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Record result for the MATERIALICA 2006

The industrial oriented suppliers' fair MATERIALICA 2006, 9th International Trade Fair for Material Applications, Surfaces and Product Engineering, organised at the space of the New Fairgrounds Munich, Germany, finished with record results. On display were components and semi-finished tools for the next product generation.

From 10th to the 12th of October, 2006, international developing- and design experts met at the MATERIALICA at Munich, Germany. 7.144 trade visitors from all over the world (compared to 6.323 in 2005) met with 346 international

exhibitors (compared to 307 in 2005) on 10.000m² and received detailed information on innovation and developments.

The MATERIALICA 2006 convinced not only trade exhibition experts with its excellent figures but especially the exhibitors. Over 90 percent of the enterprises exhibited praised the high quality and competence of the visitors coming to their booths. The visitors came from diverse branches such as automotive (34 percent), aerospace (20 percent), machine construction (24 percent), sports/consumers (19 percent) and the medical trade (3 percent).

For the first time, the flocking industry was represented with a collective booth. Together with



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the Association of the Flock Industry Europe (reg.), member companies **Aigle S.R.L.**, **Hella Priem Beflockungs GmbH**, and **Novafloor S.A.S.**, formed the „FLOCK COMPETENCE CENTRE“. Already the first hours showed that last years' assess (see FLOCK News 9/2005) came true. Many designers and developers from the most diversified trades stormed the COMPETENCE CENTRE.

Especially popular were the custom flockers. And from the design student to the chief designer of well-known car companies, all were interested to know about the newest developments, colours and trends in the flock technology. Our member companies Hella Priem Beflockungs GmbH, and Novafloor S.A.S., complemented each other splendidly.

The public was presented with many design pieces, technical parts, wall papers and flocked in-mould-films as well as the newest flocked yarn collection for technical applications. Colourful and with lots of fresh design the flock industry convinced the visitors from its innovation readiness. And in the machinery branch, especially the smaller equipment

was of interest for developers and engineers. For this, Messrs. Aigle SRL as a competent partner were available.

The team at the booth enjoyed to be able to greet many big industrial companies at their place within the three exhibition days.

It was especially good to recognise many visitors from previous visits to similar events

Application list.

Automotive- and furniture industry, air- and aero space, textile- and product designers, solutions for medical purposes or for acoustics – all and everything was requested and competently solved. We hope to be able to report on further design-projects in one of the next FLOCK-News.



from left to right: M. Fanis, G. Sandigliano, M. Sandigliano (Novafloor), A. Levi (Aigle S.R.L.), M. Hauf (Hella Priem), F. Zahn (Novafloor) and C. Lotze (Association of the Flock Industry Europe)

of the association where they had been informed about the advantages of a flocked surface and now came back to the booth with first concrete proposals. All of these could be helped, and even design students got the opportunity to economically realise their projects.

The one, who paid attention walking through the booth really didn't need anymore an

Concluding this, we actually can once more repeat: The MATERIALICA is the fair for innovative companies, wanting to accompany designers, developers and engineers on their long way from the idea to the serial production and which is in the position to present real novelties.

Already before the MATERIALICA closed, the fair organisers received many

bookings for the event in the forthcoming year. The MATERIALICA 2007 will take place from 16th to 18th of October 2007, again at the space of the New Fairgrounds, Munich, Germany. Member companies interested in participating should please contact the Associations' office.

CL-gm

News from „Touch“

The bone china with the velvety soft surface was introduced during the “2nd Thuringia boundary space and surface days!” held from 13th/14th of Sep, 2006, at Oberhof, Germany. Starting from the idea of the “speziell produktgestaltung“ Köln (Germany) [also see (1),

the bone china manufacture “KAHLA Thüringen GmbH”, together with “Innovent“, Jena, Germany, developed a bone china series for the consumer household, which flocked surface may be coated in many decorative colours and coming in selected shapes. Thus, not only special optics (decorative!) characteristics but also new

haptic (velvety soft) and physical features may be achieved. Such features absolutely necessary for china being used on a daily basis “suitable for micro-wave”, „suitable for dish washers” and “food safe” were finally achieved by a combination of adherence techniques.



Flocked dishes for daily use „touch! branding!“

Literatur:

[1] Fleckenstein, S.; Pohlmann, J. und Schwer, T.: Neue Flockanwendungen durch Zusammenarbeit eines Arbeitskreises des Verbandes der Flockindustrie mit innovativen Designern. Tagungsband 18. Int. Flocksymposium Dresden 2005, S.205-212

[2] Hardersbeck, R.: Weltneuheit touch! Porzellan mit samtweicher Oberflächengestaltung. Postervortrag. Tagungsband 2. Thüringer Grenz- und Oberflächentage 2006, S. 339.

Text und Bilder: Prof Kleber (Red)

Comments of the editorial offices: The illustrations above show the new series “touch! branding!” With “touch! branding!” company logos, letters and motifs of all kinds may be engraved into the flock coat by using laser technique, so that the noble, white material bone china glows through it. This series made it to the final round at the bestowal of the Promotional Gift Award.



Flocking meanwhile, is available in the popular colours black, red, orange and - quite new - magenta, cyan and lime, the most intensive colours ever appearing on bone china.

*This may be recognised on the winning game card, which was made available to us by a member.
CL-gm*

19th International Flock-Symposium

As already advised, the 19th International Flock-Symposium will take place on the **26th/27th of March, 2007, at Berlin, Germany**. The program and more details you'll find attached to this FLOCK-NEWS: We are glad that with Berlin, Germany, we found an international location which is reachable from many capitals with direct flights. And should you decide to travel by train, no problem, as the hotel is situated right by the Kurfürstendamm and the train station Zoo.

For participants coming by car there is sufficient parking space available either at the Hotel Schweizerhof or at the Hotel Intercontinental, situated right across the street, as well as the parking lots at the Europa-

Centre. The hotel has a large wellness-area including the biggest hotel swimming facilities of all Berlin. The world famous street Kurfürstendamm with its manifold shopping opportunities is only 10 walking minutes from our hotel.



And even despite the exclusive area right in the centre of the German capital, we could make it possible to keep the **participation fee** with € 895.- nearly at the same level as with our last symposium

at Dresden, Germany. Apart from the two-day participation at the symposium, this price includes 2 lunches, all coffee breaks, the symposium manual, the banquet on Monday evening as well as the conference drinks. We certainly hope to have made it possible for many companies to participate again at this world meeting of the flock industry. And in addition to all this, you'll receive **10 % discount** if the participation fee has been paid into our accounts by the **31st of January, 2007**, latest. Members of the Association of the Flock Industry Europe (reg.) will receive an exclusive **bonus discount** of 10% on top of it.

At this global meeting of the flock industry, some companies have the opportunity to present themselves with a **booth** where it is also possible to have

the one and other customer talk without disturbance. There are a maximum of 15 spaces reserved which cost € 495.- each and additionally a lighting and electricity fee of € 25.- each.

The advertisement prices are:

1/1 page b/w.	€ 595.-
1/1 page 4-colours	€ 795.-
½ page b/w.	€ 395.-
½ page 4-colours	€ 545.-

+++ all prices are exclusive of VAT +++

We also offer the possibility to take out an ad in our **manual**. This compendium containing all lectures in detail is one of a kind in the world and is carried by many leading companies of the flock trade.

Even external companies wanting to get in touch with the flock industry have the chance to place an ad. Should you be

interested in renting a booth or placing an ad, please apply bindingly with info@flock.de

There are still some copies of the last manual available which interested parties may order via our home page www.flock.de.

Traditionally on the Sunday prior to the symposium, the Members' Assembly of the Association of the Flock Industry Europe (reg.) will take place in the same premises.

And in the evening the association invites its members to a **get-together** in an old-Berlin atmosphere with an inventive buffet. Each member company having applied for participation will receive one coupon free of charge. For further persons and for non-members wanting to participate in this gathering on Sunday evening, coupons for € 35,-/person may be purchased. Also, accompanying per-

sons may order additional coupons for the **evening event on Monday** (€ 45,-/person). The individual **order forms** are attached to these FLOCK-News.

We are looking forward to welcome the world-wide leading enterprises of the flock industry in Berlin, Germany. Please do also take this chance to take part in the 19th International Flock



Hotel Schweizerhof, Berlin

Symposium. In the next issue of the FLOCK-News we shall introduce the lecturers and a comprehensive summary of the lectures.

CL gm

Did you already know...

..... that this FLOCK-News could contain an ad from you?

This unique newsletter for the flocking industry at the moment is delivered by 650 recipients. Apart from the members of the association of the flock industry Europe (reg.), all those belong to these recipients interested as well as those who have requested so in our home page www.flock.de. Based on the concept to generate the FLOCK-News as a digital medium, it is also largely distributed within the companies subscribed to it and also on internet pages which make these FLOCK-News available to those visitors interested.

Thus, a very good distribution net has been created world-wide, targeting all those companies and individuals interested in the flock technology. In order to better make known this advertising service, the Executive Council of the Association has decided on the following introduction prizes:

¼ page 4-colours in the German **OR** the English issue:
€ 300.- (members) resp. € 400.- (Non-members)

¼ page 4-colours in the German **AND** the English issue:
€ 500.- (members) resp. € 800.- (Non-members)

+++ all prices are exclusive of VAT +++

Do use this unparalleled medium, the FLOCK-News in order to reach your potential customers world-wide with a targeted advertisement.

CL gm

FLOCK-News

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Please return to fax.: + 49 (0)7661 909 775 (Association of the Flock Industry Europe)

19th International Flock Symposium
March 26 to 27, 2007 at Hotel Schweizerhof, Berlin

Order Form

We book an information booth as follows:

- information booth
from March 26 to 27, 2007 at € 495,-
+ lightning € 25,-
€ 520,-

We book an advertisement in the Symposium Handbook

1/1 page, size: 258 mm height / 170 mm width

- 1/1 Seite b/w € 595,-
- 1/1 page 4-colours € 795,-

½ page, size: 120 mm height x 170 mm width

- 1/2 page b/w € 395,-
- 1/2 page 4-colours € 545,-
- 10% extra charge for bleed (b/w or coloured) on above prices

Ticket for the get-together on Sunday evening

_____ Tickets à € 35,-

Tickets for the banquet on Monday evening

_____ Tickets à € 45,-

+++ all prices are exclusive of VAT +++

company address: _____

contact person : _____

date: _____ signature: _____