



Codinter Inc.
Technological Solutions for the Industry

Press Release

Miami, January 15, 2023

Codinter will educate the industrial public in 2023

The Codinter organization has decided to invest more resources in the creation of educational and support material that is of interest to the industrial public in America. This educational material will be published as blog articles (to be read online on the Codinter website), downloadable eBooks, virtual events, and some other digital content.

Educating the industrial public, which forms Codinter's primary customer base, is a way of showing respect and appreciation. When they face challenges in the development of their projects, or when they want to innovate the processes they carry out, to achieve better results, they are faced with the question of how to achieve it. That's where having accurate information is invaluable. In addition, being exposed to valuable information about the industry can promote innovation and entrepreneurship. These are fundamental pillars of any society. Codinter seeks to encourage this in its target markets.

"Customers know what they need, but not necessarily what solves their need. That is why we have decided to expand the publications we make, in order to make them aware of the technologies that are now available and those that are in development, which may be exactly what they need to be more efficient" said Juan Pablo Cadena, President of Codinter. One of the actions that Juan Pablo Cadena has taken to achieve his purpose is the expansion of the marketing department, which is now led by Jonathan Campos, who has been reinserted into the organization.

Blog Articles

For some years Codinter has published some twenty articles on its website. The goal that the Codinter Editorial Team has set for 2023 has been to produce about 48 articles so that there is a new one every week. Once the article is published, it will be shared through email marketing, social networks, and strategic partnerships with suppliers.

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eBooks

Although right now there are 4 eBooks available for download, each of them in 3 languages (Spanish, English, and Portuguese), the proposed goal is to publish 12 more eBooks during 2023. One of the distribution channels that will mainly be used to make known the availability of new eBooks will be the LinkedIn social network, because the topics that will be published may interest many of the users who follow Codinter's public profiles there.

Virtual events

In 2020 and 2021 due to the covid pandemic that hit the world, in-person events, such as fairs, stopped being held. The Codinter organization reacted to this with the execution of several virtual welding and cutting fairs. There, all the representatives of the brands that are distributed were invited and each one made presentations of their products. During 2023 Codinter will carry out 2 types of events: 1) "The week of..." which will be 2 days of virtual meetings where some of the experts from brands such as Miller or Hypertherm will present their products or solutions and 2) "Ask me everything" which will be an online meeting where an expert on an industrial topic, such as gas equipment, will answer questions from the audience. All events will be broadcast on social networks and recorded on video for later consultation.

About Juan Pablo Cadena

Juan Pablo Cadena is the president of the Codinter organization. This engineer of Colombian origin has succeeded his father, Luis Cadena, in leading the entire organization and has expanded the company geographically and in business lines. Although his main office is in Miami, he constantly visits each of the organization's offices.

About Codinter

The Codinter organization is a private company whose objective is to supply products and services for the welding, cutting, industrial finishing, and automation needs of the different industries of the countries of North, Central, and South America and the Caribbean. Codinter currently has offices in Miami, United States; Cali, Medellín, and Bogotá, Colombia; Valencia, Venezuela and Jundiaí, Brazil.

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