



A Big Success for the 20th Edition of the JOSKIN Pro Days!

The year 2021 began with the traditional JOSKIN open days, a series of days aiming at introducing the general public to the machines of the range and the behind-the-scenes of the production. Due to the health restrictions, this year's event took a completely different turn, as the company chose to offer a 100% digital experience. Was it a success?

For 20 years now, the JOSKIN Pro Days have been attracting a growing audience, to the point that they have now become an event in its own on the agricultural agenda. Despite the restrictions imposed by this year's unprecedented sanitary context, the Belgian company was determined to maintain this tradition at all costs.

A New Record Number of Visitors

As many farmers have noticed, the brand's website was completely reviewed for the occasion. Many new tools were added, as well as a 100% virtual showroom and an interactive tour with the behind-the-scenes of JOSKIN's factories. In view of the solution set up on the website (<https://www.joskin.com/prodays>), JOSKIN has undeniably been able to meet its challenge of offering a 100% digital variant that keeps the ingredients of the original event.

By offering a solution that is accessible from anywhere in the world, with no time restrictions nor travel constraints, and above all without the slightest health risk, this year's Pro Days have once again registered a new record number of visitors. Several tens of thousands of visitors visited the page dedicated to the event in just a few days. Contractors, fans, curious people, experts from Poland, Spain, Austria, Sweden, Russia, etc. surfed the various pages designed by the company for the event.





Good News: JOSKIN Opens Its Doors the Whole Year Through!

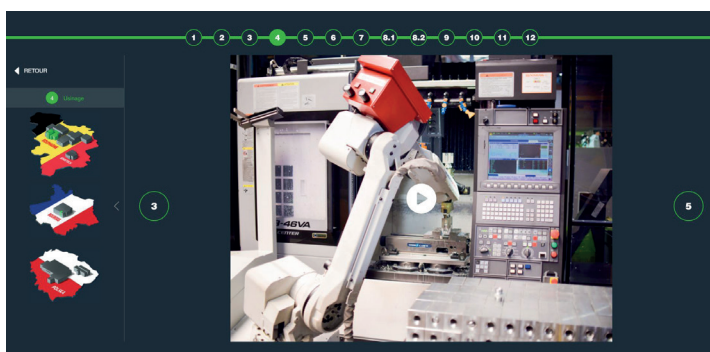
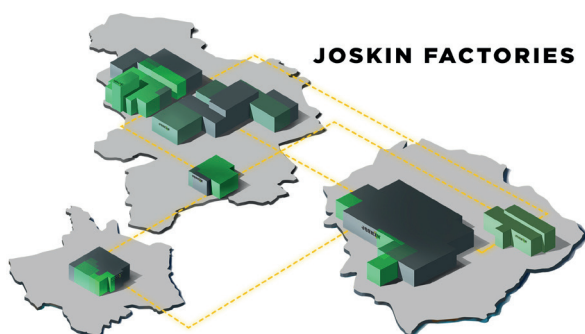
Given this impressive success, JOSKIN naturally decided to keep the various tools created for the occasion online. With this decision, the Group conforms thus with its usual line of conduct, which is to play the game of transparency. Let us remind you that JOSKIN has always opened the doors of its showrooms to the general public and organised guided tours of its various production sites throughout the year. Although this initiative was undermined by the pandemic context, it was important for the company that users could continue to be properly informed about the right reasons to invest.

Information for Every Need

In addition to the usual pages dedicated to the products in the range, the Joskin.com site allows you (via the «showroom» buttons) to immerse yourself in a **fully virtual showroom of over 14,000 m²**, giving you the opportunity to analyse each machine in detail as if you were there.



To convince you of the quality of its machines, the JOSKIN website also includes a new section called «**factory tour**», where you can view the complete manufacturing process of a JOSKIN machine through the Group's various production sites. Taking you on a journey from Belgium to Poland via France, this page allows you, through narrative and immersive video reports, to see and understand each stage of a production cycle of a machine without having to travel.





For bargain hunters, another tool is also available now: **the special offer of the month!** Accessible via the joskin.com/calendar page or the «our special deals» section, this novelty summarises the exclusive special offers of the JOSKIN 2021 calendar that you can benefit from during the current month.

Now permanently available on the JOSKIN website, all these novelties go along and enrich the already popular existing tools, such as the catalogue of outlet/second-hand machines, the e-shop or the media library. Despite the many barriers imposed by the sanitary context, JOSKIN thus demonstrates, once again, its ability to remain in tune with the needs of the agricultural world.