

**PRESS RELEASE**

*Numalliance – 05 november 2012*

**Wire China wrap up**

Robomac : the value brand

“We are certainly pleased by how things went on Wire China 2012” says Eric Sun, Business Development Manager for China at Numalliance. For the first time Numalliance displayed 2 different Robomac, results were worth the investment: traffic on the booth, interest, demonstrations and deals! “From the minute it opened, it never stopped, China is definitely the place where it all happens” adds David Butryn a Trainer and Technician that flew for the occasion. With its robust designs, easy programming with real time simulation and 100% hydraulic free, the “Touch and Form” Series by Robomac is gaining the same popularity in Asia for the same reason it has been the workhorse of the industry in Europe and in the Americas.