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*Vecoplan chalks up a resounding success with its 360-Degree Days event*

## **Hitting the modern-day nail on the head**

**With the aim of presenting its products and solutions, Vecoplan AG invited international experts to its 360-Degree Days from May 27 to 29 in its modern Technology Centre in Bad Marienberg – however, the event was of course virtual due to coronavirus restrictions.**

“It was very different from a normal presentation because you can’t see the audience’s reactions,” says Cathrine Rekett, Head of Application Technology Recycling | Waste at Vecoplan, describing the work in front of the camera. She adds with a wink, “You don’t know if anyone is even watching!” They were indeed watching, Cathrine! The three-day 360-Degree Days event with exclusive live demonstrations was very well received by an audience numbering nearly 400 participants. They watched the German and English language presentations hosted by Vecoplan experts and covering topics such as sustainable waste treatment, refuse-derived fuel handling, plastics recycling and modern shredding solutions.

In keeping with the style, the 360-Degree Days didn’t end with a bang, but with the sound of a Vecoplan infinity shredder: it was a live shredding demonstration, during which the company demonstrated what efficient shredding actually looks like in practice. Despite a short but extremely intensive preparation time, the event was a great success and “a mega team effort”, as Rekett emphasises.

Due to the cancelled trade fairs this year, Vecoplan had the idea of publishing its new products presentation live on the Internet – and an all-round successful event was created thanks to a coherent concept, comprehensive advertising measures and direct customer contact. “The great response shows that we really hit the modern-day nail on the head, so we’ll be sticking with this concept and expanding it,” says Martina Schmidt, Head of the Recycling | Waste division.

**Meta title:** Vecoplan chalks up a great success with its 360-Degree Days event

**Meta description:** The three-day Vecoplan 360-Degree Days with exclusive live presentations was very well received – almost 400 visitors took part in the virtual event.

**Keywords:** Vecoplan; 360-Degree Days; Live presentation; Raw materials cycle; Production cycle; Recycling; Shredding

**Caption**



**Picture:** Sophisticated technology and well-prepared presentations ensured exciting live broadcasts from the Vecoplan Technology Centre.

Picture credits: Vecoplan AG

**You can download the high resolution image [here](#).**

**Vecoplan AG** is a leading manufacturer of machines and systems for the resources and recycling industry for shredding, conveying and reprocessing wood, biomass, plastics, paper and other recyclable materials such as domestic and industrial waste. Vecoplan® develops and manufactures the systems and components, and sells them worldwide in the wood reprocessing and waste processing industries. It currently has around 380 employees at its locations in Germany, the USA, Great Britain, Spain and Poland.

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