.

Chris Black, Director of Automotive New Business Development at TR Fastenings said: *"We are very pleased once again to be able to support and participate in an NEAA event. Their proactivity in bringing people together, with interesting topics and agendas is always an event that we benefit from. We are looking forward to attending."*

Paul Butler CEO at the NEAA said: *"We have worked closely with TR Fastenings since 2015 when the NEAA was first set up. As an active member they support initiatives and maximise the benefits of working together as a regional cluster. I'm delighted TR Fastenings are once again a key*

You're invited!



29th September 2022
Beacon of Light, Sunderland

**Stand
B36**



sponsor at the Expo, and we hope this year's event is as fruitful for them as it has been in previous years."

TR has recently launched new interactive 3D animations which help to make its products and installation methods easier to understand for buyers and design engineers, as well as being a beneficial training and educational tool. These real-time technical animations expertly demonstrate products, processes and concepts, which can often be complex and hard to visualise.

Produced by TR's in-house visualisation team 3D models have been created following collaboration with their technical and design Teams.

TR is able to show an entire installation process, end to end. What can often be difficult to explain is now much clearer and easier to understand using visual representation of the part in situ. TR's installation animations are an ingenious way to demonstrate a virtual assembly and sub assembly in a simple way.

In May 2022, TR launched its new website www.trfastenings.com, which consolidated its previous investor site and corporate site into one digital front door for the group. It now includes a host of new features and enriched content, including a personalised user area, which helps to create a new experience for TR's customers and partners. In particular the electric vehicle charging units and set top box animations are leading edge.

