

HTG EUROPE STRENGTHENS DEALER NETWORK AT

EUROPEAN DEALER MEETING

In October, HTG Europe GmbH welcomed numerous European distribution partners to its European Dealer Meeting in Bocholt, Germany.

The event provided an opportunity to discuss recent company developments and future perspectives while strengthening personal connections within the dealer network. A key highlight of the programme was the live demonstration of the new AT 8 automated floor grinding robot from the 'Atlas' series.

European dealer network in focus

As HTG continues to expand its European operations, the company aims to establish itself as a reliable long term partner for professional contractors and distributors. The strong attendance at the event reflected HTG's growing recognition within the industry. A key element of this strategy is close cooperation with customer focused distribution partners who possess in-depth market knowledge and understand the needs of end users. These partnerships provide the foundation for practical advice, competent technical service and further expansion into European markets.

Insights into company development

Through a series of company presentations and technical talks, participants gained insights into HTG's strategic direction and plans for further developing its product range. One of the main priorities is the gradual expansion of the machine portfolio. HTG is focusing on the specific requirements of the European market, with the aim of offering suitable solutions for an increasingly broad range of applications.

Beyond the presentations, the meeting provided ample opportunity for personal interaction. Bringing together long standing, experienced partners and newcomers to the HTG dealer network created a valuable exchange of perspectives. While established partners shared their practical experience and market knowledge, new partners contributed fresh ideas and different viewpoints. Both HTG and its distribution partners benefited from these conversations, with dealers also learning from one another. The friendly and welcoming atmosphere, built on mutual understanding and shared goals, strengthened the sense of community within the growing network.

Highlight: AT 8 demonstrates automated floor grinding

A key technical highlight was the live demonstration of the new AT 8. With this model from the Atlas series, HTG is expanding its product range to include an automated floor grinding robot designed to simplify workflows and improve productivity, particularly on large surface areas. The self-propelled machine uses advanced sensor technology to scan its surroundings and 'SLAM' navigation (Simultaneous Localisation and Mapping) to orient itself within the working area. Intelligent route planning and obstacle avoidance enable automated movement and support systematic floor processing.

In addition, the AT 8 features an intelligent grinding control system that can automatically adjust grinding pressure to suit floor conditions. These coordinated functions help achieve consistent grinding paths and repeatable results. Rather than having to guide the machine continuously, the operator monitors the working area and intervenes when necessary. This reduces physical effort and makes repetitive grinding tasks easier to manage.

During the live demonstration in Bocholt, distribution partners had the opportunity to experience the technology firsthand and discuss its potential for different applications. The AT 8 generated considerable interest among the attending dealers, prompting lively



Experienced and new dealers exchanged practical insights and discussed technical details and applications with the HTG team.



HTG's extensive machine portfolio gave dealers the opportunity to explore different models and their applications.



The live demonstration of the AT 8 automated floor grinding robot was one of the technical highlights of the European Dealer Meeting.



Dealers took the opportunity to examine the AT 8's design and technical features up close during the demonstration.

discussions about the possibilities of automated floor grinding. At the same time, strong demand for HTG's self-propelled 'SP' models was evident. Equipped with a twin wheel motor drive system and ergonomic push button controls, these machines significantly reduce the physical effort required during grinding operations while allowing operators to maintain direct control. Numerous orders placed during the dealer meeting highlighted the strong market acceptance of this practical drive concept.

A strong foundation for future development

As the European hub for logistics, technical support and product development, HTG Europe GmbH supports its distribution partners in serving their respective markets. Machine and tooling availability, technical assistance and practical training are essential elements of this approach. With a committed dealer network, a targeted product strategy and new technologies such as the AT 8, HTG is laying the groundwork for further strengthening its position in the European market.



International dealers attended presentations on the latest product developments and new technologies at HTG Europe.