

## Routeco announces virtual exhibition stand

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**Routeco has announced that it is exhibiting at the IndustryExpo Virtual Exhibition throughout 2020.**

The Routeco virtual exhibition stand offers visitors the chance to learn more about Routeco's services and the products it provides. The stand promotes the Routeco partner brands, including Rockwell Automation, EPLAN, Rittal, Weidmüller - many of whom are also to be found at IndustryExpo Virtual Exhibition.

Routeco is a leading technical distributor for control and automation products, serving the UK and other European regions. It specialises in providing customers with the very best choice of products from leading manufacturers from around the world, packaged together with a range of value-added services. The decision to expand its communication strategy to include the virtual exhibition is a natural evolution in its efforts to improve customer service by improving access to information.

Darren Spearing, Product Marketing Manager for Routeco, comments: "Ever since 1978, Routeco has striven to be at the forefront of the automation industry; whether that was through introducing innovative new products, developing value added services or growing our footprint to deliver a local service nationwide.

*"We're excited about the possibilities the virtual stand opens up in terms of 'always on' communication with our customers and the ability to support and promote many of our partners."*

IndustryExpo Virtual Exhibition is the first truly virtual industrial trade show that allows visitors to explore a hall and visit 3D rendered exhibition stands. To find out more about the benefits of the exhibition and how to build your own stand, visit [industryexpo.online](https://industryexpo.online).

**Image captions:**

**Image 1:** Routeco has unveiled a new virtual exhibition stand, which is hosted at IndustryExpo – the world’s first truly virtual exhibition. Visit the stand here <https://industryexpo.online/show/routeco/>

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**About IndustryExpo Virtual Exhibition**

[www.IndustryExpo.online](http://www.IndustryExpo.online) Virtual Exhibition is an industrial trade fair that hosts a range of exhibition stands from SMEs to market leading brands. The platform works the same way that a live exhibition does, except that you can visit at any time, from anywhere. The hall and all the stands are rendered out to real physical dimensions. As a visitor, you are able to explore the hall in the first person or shortcut to the exhibitors that interest you using an interactive floorplan or exhibitor list.

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