

PRESS RELEASE

Spanish Tanners presence increases at APLF 2010

A total of fourteen Spanish Tanners companies, one chemical company and two footwear components companies will be present at the latest edition of Asia Pacific Leather Fair – Materials, Manufacturing & Technology 2010 which has become the international platform for companies that wish to consolidate their business in the Asia Pacific markets or those that wish to prospect new potential markets.

With just under 210 square meters, the Spanish Pavilion will be located in Hall 1E and will be represented by the following companies: -

ACEXPIEL/AEC – SPANISH TANNERS AND FOOTWEAR COMPONENTS INFORMATION
STAND
ALFA TENERIAS
INCUSA
INPELSA
LEDEXPORT GROUP
MC CLOLS
MORERA PELL
PROYECTO FONTANELLAS Y MARTI
RIBA GUIXA
SERPELSA FURS
TENERIAS OMEGA
VERDEVELENO
VIDAL BOSCH
AMERICAN SUPPLY
PIES CUADRADOS LEATHER
TIMBRADOS RUBIO
PLAGINSA
QUIMSER

The different companies will be exhibiting a wide array of articles and presenting their latest collections, some of them designed specially for the Asia Pacific market. It goes without saying that the Spanish leathers are recognised and appreciated worldwide for the quality, design and innovation, placing the Spanish industry in the forefront of international markets.

The Spanish companies will also be taking advantage of this international event to present their new modular stands. The new stands emphasise the close relationship between leather and fashion. Based upon the standard modular booths, the objective of the new stands is to increase the presence of the Spanish Pavilion within the fair through an attractive colour scheme and a new leather display which placed on the external walls will exhibit a selection of the latest collection.

The information booth will also become a small trend booth, displaying a selection of leather belonging to the different participating companies. After various years with the same design, the association needed to carry out small changes to adapt the modular stands so that they transmit the attributes that the Spanish Tanners are well known for, but with a higher design component in order to transmit a closer association with the fashion industry.

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