

## **Robert Bürkle GmbH at Holz-Handwerk 2026**

### **Cost-effective coating systems for the craft industry**

Freudenstadt, January 30, 2026 – Robert Bürkle GmbH, one of the world's leading machine and plant manufacturers for surface and pressing technologies, will once again use Holz-Handwerk as a strategic platform in 2026 to specifically expand its dialogue with the skilled crafts sector. With a sharpened market focus, greater involvement of its dealer network, and technologically leading coating solutions for craft businesses, BÜRKLE is underlining the growing importance of this target group.

“Holz-Handwerk is the ideal trade fair for us to engage in practical, eye-to-eye discussions with craftsmen,” explains Jürgen Schröer, CEO of Robert Bürkle GmbH. “The craft industry still faces major challenges: rising quality requirements, a shortage of skilled workers, and the desire for future-proof investments. This is exactly where our newly aligned strategy comes in.”

### **Technologically advanced coating systems for craftsmen**

The focus of the trade fair presentation is on powerful yet economical coating systems that are specially tailored to the requirements of craftsmen. These include the KA roller UV system and the ROBUSEco spray coating machine, BÜRKLE's top-of-the-range model for craftsmen.

BÜRKLE places particular emphasis on the “future-ready concepts” of the ROBUSEco. The system is modular in design from the outset and can be flexibly expanded as the business grows. Additional functions such as cleaning units, automatic loading and unloading, or feed belts can be integrated at any time via plug & play, without the need for costly conversions or long downtimes. “We want to give the trade investment security,” says Schröer. “Our customers should get exactly what they need today and have the opportunity to continue growing their business and our technologies tomorrow.”

### **About Holz-Handwerk: The trade fair for the woodworking industry**

In addition to the live demonstration of its coating technology, BÜRKLE will also be presenting its PUR and glue application machines as well as selected continuous press systems at Holz-Handwerk 2026, which are specially designed for small and medium capacities. The company thus covers a wide range of applications, from classic film and veneer coating to sophisticated coating solutions. "For us, customer proximity is not just a buzzword, but a strategic requirement," emphasizes Schröer. "Together with our trading partners, we want to use Holz-Handwerk to offer the craft industry exactly the support it needs today and in the future."

BÜRKLE exhibition stand: Hall 9 / Stand 9-311

### **About Holz-Handwerk: The trade fair for the woodworking industry**

Holz-Handwerk is one of Europe's leading trade fairs for the woodworking and wood processing industry. It is aimed in particular at joiners, carpenters, and cabinetmakers and presents solutions along the entire value chain.

Als zentrale Branchenplattform bietet die Holz-Handwerk Raum für fachlichen Austausch. As a central industry platform, Holz-Handwerk offers space for professional exchange, innovation, and practical applications. The trade fair is complemented by a varied supporting program with lectures, special shows, and live demonstrations that focus on current trends and future developments in the craft industry.

Event dates: March 24–27, 2026

Location: Nuremberg Exhibition Center

Further information at:

DE: <https://www.holz-handwerk.de/de-de>

EN: <https://www.holz-handwerk.de/en>

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Stand at Holz-Handwerk  
Photo: BÜRKLE

### **About BÜRKLE**

The machine and system manufacturer BÜRKLE offers system solutions for the production and coating of various materials. Among others, furniture and wood-based materials as well as insulation boards, printed circuit boards or laminated safety glass are coated, pressed or processed on BÜRKLE technologies.

BÜRKLE is the technology and market leader for highly automated press and coating systems.

The company generates annual sales of 100 million euros with around 450 employees. Worldwide, BÜRKLE is represented by 6 subsidiaries in Europe, North America as well as Asia and is represented by an international partner network in over 90 countries. Production sites are located in Germany, Hungary and China.

For more information about BÜRKLE, please visit: [www.burkle.tech](http://www.burkle.tech)

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