

Report from Las Vegas - Firwin trying its luck

We at Firwin aren't big gamblers. But, we decided to roll the dice this year and headed to Las Vegas as an exhibitor at MinExpo 2008.

"We don't exhibit at many trade shows ",said Miriam Herman, Firwin's vice-president. "Most of our customers find us via word of mouth. But with an increasing amount of our business coming from the mining industry, we decided that we needed to be present at MinExpo", added Miriam.

The world's largest mining show, MinExpo is only held once every 4 years. True to Las Vegas, the convention is on a massive scale, and takes over virtually all the space at the city's convention center.



"It was amazing to see all the major equipment manufacturers in attendance, each one with enormous mining trucks on display ", said Miriam. "We were all wondering how they managed to get these huge monsters into the building !"

Firwin's booth was located inside the Canadian pavillion, and featured a custom built "pine tree" display, showing off the various insulation blankets the company manufacturers, as well as a separate stand introducing the company's latest product, Firwin Hard Coat.

"We received a lot of interest in all our products, but especially MineWrap and Hard Coat", said Paul Herman, Firwin's president.



Firwin blankets could be seen on a number of vehicles displayed at the show . "It was a nice feeling to see our insulation blankets on our customers' vehicles as we

walked the show " said Paul. "It tells us that they must be happy with our product and service, which is what we strive for", added Paul.