

FOR IMMEDIATE RELEASE

## ISA Technology introduces new and improved products from Germany at wire Southeast ASIA 2011

**29 JUNE 2011** - Singapore-based ISA Technology, the official distributor for Uhing Germany, will once again showcase at wire Southeast ASIA 2011. Specializing in high quality traversal drives and clamping solutions used in the wire and cable industries, visitors to the exhibition can expect to see new application possibilities, the latest hands-on solutions for the wire winding industry, and innovative inspection solutions including ergonomic microscopes and video borescopes for pipe inspections.

As a special highlight ISA Technology will introduce their new and improved RGK Rolling Ring Drives from Uhing Germany. The new and improved RGK come in two sizes and are manufactured with a specially developed plastic that can potentially be more long-lasting than aluminum, thus filling a gap in the market and presents a viable new option for the industry.

According to its business development manager, Mr Cher Sao Han, this enhancement of the RGK by using plastic aims to remove the stigma that metals are more durable, and will appeal to the cost conscious Asian market without compromising on quality and reliability. "Customers can always rest assured from the knowledge that till this day, all Uhing products are assembled by hand in Germany. Reducing your downtime means increasing your output", added Cher.

With a presence in Asia spanning more than 20 years, the rapid market development and potential for wire and cable industries in Asia bodes well for companies like ISA Technology. Participating in specialized trade exhibitions such as wire Southeast Asia is important for the company who believes in identifying key emerging markets especially in Asia at their early stages. Cher said industries most related to infrastructure growth will benefit the most particularly countries like Thailand, Malaysia and Singapore with an increasing demand for consumer products like technological gadgets that boost consumption.

"Taking part in relevant trade shows is essential, not only to introduce new developments and enhance branding but also to understand and communicate with different industries in the regional markets," he said.

"It is highly important for ISA Technology to be a part of the biggest show in this region for the wire and cable industry. It gives us an invaluable opportunity to meet prospective customers and showcase our product range. Relationships with existing customers can also be strengthened through face to face discussions which are much more personal than simply sending emails."



INTERNATIONAL  
WIRE & CABLE TRADE FAIR  
FOR SOUTHEAST ASIA

[www.wire-southeastasia.com](http://www.wire-southeastasia.com)



INTERNATIONAL  
TUBE & PIPE TRADE FAIR  
FOR SOUTHEAST ASIA

[www.tube-southeastasia.com](http://www.tube-southeastasia.com)

**13-15 Sept 2011**

Bangkok International Trade  
& Exhibition Centre (BITEC)  
Bangkok, Thailand



Messe  
Düsseldorf  
Asia

Messe Düsseldorf Asia Pte Ltd  
3 HarbourFront Place #09-02  
HarbourFront Tower Two  
Singapore 099254

Tel: (65) 6332 9620  
Fax: (65) 6337 4633  
(65) 6332 9655

[wire@mda.com.sg](mailto:wire@mda.com.sg)  
[tube@mda.com.sg](mailto:tube@mda.com.sg)  
[www.messe-duesseldorf.de/MDA](http://www.messe-duesseldorf.de/MDA)

According to Cher, Asian markets have the urgent need and increasing appetite for advanced information communications infrastructure that allows customers to maximize connectivity at a cheaper, faster and better way. As an example he states Internet data plans that allow downloading a maximum on information, in the fastest time, at the cheapest rate and without any downtime. Hence the demand of fibre optic broadband cables is on a steady rise; “excitingly, this is just one slice of the pie, said Cher”.

Held concurrently with Tube Southeast ASIA from 13 to 15 September 2011, wire Southeast Asia 2011 will take place at the Bangkok International Trade Exhibition Center (BITEC).

For more information on **wire Southeast ASIA / Tube Southeast ASIA 2011** please log on to:  
[www.wire-southeastasia](http://www.wire-southeastasia.com) / [www.tube-southeastasia.com](http://www.tube-southeastasia.com)

### **About wire and Tube Southeast ASIA 2011**

Driven by the world-renowned wire and Tube shows organized by Messe Düsseldorf and held in Germany, wire and Tube Southeast ASIA 2011 is organized by Messe Düsseldorf Asia for the third time in Thailand.

This year’s exhibition will see more than 300 international market leaders from the wire, cable, tube and pipe industries, including national pavilions and groups from Austria, China, Germany, Italy, Taiwan, USA, United Kingdom and more.

**Press contact:**

Zarina Ann Muhammad | Ariane Seifert  
Tel: (65) 6332 9624 | 6332 9652  
E-mail: [zarina@mda.com.sg](mailto:zarina@mda.com.sg) | [ariane@mda.com.sg](mailto:ariane@mda.com.sg)

**Exhibitor contact:**

Beatrice J Ho  
Tel: (65) 6332 9642  
E-mail: [beatrice@mda.com.sg](mailto:beatrice@mda.com.sg)