**Connection solutions from LAPP at Hannover Fair 2024**

**LAPP keeps the industry moving**

***Stuttgart, 21 March 2024 –* The world of tomorrow needs increasingly networked machines and processes. This means that future production will become more flexible, individually controllable and, above all, less susceptible to interference. LAPP is bringing the reliable connection solutions for this transformation to the Hannover Fair at Hall 11, Stand C15. From 22 to 26 April, the motto will be: clear the stage for industrial innovations.**

At the trade fair booth of the market leader for integrated solutions and branded products in the field of cable and connection technology, it is clear once again in 2024: LAPP is the partner for an innovative future in industry. Demonstrating the importance of smooth interaction of all components, the company showcases its new trade fair exhibit, which combines regenerative energies, intralogistics, and direct current in the factory environment. The 3D landscape gives visitors an instant understanding of where the strengths lie: LAPP provides tailored connection systems and industry solutions for even the most demanding projects and challenges. "LAPP is everywhere. Countless applications, machines and industries around the world are running smoothly thanks to our products and solutions – all in line with our corporate statement 'alive by LAPP'. This year, the Hannover Fair will once again be the platform for demonstrating our achievements," summarises Karl Heckl, CSO LA EMEA.

**Future trends and technologies in the FutureLab and on the Enabler Stage**

The FutureLab, in which LAPP provides insights into innovations, ideas and developments, also shows that the company is committed to smart and customer-oriented solutions for the future and reflects this year's trade fair slogan "Energising a sustainable future".

When it comes to sustainability, LAPP internally observes the ecological footprint of its own products. The ETHERLINE® bioP Cat. 5e is therefore also part of the game – with its more sustainable TPU sheath with 43% organic content, it represents a first step towards a green future.

The future solutions also include LAPP Visual Search, an AI-supported image recognition solution that enables customers to use a photo to identify a product and reorder directly via the Online Shop. Another innovation here: in line with the one-stop-shop principle, in addition to the specific "requested" product, expansion options such as connectors or cable glands will now also be offered directly in the tool.

In the think tank, LAPP will also present other topics such as additive manufacturing & rapid prototyping as well as e-Kanban. Visitors will also have the opportunity to exchange ideas with and get advice from LAPP experts on trending topics and technologies. They will also get a deeper insight through the extensive range of talks at the LAPP Enabler Stage, which will run from Monday 22 to Thursday 25 April, and will include expert discussions on sustainable products from the cable manufacturer, as well as presentations on the ÖLFLEX® CONNECT harnessing portfolio and LAPP's zeroCM® technology.

**Direct current for a sustainable industry**

A particular focus at the trade fair booth itself this year is the topic of direct current (DC), which is becoming increasingly relevant for a sustainable industry. With rising automation and the aspiration of many companies to reduce their CO2 emissions, innovative energy supply concepts with savings potential will be required in the future. LAPP is not only a member of the DC-INDUSTRIE and DC-INDUSTRIE2 projects, but also a co-founder of the Open Direct Current Alliance (ODCA) and a key technology driver with a comprehensive portfolio of DC products. As a result, there will be a great deal of expertise at the stand from which visitors can benefit.

LAPP’s sustainable connection solutions are now more relevant to the e-mobility sector than ever. In this context, the company will be presenting the Mobility Dock, a mobile charger for electric and plug-in hybrid vehicles for charging from a household socket, as well as the matching LAPP Helix cable with space-saving shape memory that practically tidies itself up. LAPP is bringing ideas and first prototypes for charging solutions with direct current as a look into the future of e-charging solutions.

**Round table: solar energy, industrial communication & ÖLFLEX® CONNECT**

To support the expansion of renewable energies, LAPP is bringing along innovative solutions and a comprehensive portfolio for the solar sector. We also mustn't forget the fields of Industrial Communication – a longstanding focus of LAPP for the automated industry – and ÖLFLEX CONNECT: the tried-and-tested system solutions enable a more efficient path for production. Whether dealing with pre-assembled single-core cables for stationary systems, servo assemblies for fast applications or highly complex cable chains, users can save time with this plug & play solution from LAPP, enabling them to concentrate on their own core expertise.

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**Images and graphics**

Alongside this press release, you will be provided with digital images in printable resolution. The photos may be used free of charge. No graphic editing is permitted, except for cropping the main motif.

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|  | **LAPP in Hannover**  The LAPP trade fair stand at the Hannover Fair 2023.  Photo: LAPP  You can download the image [here](https://mediapool-api.lapp.com/download/asset/portal/b23654752c7153aac87e16362504230d).  **LAPP FutureLab**  The FutureLab from LAPP presents current research and development projects. Photo: LAPP  You can download the image [here](https://mediapool-api.lapp.com/download/asset/portal/5c48c1ddeb707338ca03ca51fb43a6ed). |

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**About LAPP**

**Headquartered in Stuttgart, Germany, LAPP is a leading supplier of integrated solutions and branded products in the field of cable and connection technology. The company's portfolio includes standard and highly flexible cables, industrial connectors and screw technology, customised system solutions, automation technology and robotics solutions for the intelligent factory of the future, as well as technical accessories. LAPP's core market is the industrial machinery and plant engineering sector. Other key markets are in the food industry, logistics, as well as the energy and the mobility sector.**

**The company was founded in 1959 and is still fully owned by the founding family to this day. In the 2022/23 financial year, it generated a consolidated turnover of EUR 1.92 million. LAPP currently employs approximately 5,551 people across the world, produces at 21 international sites and has its own sales companies in 36 countries. Thanks to additional cooperation with business partners, the company has a total of around 100 representative offices worldwide.**

Find more information on this topic here: <https://www.lapp.com/en/en/news/presse/e/000143>

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