

EXHIBITOR CASE STUDY

Director and Co-Owner of Matrix Composite Materials, Martin Spooner, talks about his company's experience at the Advanced Engineering Show, having exhibited there since 2011.

Why did your company first decide to exhibit at Advanced Engineering?

MATRIX has been exhibiting at the Advanced Engineering Show since 2011, when we tentatively booked the space with the intention of just getting our name out to a larger audience. The show was fairly small then, but you have to give these things time to develop and grow momentum.

What have been the most valuable outcomes of exhibiting for MATRIX?

We see the Advanced Engineering Show as a great meeting point with customers and suppliers alike, when a large part of the UK composites industry comes together in one place. Most customers normally only see our sales team members at their own customer facilities. At the show, they get to see the company behind that person, and meet other members of the MATRIX team who they may have spoken to on the phone. We have also found that regular customers who visit us at the show get to see and discuss other products that we offer.

From a purely financial point of view, the money spent per customer meeting at the Advanced Engineering Show is probably quite small, and quite effective when compared to making a lot of traditional customer visits.

Can you share a success story that came directly from your participation?

There have been quite a few. Late on the last day of the 2016 show, I got talking to a vehicle builder who had wandered in from another exhibition at the NEC. To cut a long story short, they have now been a major customer of MATRIX for ArmaPET foam for eight years.

Can you give us a sneak peek of what visitors can expect to see at your stand in 2025?

MATRIX has always stayed very focussed on our three core products – Sicomin Epoxies, ArmaPET foam and Hexcel dry reinforcements. However, we recently added a fourth major product that we will be showcasing this year - QUANTUM-ESC® Carbon SMC, which is based on a vinylester hybrid, zero styrene resin. In a hot press, the product has very high flow, enabling shapes that are unthinkable in traditional fabric prepregs. And with such high flow, a correct charge-weight results in almost zero wastage. Cure times can be as little as 5-10 minutes. Although most effective when processed in a hot press, the SMC can also be processed in an autoclave, where it can be co-moulded with an epoxy pre-preg. At the show MATRIX will be showing C-SMC components that have been produced in both autoclave and hot press.

But as always, the Advanced Engineering Show this year will mainly be about seeing customers old and new, and waving the MATRIX flag to the UK composites industry.

More information: www.matrix-composites.co.uk



**Martin Spooner, Director and Co-Owner of
Matrix Composite Materials**



The MATRIX stand, set up and ready to go



Show time!

Visit MATRIX at stand V202

