Press release

**Successful Premiere of Casemaker Days –**

**Adam Hall Group Welcomes International Case Maker Industry to Experience Center**

**Neu-Anspach, Germany – November 21, 2019 – No event can be held without them and no equipment can do without them – flightcases are part of basic professional event technology equipment and are manufactured to perfectly suit every requirement. At the first Casemaker Days 2019, on November 19 and 20, 2019, the Adam Hall Group focused completely on these essential equipment protectors. For this purpose, the global supplier of event technology solutions, with decades of experience in the development and manufacture of flight case components, invited domestic and international casemakers to the Adam Hall Experience Center at the company headquarters in Neu-Anspach near Frankfurt/Main. In addition to presentations of new case and hardware solutions, participants could also learn about the advantages of the latest version of the flight case design software FliteCAD in a workshop, and take part in various trend, talk and networking modules.**

**FliteCAD & Hardware**

The perfect person to open Casemaker Days was David Kirby, who founded Adam Hall GmbH in Germany in 1980 with a focus on case construction. Five years earlier, Mr. Adam Hall had started manufacturing high-quality and robust flight case fittings in Southend-on-Sea, near London, England. Immediately after the opening, participants in Casemaker Days dove directly into the material. Adam Hall hardware product specialist Martin Bitterlich guided the attending casemakers through the FliteCAD software, which allows flight case manufacturers to design and visualize cases based on individual customer requirements. To get a better overview of the individual components of a case, Sascha vom Scheidt, Senior Product & Sourcing Manager, Light, Flightcase & Accessories also presented numerous hardware innovations in the areas of hinges, brakes, fittings, and profiles.

The afternoon was filled with hands-on workshops about FliteCAD as well as marketing talks. The latter focused on the topic of flight cases from other than the structural and technical aspects. In discussions with the attending casemakers, the Adam Hall Group Marketing Department determined how cooperation between suppliers, manufacturers, and customers could be organized to be more intensive and targeted.

**Case Construction Trends**

The last item on the agenda for Casemaker Days was the trend workshops held in the showroom and auditorium of the Experience Center. Moderated by Adam Hall case experts, participants could discuss the topics of "sheet materials and foams," "sustainability," and "innovation" in 45-minute discussion rounds.

"Casemaker Days is a return to our roots, which remain a central component of our success: The development and manufacture of case components," commented Markus Jahnel, COO of the Adam Hall Group. "We're happy that so many participants from the domestic and international casemaker industry made their way to our Experience Center and that they continue, even after around four decades, to put their trust in our hardware products and software solutions."

The first Casemaker Days 2019 culminated in an evening event in the "Come Together" cafeteria with food, drinks, networking, and individual tours through the Adam Hall Experience Center.

**More information:**  
[adamhall.com](https://www.adamhall.com/gb-en)  
[blog.adamhall.com](https://blog.adamhall.com/en/)  
[event.tech](https://www.adamhall.com/gb-en)

#CasemakerDays #YourBestCaseScenario #AdamHallHardware #EventTech #ExperienceEventTech

**About the Adam Hall Group**

The Adam Hall Group is a leading German manufacturer and distribution company that provides event technology solutions to business customers worldwide. Its target groups include retailers, dealers, live event and rental companies, broadcast studios and AV and system integrators in both the private and public sector, as well as industrial flightcase manufacturers. The company offers a wide range of professional audio and lighting technology as well as stage equipment and flight case hardware under its own brands LD Systems®, Cameo®, Gravity®, Defender®, Palmer® and Adam Hall®.

Founded in 1975, the Adam Hall Group has developed into a collection of modern, innovative event technology companies. This includes the logistics park with 14,000 square metres of warehouse space at its corporate headquarters near Frankfurt am Main, Germany. Through its focus on value and service orientation, the Adam Hall Group has been presented with a number of international awards for innovative product developments and pioneering product design from prestigious institutions such as ‘Red Dot’, ‘German Design Award’ and ‘iF Industrie Forum Design’. In a collaboration with ‘Studio F.A. Porsche’ design agency, LD Systems® most recently introduced a groundbreaking vision in pro audio design with its MAUI® P900 modern column PA system, which than also received the ‘German Design Award’ for excellent product design. Further information about the Adam Hall Group can be found online at [www.adamhall.com](https://www.adamhall.com/gb-en).  
  
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