

Pressemitteilung

matev with new corporate image and product innovations at GaLaBau after comprehensive relaunch

At this year's GaLaBau, the Franconian municipal technology manufacturer matev GmbH will present itself and its new products in a completely new look.

Langenzenn / 29.04.2022 - With a comprehensive relaunch and with innovations in its product portfolio, matev GmbH will again present itself at GaLaBau in Nuremberg from September 14-17, 2022.

matev GmbH has used the past two years without trade fairs for a comprehensive brand relaunch and will present its completely new corporate image for the first time at GaLaBau in September. The core of the relaunch is the new Internet presence. The website of matev GmbH, which will go online at the start of the trade fair, has been fundamentally modernized and adapted to current standards and, in addition to an eye-catching design, has also been given many new functions. Particular attention was paid to a well-thought-out and self-explanatory navigation, so that visitors can find their way around directly. Overall, matev has placed great emphasis on user-friendliness and added value for the customer. In future, the product pages will offer interested parties significantly more options for finding out about matev's attachments. In addition to downloads and technical information, matev is focusing primarily on images and videos. Another highlight is the virtual showroom, which provides a 360-degree view of each attachment. Thanks to its responsive design, the website adapts to all end devices, whether PC, smartphone or tablet.

One of the most important innovations of the matev website will be its new dealer portal. In future, matev GmbH's specialist dealers will have access to further functionalities of the website via a login area. One highlight is the online product configurator, which enables dealers to put together and calculate attachments for their customers and their individual tractors with just a few clicks. A quick finder makes it quick and easy to find the right implement. A spare parts store will also be available online for the first time with the launch of the dealer portal. Here, dealers can easily find and order spare parts for matev attachments. Detailed illustrations with exploded views, arranged according to assembly groups, help customers to find the right spare part for their product straight away. Thanks to the responsive store design, the dealer portal is also designed for convenient use of the functionalities on the move on tablet or smartphone and can thus offer dealers great added value. "For many years, our customers have appreciated the diversity of our tractor product portfolio and the high quality of our attachments. With our new website and the dealer portal, we are now giving them an optimal sales tool for selling matev products, and at the same time strengthening our dealers' customer loyalty to the matev brand," says Georg Hemmerlein, Managing Director of matev GmbH.

Not only has matev's website been redesigned, the modernized corporate design

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Pressekontakt

Jeanette Spies | Marketing
T: +49 9101 9087-32
jeanette.spies@matev.eu

Andrea Herbst | Marketing
T: +49 9101 9087-44
andrea.herbst@matev.eu

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will also be reflected in the company's entire presence from September onwards. Thus, matev will also be represented at GaLaBau with a completely new exhibition booth, where it will present its attachments and product innovations.

The most important product innovation that matev will present at GaLaBau is the new MOW-MM 152 multifunctional mower with a cutting width of 152 cm. It is designed as an mid-mount mower and allows a cutting height between 20 and 130 mm via a manual adjustment in 8 positions. Various mower inserts can be used to realize several application variants. There is a choice of mulching, rear discharge or side discharge. The latter, thanks to a sophisticated folding mechanism, also allows a suction nozzle to be attached so that, in combination with the matev CLS machines, mowing and collection can be carried out in a single operation. The robust design allows easy and user-friendly attachment by driving over the mower, but the optionally available quick-change system also ensures trouble-free attachment and removal from the side. So far, matev has developed a mower lift for the new Kioti CX 2510 and New Holland Boomer 25, with other mower lifts to follow.

Thanks to this development, as well as the design of robust front linkages and other basic equipment, such as engine PTOs, hydraulic extension kits or front mudguards, for the tractor models CS 2520, CX 2510 and CK 4030, the South Korean tractor manufacturer KIOTI has significantly expanded its cooperation with matev GmbH over the past year.

In April, the cooperation was further intensified by a joint training course with Dae-dong Kioti Europe B.V. for KIOTI dealers from all over Germany. The training, which took place at matev and included both practical and theoretical parts, first dealt with the tractor-specific products developed by matev for KIOTI and then moved on to the entire product portfolio, such as other attachments for lawn care, winter service and gray area maintenance. The highlight of the training was the joint test mowing with the new MOW-MM 152 multifunction mower on the Kioti CX 2510, during which the dealers were able to experience the new mower in action.

Another and innovative new product from matev GmbH is the "independent front PTO" for the Kubota G231 and G261. The PTO is driven by V-belts via the engine. Independent because the PTO stub can be switched on and off electrically by the magnetic coupling via pull switches. In combination with the matev front linkage and the Cat. 0 extension kit, this ensures space-saving attachment and makes the Kubota G231 and G261 an all-rounder all year round. For example, the matev SWE-45 sweeper can be attached and operated for optimal gray area maintenance in the fall and spring, but it also helps to keep roads clean and safe in the winter with the appropriate sweeper roller set. The matev lawn harrow SCA-130 provides extra care in lawn care and those who need more flexibility in mowing attach the matev front mower MOW-140 to the front, which offers the options of mulching or using the rear and side discharge through the various mower inserts.

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Jeanette Spies | Marketing
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jeanette.spies@matev.eu

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jeanette.spies@matev.eu

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T: +49 9101 9087-44
andrea.herbst@matev.eu

Pictures are available on request.

Publication free of charge, voucher copy or link requested.

About matev GmbH

matev GmbH is an independent manufacturer of high-quality attachments for municipal and agricultural machinery. The focus is on equipment for lawn and grounds maintenance. For more than 50 years, the traditional company based in Langenzenn (Bavaria) has stood for innovative equipment for lifting, mowing, vacuuming, picking up, sweeping, clearing, spreading and moving. The product range is rounded off by basic tractor equipment such as robust front linkages, engine PTO shafts, front fenders, hydraulic components and cabs.

For more information, visit www.matev.eu

Contact

matev GmbH | Nürnberger Str. 50 | 90579 Langenzenn

Phone: +49 (0) 9101 9087-0 | Fax: +49 (0) 9101 9087-20 | E-mail: info@matev.eu

