



# Press Information

New: Osborn LONGLIFE Cup Brush

February 2014

## Osborn at Fair „Eisenwarenmesse“ in Cologne

**Osborn takes part in the hardware fair „Eisenwarenmesse“ in Cologne from March 9<sup>th</sup>-12<sup>th</sup>. Tools and solutions for surface finishing and their ideal presentation at the POS are at the center of Osborn's exhibition. Highlight is the new Osborn LONGLIFE Cup Brush. The brush with innovative, long-lasting filaments will have its premiere at the fair.**

Osborn shows interested dealers who they can present themselves ideally at the POS by help of intelligent packaging designs. Since today's customers want to have additional information on the application of the product, the usage of additional media at the POS is not a luxury item anymore, but necessary. Osborn for example shows tips & tricks on brushing, polishing and satinizing via web. Sales person and end user can both easily access the information. An overview on possibilities and POS concepts is presented by Osborn staff directly at the booth.

Osborn also presents a couple of new products at the fair. Highlight is the new cup brush with innovative "LONGLIFE" steel wire, uniting the features of crimped and knotted wire. The brush has a significantly higher service life than comparable brushes with conventional steel wire and by this also clearly minimizing the risk of wire breakage. The brush is best at descaling jobs and the result is a fine, satinized surface finish. Just like 700 other products from the Osborn-assortment, the brush is certified by the German safety association TÜV-Süd.

The Osborn booth is located in Hall 10.2, H061/069.

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