



JOSKIN PRO DAYS: the 20th edition will be digital

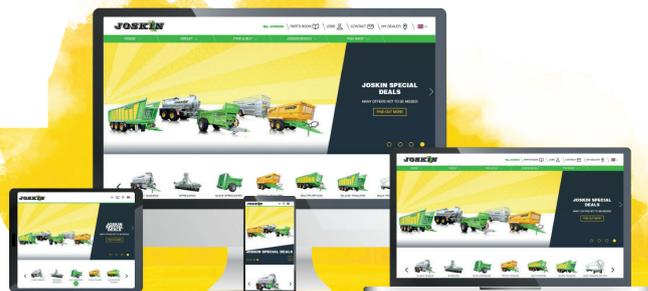
Due to the Coronavirus, JOSKIN is adapting the organisation of its traditional open days. The 20th edition of the event will therefore be 100% virtual.

For 19 years in a row, the JOSKIN Pro Days have been an unmissable event on the agricultural agenda. Every January, more than 10,000 people visit the JOSKIN Group's site of Soumagne to satisfy their passion for agricultural machinery. This meeting is for them a privileged opportunity to discover the exhibited machines, explore the behind the scenes of the machine production, take advantage of the current special offers in the outlet hall, speak directly with the staff members, or walk through the shelves of the Shop in order to bring home a few souvenirs of this visit...

This year, because of Covid-19 and the resulting restrictions, it was very likely that JOSKIN would have to reconsider its organisation. In order to preserve the DNA of this event while sticking to the context, the company has therefore come up with a 100% digital and immersive alternative. In the absence of a "20" edition, it will be a "2.0" edition!

A Unique Experience Open to All

As you may have understood, the meeting place this year will not be Soumagne, but www.joskin.com. On this occasion, the JOSKIN website has been completely redesigned to make it more ergonomic and practical. Full of illustrated and detailed explanations, this new version provides clear answers to the questions of the visitors in just a few clicks. In this way, they will get the right information for a good investment.



JOSKIN

As it is not possible to see and touch the machines in real conditions, this website now has a brand-new virtual showroom of more than 14,000 m² offering a 100% immersive experience. From their own homes and without taking the slightest risk for their health, the visitors will be able to visit the JOSKIN and DistriTECH showrooms and analyse the machines in detail, as if they were there! To meet all expectations, the JOSKIN outlet store and shop have of course been integrated into this new tool.



And that is not all. To complete this unique experience, explanatory videos of all pre- and after-sales services, as well as of the various JOSKIN production sites (Belgium, France and Poland), will also be available. Preserving the spirit of the traditional Pro Days, these videos will allow the visitors to plunge directly into the heart of JOSKIN in order to learn more about the behind-the-scenes of the machine production. It is also a unique opportunity to discover the galvanising plant of the JOSKIN factory in Poland.



The entire digital offer will be available online from 23rd December. Thanks to this new formula, JOSKIN hopes to open its doors to as many people as possible, without any restrictions in terms of dates, timetables or travels. After all, isn't that the main objective of the Pro Days?