**Ninka “on the road“**

**With the “Crafter“ to the costumer: The first product Roadshow has started.**

**Ninkaplast GmbH (Bad Salzuflen; Germany) shows a smart reaction to the Corona restrictions to maintain costumer contact: In addition to the now familiar on-screen presentation of new products in a virtual room a team from the specialist plastics manufacturer is on the road since June in an exclusively equipped van to buyers and interested companies in the main markets of Europe and the UK and provides presentations on site.**

Since the beginning of Corona pandemic sales and distribution have been under extreme pressure: Business lay in their hands, lockdowns and strict rules of contact make everyday business a challenge. Especially “face-to-face” contact has suffered for months. For this reason in the beginning of 2021 Ninka has begun with the preparations to get in direct contact to customers in key markets and to revive personal consultation. Of course, all hygienic measures are followed.

A specially obtained VW Crafter has been completely rebuilt and equipped with innovations from the Ninka collection. The focus is on products including: “TRIGON“,“Qanto“,“Facia“,“Facia ID“,“connect“,“cuisio“ und the waste bin system “eins2sechs”. This first Ninka roadshow from June to September 2021 focuses on visiting kitchen manufacturers and sales partners. The tour has already led through Italy, Austria, Belgium, the Netherlands, France and Germany. In the upcoming weeks the sales team will visit Ninka customers in Switzerland, Denmark, Great Britain and once again in France.