

Essen, 28 August 2017

From newcomer to global player:

SCHWEISSEN & SCHNEIDEN

Exhibitor Novus air ensures good air quality

Own stand at the world's leading trade fair after participating as one of the "innovative young companies" in 2013.

Four years ago, what was then called Novus Verfahrenstechnik GmbH was represented on the joint stand for innovative young companies at the world's leading trade fair SCHWEISSEN & SCHNEIDEN (*WELDING & CUTTING*). From 25th to 29th September 2017 the company, which is now called Novus air, will present itself as a specialist in the area of suction and dust-extraction systems at this year's trade fair on its own stand, with a new image and innovations. The filter towers developed by Novus, which were new to the market in 2013, have since established themselves across different industries and beyond the borders of Germany. Participation in the sponsored joint stand at SCHWEISSEN & SCHNEIDEN evidently proved to be a successful milestone in the company's own marketing strategy. Over 500 systems delivered worldwide today ensure that customers have good air. Novus air is the market leader in the area of filter towers. The current market situation is good. A newcomer at the time, the company today has partners in Europe, India, South Africa and most recently the USA. Young companies and inventors with innovative ideas or product solutions who want to be noticed in the marketplace should be encouraged by Novus air's story and exhibit on the joint stand. "We met future customers and partners at the trade fair," says Yvonne Drabner, shareholder in Novus air.

"Because of our competency in industrial air filtration and heat recovery we raise the efficiency of companies worldwide, uncover new potential for cost reductions and protect the environment," continues Drabner. An increasing number of customers, from large corporations to medium-sized businesses, have recognised this.

From the end of 2013, the business has well and truly delivered for the company. "We have had to overcome some difficult times since then as well. But we used



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MESSE ESSEN GmbH
Messehaus West Norbertstraße
Postfach 100165
45001 Essen | Germany
Presse-Kontakt | Press Contact

Marion Tarasberg
Tel. + 49 (0)201 72 44-432
marion.tarasberg@messe-essen.de

Presse-Assistenz | Press Assistance
Claudia Brügger
Tel. + 49 (0)201 72 44-244
Fax + 49 (0)201 72 44-249
presse@messe-essen.de

Press Photo Service
Press Photo Service
Rainer Schimm
Tel. + 49 (0)201 72 44-247
rainer.schimm@messe-essen.de



Cooperation Partner
Cooperation Partner
DVS – Deutscher Verband für
Schweißen
und verwandte Verfahren e. V.
DVS – German Welding Society
Aachener Straße 172
40223 Düsseldorf
Germany
Tel. + 49 (0)211 1591-0
Fax + 49 (0)211 1591-200
info@dvs-hg.de

www.messe-essen.de
www.schweissen-schneiden.com

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INFORMATION

these successfully to refocus ourselves, and to concentrate on what we are really good at.” The company’s philosophy demands clear customer focus in research and development. “To achieve good air quality for employees in a working environment with high emission levels is our goal. With our own production facilities at company headquarters in Saxony, and a network of universities and institutes, we are developing the necessary sustainable air technology to do this,” explains Jani Mäkelä, Chief Engineer and Managing Director of Novus air.

Recognising a gap in the market

This product solution has filled a gap in the market, because a major opportunity arises particularly when buildings are being refurbished: a fixed installation requires pipes which would either be impossible to install retrospectively, or very expensive. A filter tower, on the other hand, is flexible and can be adapted to the requirements of the customer. The company defines itself as a full-service provider, including development. “We respond to all the demands which an industry or a special noxious substance places on us, and create products for a world of tomorrow worth living in,” says Mäkelä, who studied international production engineering in Dresden. The Finnish-born engineer and his team have already developed precise solutions to suit many different industries and companies of all sizes. For welding workstations there are of course limit values for dangerous alveolar dust (A-dust). The law on this was tightened in 2014. There is a transition period until 31 December 2018. Novus air has created a solution for extraction without explosion risk with its “zero atex deduster” to meet the tighter ATEX regulations (2014/34/EU). The company will exhibit from 25th September at the world’s leading trade fair in the “Safety at work” themed area in Hall 11, stand 11B40.

Further information is available at www.schweissen-schneiden.com and in [Exhibitor profile Novus air](#)



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