

## EXHIBITOR CASE STUDY

**Busch has exhibited at the Advanced Engineering Show for a number of years. Here is a run down of why they find it valuable.**

### **Why did Busch first decide to exhibit at Advanced Engineering?**

Busch UK made its debut at Advanced Engineering (AE) through Vacuum Furnace Engineering (VFE), now proudly part of the Busch Group. VFE's primary objective was to promote its vacuum furnace solutions, and its expertise in autoclaves and control systems, to a technically engaged audience. With its strong focus on innovation and advanced manufacturing, the AE show provided an ideal platform to connect with specialists across the aerospace, automotive, and advanced materials sectors.

### **What have been the most valuable outcomes of exhibiting for your business?**

Participation in the AE show has delivered lasting value for Busch UK. The event has become an important touchpoint for building new partnerships, staying informed on market developments, and strengthening relationships with existing customers. The high calibre of visitors has resulted in quality conversations and solution-driven business opportunities. It has also proven to be an ideal venue for keeping audiences informed about the evolution of the Busch Group, which now includes Pfeiffer Vacuum+Fab Solutions, setting the stage for a milestone moment in 2024.

### **Can you share a success story that came directly from your participation?**

This defining moment arrived when Busch Vacuum Solutions, Pfeiffer Vacuum+Fab Solutions, and VFE came together to exhibit for the first time under the unified Busch Group banner in 2024. Pfeiffer is now part of the Busch Group, making its presence on the joint stand a natural step and ensuring that, together, the companies can offer an unmatched range of vacuum solutions for every Advanced Engineering industry. Their joint stand highlighted a wide-ranging portfolio of sustainable vacuum technologies, from advanced vacuum pump systems to VFE's expertise in vacuum furnace solutions. Building on VFE's long-standing capabilities in autoclave engineering and controls, the group also spotlighted its growing range of Busch autoclave solutions for the composites sector, including supply, maintenance and calibration, control system upgrades, and complete overhauls. This united presence underscored the group's ability to deliver customised vacuum and autoclave solutions to meet the most demanding applications.

**More information:** [www.buschgroup.com](http://www.buschgroup.com)



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