

## EXHIBITOR CASE STUDY

**We speak to VAC Innovation's Technical Sales Manager, Martin Gouldthorpe about their involvement in the show over the years.**

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

VAC Innovation first decided to exhibit at the Advanced Engineering Show to ensure our company's presence at the cutting edge of the composite materials and technologies industry. Our particular interest at that time was to connect with customers serving the automotive and motorsport sectors, and the UK's flagship event for advanced manufacturing and engineering gave us a unique opportunity to showcase our products, build technical relationships, and position the business at the forefront of innovation in high-performance materials. The original goal was simply to meet engineers and buyers looking for composite solutions and demonstrate our extensive range of composite processing vacuum bagging consumables and share our expertise in composite manufacturing solutions. This then grew into the range of vacuum bagging consumables, release agents, autoclaves and ancillary products that we supply today to customers all over the UK and beyond.

### **What have been the most valuable outcomes of exhibiting for you?**

The direct access to a highly focused and technical audience - design engineers, materials specialists, procurement professionals, and R&D leaders - many of whom are actively seeking support for processing of high end composite materials and the expertise of a supply chain that supports lightweighting, structural parts, and their sustainability goals in aerospace, automotive, and motorsport applications. We want our team to be in front of the right people with real projects, helping shorten sales cycles and uncover new business opportunities. Key moments from past shows have all revolved around how our products are key to achieving composites manufacturing solutions that provide the high levels of performance — strength-to-weight ratio, fatigue resistance, thermal stability etc. that our customers and the industry as a whole demand and these properties are best understood through hands-on demonstration and discussion. Advanced Engineering gives us the opportunity to engage directly with decision makers and has won our company many new customers and friends over the years we have exhibited.

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

We are now part of the Guarniflon® Spa Group, a global specialist in high-performance fluoropolymer products with a dedicated composite division. At this year's show, we will be showcasing:

- New product lines developed and manufactured within the Guarniflon group with a special focus on the aerospace sector.
- Exclusive partnerships and technical collaborations across composite sectors.
- A growing range of recyclable and sustainable vacuum consumables, including kit cutting, designed to meet environmental and regulatory goals without compromising performance.

**More information:** [www.vacinnovation.co.uk](http://www.vacinnovation.co.uk) | [www.guarniflon.com/en/](http://www.guarniflon.com/en/)



**Martin Gouldthorpe, Technical Sales Manager  
at VAC Innovation**



**The VAC Innovation stand in 2014**



**The VAC Innovation stand in 2023**

**Visit VAC Innovation at stand  
Y170**

