



COMERIO ERCOLE

MECHANICAL CONSTRUCTIONS SINCE 1885 ITALY



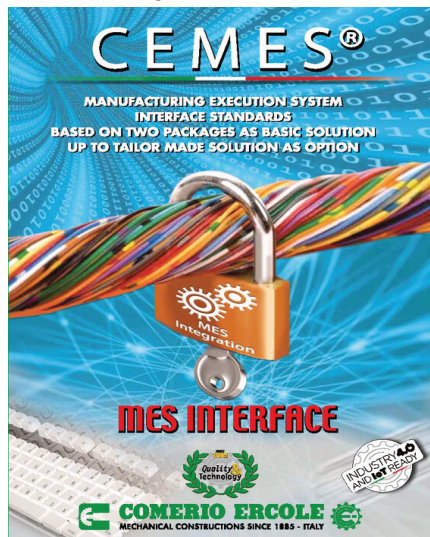
Tire Technology virtual live.

La prima edizione in live stream del Tire Technology.

Nel mese di Giugno si è svolta la prima edizione in live stream del Tire Technology, la fiera più importante per quanto riguarda il settore della Gomma.

COMERIO ERCOLE è orgogliosa di aver preso parte alla manifestazione sia come silver sponsor sia come partecipante. Il nostro relatore, l'ingegner Alberto Viganò, ha presentato in live stream la soluzione tecnica sviluppata dal team della COMERIO ERCOLE, per la completa integrazione di una linea di calandratura per la gomma ad un nuovo sistema MES.

La recente pandemia mondiale ha imposto uno sviluppo e una rivoluzione per quanto riguarda il mondo delle fiere; COMERIO ERCOLE, come sempre, ha saputo adattarsi di conseguenza, usando le nuove metodologie di comunicazione globale.



Tire technology virtual live

The first live stream edition of Tire Technology.

The first live stream edition of Tire Technology, the most important fair in the rubber processing sector, took place in the first half of June. The event consisted of two weeks of streaming with morning and afternoon sessions. Each session was divided into one-hour shifts featuring a pre-recorded presentation that was broadcast to viewers. Viewers could interact with the presenter by asking him questions about what they were watching in real time via a private or public chat.

At the end of these two weeks, there was also a space where all the speakers were streaming together ready to answer further questions.

The platform, on which this edition of Tire Technology was organized, also allowed direct contact with both the companies promoting the event and the companies of the speakers, to establish any commercial relationships.

COMERIO ERCOLE is proud to have taken part in it both as a silver sponsor and as a participant. Our speaker, engineer Alberto Viganò, presented in live stream the process developed by the COMERIO ERCOLE team with the intention of fully integrating a rubber calendering line to the new system MES.

The pandemic has imposed a development and a revolution in the world of fairs. COMERIO ERCOLE, as always, has been able to adapt accordingly, using the new global communication methodologies.

What was never considered possible is now possible!



Orgogliosi di aver ospitato Lunedì 28 Giugno il direttore generale di Confindustria Dr.sa Avv. Francesca Mariotti, durante la cerimonia di inaugurazione dell'espansione del nostro laboratorio di mescolazione e calandratura Industria 4.0, sempre più specializzato nello sviluppo di innovativi dispositivi interconnessi digitalmente.

Proud to have hosted on Monday June 28th. the general manager of Confindustria Dr. Law. Francesca Mariotti, during the expansion opening ceremony of our Industry 4.0 mixing and calendering laboratory, more and more specialized in the development of innovative digitally interconnected devices.