



From **March 14-18th 2007**, sales engineer Frank Adenauer joined new official **3DESIGN CAD** reseller **PAT Bugala** at the **AMBERIF trade show**. Located in Gdansk (Danzig), **Poland**, this annual jewelry show is specialized and well-known for the Amber activity it generates. More and more, the show is opening up to the jewelry business in general although Amber will remain the heart of the exposition for some time. There were still many booths dedicated to the Amber activity but **new booths dedicated to machines or software** are bringing a new audience to this **well-known exhibition**.

With a beautiful 70 sq. m booth, our partner: **PAT Bugala** was well seen from almost everywhere on the show. **PAT Bugala** is well known in **Poland** as the company has been in the business for quite some time and does good business in the jewelry industry. Videos and realistic rendering kept coming on the **large flat-screen** positioned above the **3DESIGN CAD** desk.

Visitors showed great interest for **3DESIGN CAD** throughout the show. *Jewelers, designers*, many visitors who came on the booth already know **Pat Bugala** or are in business with the company. M. Adenauer mainly saw *representatives from large companies*, many of which were already customers of our new partner. Although the crowd of the exhibition mainly came from **Poland**, we saw some visitors from **Lithuania or Estonia** and *traffic was important throughout the show*.

M. Adenauer presented **3DESIGN CAD** for *Vision numeric* and our partner **PAT Bugala** presented a wide range of tools, casting machines, abrasive machines, etc. Indeed, *their catalog offers thousands of references*. The Polish market is really open to new technologies. The user-friendly aspect of **3DESIGN CAD** along with powerful and jewelry-dedicated functions truly interest and seduce jewelers. They were especially curious about *export formats, software creative possibilities and Draft Kit feature*.

For our first joint participation at this event, we were glad to see so *many prospective contacts*. The **interest for new technologies** in the jewelry industry is really important and confirms the strong potential for **3DESIGN CAD** in Poland.

If you have missed us at the exposition, feel free to contact Cécilia Martinière for more information at c.martinier@type3.com or contact

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