



CASE STUDY



POSITEC USED THE BIG 5 AS A REGIONAL PLATFORM TO LAUNCH NEW BRANDS

The Positec Group is a leading international manufacturer of power and garden tools with over 20 subsidiaries and multiple brands like Worx, Kress and Wesco.

1 CHALLENGE

Launching new product line of power tools from top brands like Kress, CAT, Worx and Wesse. Establishing a new network of distributors.

2 SOLUTION

Positec had a big booth showcasing the 4 brands to professionals from UAE and MENA.

3



Overwhelming interest in our different brands.

RESULTS



Opportunity to meet professionals and discuss their needs and challenges post the pandemic.



Distribution interest from several markets.

Overwhelming interest in the different brands.

To enquire about exhibiting at The Big 5 2022, email info@thebig5.com