



My Visit with JÖST to the 2019 GIFA/METEC Fair

June 2019

Aditya Advani

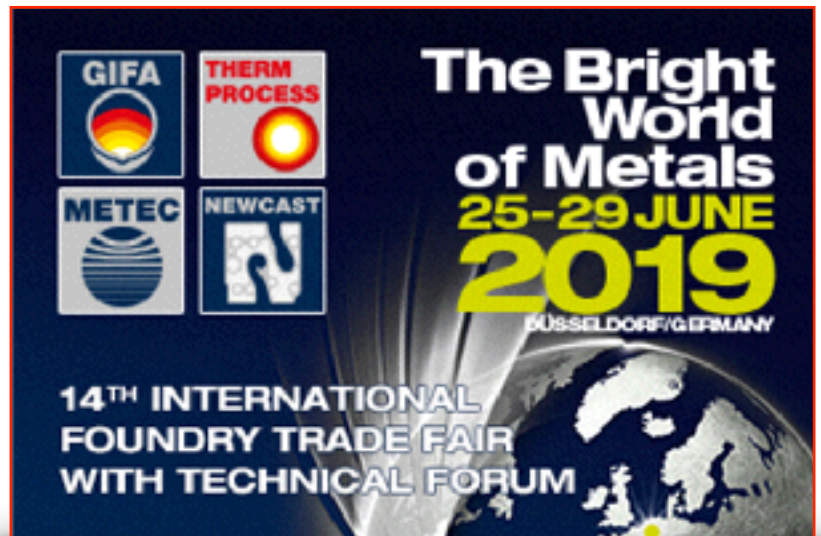
adityaadvani.com | aditya2advani@gmail.com

My visit with JÖST to the 2019 GIFA/METEC fair

GIFA is the world's leading trade fair for foundry technologies. The fair occurs every 4 years: the last two were in 2011 and 2015 and the next one will take place in 2023. Over 70,000 visitors from over 100 different countries visited GIFA 2019 during the five days from the 24-29th of June.

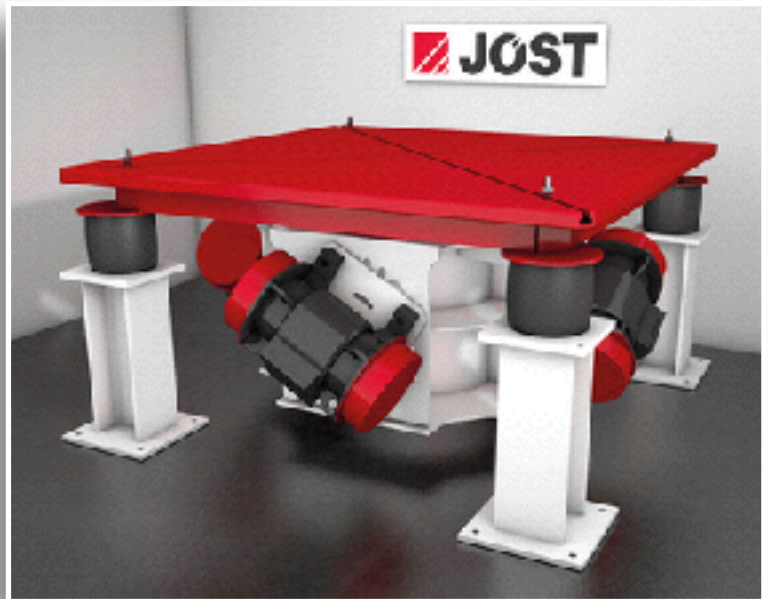
At GIFA 2019, JÖST GmbH + Co. KG presented its strong and extensive product range including extensive solutions for foundry technology. People got the chance to see for themselves JÖST technology. JÖST machines have been proving themselves for more than 100 years

through constant development, experience and quality. Whether it is drying, cooling, sieving, sifting, shredding, dosing, conveying, lifting, tilting or thermal processing together with the customer, JÖST has developed customized complete solutions for every individual application.

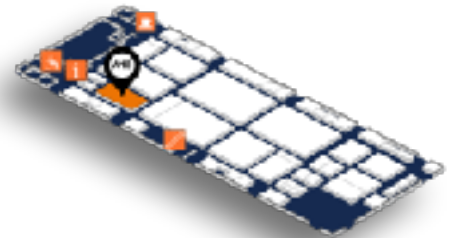


JÖST's range of machines for the foundry industry includes:

1. Moulding sand preparation machines and plants
2. Crushing and grinding plants
3. Sand reclamation of synthetic resin bonded sands
4. Sand coolers
5. Screening machines and installations (silos and hoppers)
6. Dewatering Screens
7. Flip-Flow Screen (TOPCILLA)
8. Circular Motion Screen
9. Knock-out machines
10. Cooling conveyors
11. Oscillating conveyors



JÖST stand was quite big (150 m² or about 1500 sq. ft) and attracted a lot of visitors. All the companies making vibrating products for the foundry industry were grouped together in Hall 17. JÖST's location "A18" was very easy to find as it was just at the entrance of the Hall.



JÖST displayed working models of a shakeout, a Vibrating Trough Type Feeder and a Compaction Table, a Pre-Reclaiming Sand Attrition Unit and a Sand Lump Attrition Unit. Additionally, visitors could also see how a combination of a JÖST Spiral Cooler-Conveyor , Small Dosing Feeders and a lifting and tipping device work together as a system.



I overheard many interesting conversations about unique problems at the JÖST stand. Some customers came to learn about JÖST's product folio; many came to discuss possible solutions for their existing problems with JÖST equipment with JÖST engineers. Since I wasn't qualified to offer any suggestions I just listened a lot and took photos. **We all we make mistakes; it is how you address and fix these mistakes is what matters.**

Steve Rowland from JÖST America took advantage of the fact that none of JÖST's competitors knew me. He got me to go to their stands and get their latest catalogues and prices. He trained me to ask questions from the sales people at General Kinematics and Küttner Schwingtechnik and come back with the answers.

Here you can see Steve talking with a customer from South Africa.

I also met Ian Laws from JÖST Australia. Since Steve and Ian were fluent in English I felt more comfortable with them. They were both friendly and spent time talking to me about JÖST machines and their applications.



As you can see from the pictures, this fair attracted a lot of international visitors. In the pictures below you can see some Indian customers and a picture of me standing next to a Casting Conveyor used for Foundries.

Some of the Indian customers would walk up to me and ask me questions. I had no clue how to answer these questions, so I would direct them to one of the JÖST experts available at the stall then listen to the conversation and try and learn all I could. If I understood one thing from these conversations was that understanding the customer's "Application" was paramount. **Physics is nothing, if you cannot apply it.**



Many of the Indian customers that visited the JÖST stall already knew the company. They wanted to learn what new products JÖST had introduced in the past 2-4 years. I introduced them to the small Spiral Cooler-Conveyor and Dosing Feeders that JÖST was demonstrating. Since I had just assembled a Spiral Cooler-Conveyor I could speak with authority on this product. A few customers asked me how old I was and were surprised to find a 17 year old Indian boy at JÖST!



I have never seen anything as big as the GIFA show; then again I have never before been to an industry exhibition in my life. GIFA was an eye opener for me. The sheer size of the show and the number of halls and companies exhibiting here overwhelmed me. I got to see first-hand many of the applications for JÖST vibration products.

It was a crazy week. I really don't remember getting any rest. The days at Dulmen were long and the days at GIFA were longer. On Friday evening, while the rest of the JÖST team got to celebrate I had to a train back to Frankfurt to catch my plane to Mumbai on Saturday morning.

