



# Industrial Rivet Awarded "Best Booth" at Fastener Expo

The Fastener News Desk awarded Industrial Rivet & Fastener Co., home of RIVETKING® brand products, the coveted Best Booth Award for their outstanding display at the 2023 International Fastener Expo in Las Vegas. The Expo, which took place at the Mandalay Bay Convention Center, featured an array of companies providing different products and solutions in the fastener industry, targeted to fastener distributors.

## STRATEGICALLY DESIGNED, COMBINED WITH CUTTING EDGE RIVETING TECHNOLOGY

Industrial Rivet's booth was strategically designed to not only attract attention, but also to provide a clear understanding of the company's massive rivet product line and capabilities. There were samples of different blind rivets, rivet nuts, solid rivets, semitubular rivets, lock bolts and more, along with the company's tools to actually set them at the show, making it a hands-on experience. With an eye-catching blue and white color scheme and well-thought-out layout featuring two separate meeting spaces, it effectively communicated the 111-year-old company's brand message and provided space to gather and discuss new projects and opportunities.

The booth also highlighted the company's commitment to cutting-edge riveting technology. One exciting new product featured at the IFE was Industrial Rivet's ROBORIV FreeSet® tool attached to a robot arm. The ROBORIV attaches to a robotic arm in a fully automatic application and is able to set rivet nuts while also using FreeSet technology to provide process monitoring. It's poka-yoke, or mistake proofing, to make sure that rivet nuts are set correctly every time. The company's other flagship technology, including KingSet® autofeed blind riveting system and the FreeSet hand-held tools for blind rivets, rivet nuts, and lock bolts, were all also on display, in addition to controller units that help them tie into advanced data collection systems.

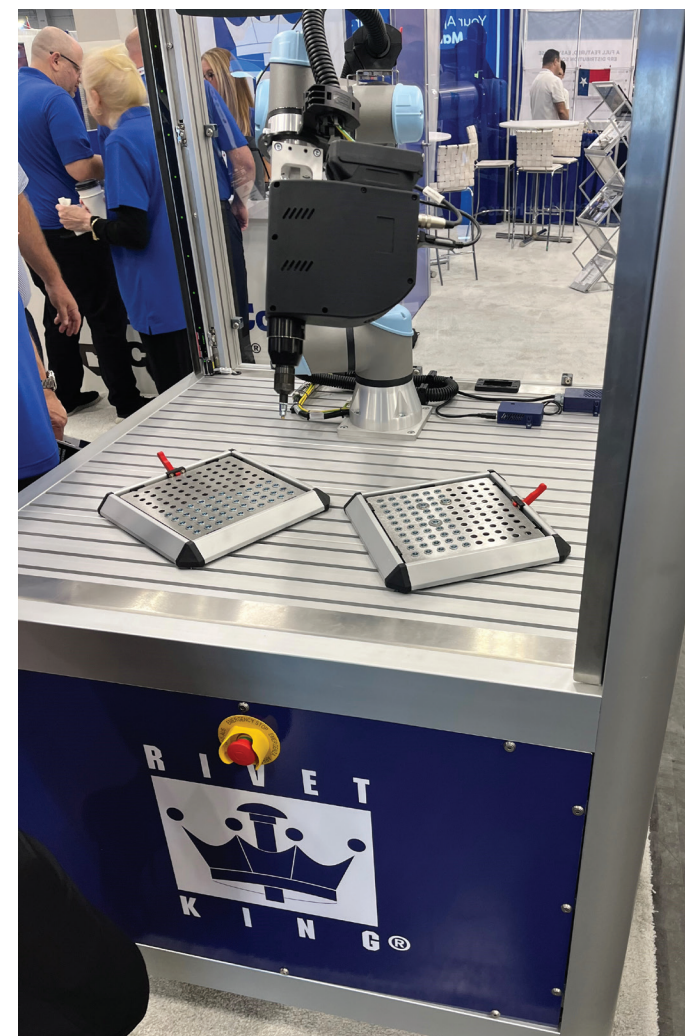
The company's giveaways were fun, relevant, and on-brand. They had blue fidget balls with rounded popping surfaces reminiscent of the tops

## ▼ FUN GIVEAWAYS INCLUDED FIDGET BALLS



of round-head solid rivets, silver drawstring backpacks in a textured metallic tone, and of course the always-popular chocolate rivets in the shape of different rivets and rivet nuts.

## ▼ ROBORIV FREESET® IS POKA-YOKE



And as has been the case for very many years of industry tradeshows, one of the most compelling aspects of the booth was the informative and knowledgeable staff on hand. Industrial Rivet's team was readily available to answer questions, discuss their products, and provide valuable insights into solving their customers' challenging riveting problems. This personalized approach enhanced the overall experience for attendees.

"I'm so proud of our team for working together to create a true showstopper in terms of the booth's appearance and experience," said Taryn Goodman, vice president of Finance. "This achievement solidifies Industrial Rivet's position as a leader in the industry, and it serves as a reminder of the importance of innovation and excellence in today's highly competitive marketplace. Thank you to Fastener News Desk for the honor of this Best Booth Award." ◀

## ▼ INSIGHTS INTO CHALLENGING RIVETING PROBLEMS

