



Presseinformation

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New products, test winner and camping area on the stand

alca mobil logistics + services at Automechanika 2024

Storkow, June 2024 – The automotive accessories provider alca mobil logistics + services gmbh will be exhibiting at Automechanika in Frankfurt from 10 to 14 September 2024. With Heyner, alca and capsula brands, the company will be presenting its latest product portfolio at stand C88 in hall 3.1, including Heyner test winners and innovations in wiper blades, car accessories and child seats.

"Automechanika offers us an excellent platform to present innovative IT solutions alongside our high-quality products. These solutions enable our customers to easily integrate our diverse product ranges into their favourite marketplace or online shop: Perfect product data and high-quality photo material are just a few clicks away. We are now 100% online-ready in order to optimally support our customers in their online business. This also includes the provision of individual, online-ready packaging for wiper blades, which can be offered as complete sets per vehicle," explains Tom Heyner, Managing Director of alca mobil logistics + services gmbh.

Heyner: hybrid wipers, optimised wiper packaging, data supplier from TecAlliance

Heyner is one of the leading German brands for car accessories. The range is led by the Heyner HYBRID wiper blade. The Heyner hybrid wiper blades combine the stability of the traditional wiper blades with the aerodynamic design of flat ones.

In recent years, the packaging variants of the HYBRID wiper blades have been continuously adapted to market requirements. In addition to individual packaging, complete sets are now also available for online retail, which are now customised for over 3300 vehicle models.

Heyner has been a premium data supplier to TecAlliance, the leading spare parts catalogue system in the independent aftermarket, for many years. This increases Heyner's visibility in the aftermarket and makes its products more easily accessible worldwide.

alca U-Flat wipers

With the new alca U-Flat wiper blades, the changeover from classic wiper blades to modern flat ones is effortless. alca U-Flat wiper blades offers a joint-free entry-level class and is extremely attractively priced. The wiper blade has been specially designed for hook arms - a common arm shape found on many new vehicle models. The hook arm has a characteristic U-shape at the end, which gives the wiper its name.

A special feature of the alca U-Flat wiper is that it does not require an additional adapter. This saves resources and saves space on the sales wall.

alca expands its range of halogen lamps in the PERFECT VISION series

The alca PERFECT VISION range now includes a larger selection of halogen lamps. These are available in different packs (in pairs or per piece) and brightness levels ranging from standard to +200%.

Test winners at the trade fair stand

The products on display at the trade fair stand include a number of test winners, including the WheelBlock Pro steering wheel lock, which came out on top in the Auto Bild steering wheel lock test. It provides effective protection against car theft and is easy to fit. The claw also has a combination lock.

The electronically controlled 12V compressor Heyner AeroCube PRO and Heyner BigAir PRO, both test winners at Auto Bild, are also represented. In the growing camping segment, the Heyner Espresso GO machine has established itself as a real winner. This espresso machine is also part of the camping area at the trade fair stand.

Last but not least, Heyner has been developed into a successful manufacturer of car jacks, which have achieved excellent results in comparative tests.

Innovative new Heyner scissor jacks

The latest generation of Heyner Black Edition scissor jacks are characterised, among other things, by an extra stable base with a generous support surface of 30x8 cm. The robust rubber support has been specially developed for many BMW and Volkswagen models to ensure a secure hold. A practical comfort extension makes it easy and convenient to crank up the jack with the ratchet provided, which further emphasises the premium character.

New i-Size child seat models from Heyner and Capsula

Heyner and Capsula present their new child seat program. The stylish Heyner i-Fix Maxi GO not only impresses with its high quality and slim design, but can also be folded to save space and transported in a practical bag.

Both Heyner and Capsula will be presenting booster seats with and without Isofix attachment at the trade fair.

About alca mobil logistics + services gmbh

alca mobil logistics + services gmbh offers with its brands Heyner, alca germany as well as capsula a wide range of products for cars. The range includes wiper blades, accessories for maintenance, breakdown and cleaning products as well as tools and child car seats for ages zero to twelve. The products are sold via autoplus360.de.