

Press Release



Ongoing good business in Brazil LUM digitally trains the global sales force for the future in 2021

Berlin, 12 January 2021:

From January 21st to 22nd, the LUM GmbH International Sales Meeting will take place for the 22nd time in a row. In times of pandemics, as a virtual event for the first time. The sales experts at LUM GmbH and the LUM branches in China, France, Japan and the USA exchange information with external sales partners from all over the world. Once again, the foundations for the successful business of LUM GmbH in the next few years will be laid here.

As every year, the best external distributor will be honoured for their successes in the past year. In 2020, Brazilian partner Carlos Filho from Autec Comercio, Servicos, Representacao e Importacao de Equipamentos de Laboratorio Ltda. received the award for his services in 2019. The success of the sales meetings in recent years can be seen in the fact that in 2020, despite drastic pandemic-related restrictions in some countries, several LUM sales partners achieved their high targets set before COVID-19. Carlos Filho from Brazil is once again among the candidates for Best Distributor 2020. The successful LUM businesses in Brazil are based on the globally successful support for multinational chemical and food companies, LUM now welcomes more Brazilian branches to the LUM community. On the other hand, the intensive support of local top Brazilian companies, e.g. in the pharmaceutical industry, forms part of the success.

From February 2021, AUTEK will open an application laboratory for materials testing in Sao Paulo, also equipped with the adhesion analyzer LUMiFrac, and thus expand the fast and competent support of Brazilian LUM customers beyond the area of particle and dispersion characterization. Coating analysis, adhesive and composite testing will then be possible in Sao Paulo or in context of device tests at the customer's site. A multitude of new potentials arise in the chemical and paint industries, automobile and aircraft construction, in research, development and production control.

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On the enclosed picture: Mrs. Lerche-Merchant (COO LUM GmbH), Mr. Filho (Best Distributor 2019, AUTEK, Brazil), Prof. Dr. Dr. Lerche (Managing Director LUM GmbH)