

→ **Memberintroduction
Maag Flockmaschinen GmbH**

>>> [zum Artikel](#)

→ **Symposium 2009
Introduction of the speakers**

>>> [zum Artikel](#)

→ **„ART WITHIN
ARCHITECTURE“**

>>> [zum Artikel](#)

→ **Heimtextil**

>>> [zum Artikel](#)

→ **FiberLok and HVG
Announce Partnership**

>>> [zum Artikel](#)

maag|flock

Competence
„Made in Germany“

With decades of experience maag I flock as the leading company supplies concepts, lines and equipment for flocking an extremely broad range of products around the world – from hand flocking units for model and prototype construction to customized, fully automated lines for high volume production of three-dimensional molded parts.

No other manufacturer anywhere in the world offers a similar range of products and services from consulting to its own metrology.

The systems and machines of the market leader are all produced in the region. They testify to top quality and competence – because they are “Made in Germany”.

maag I flock is the authority on flocking technology. The world’s largest companies place their trust in this know-how. Both sides benefit from such long-term-partnerships. These include competently supported customers and engineers,

who have a sound knowledge of production environments. This is an important basis of their success.

As flocking is a technology that opens up a wealth of possibilities maag I flock keeps an continuous dialog i.e. customers set their requirements and maag I flock has an excellent command of the technology.

What advantages does flocking of a particular surface offer? What new options does it open up?

Under what conditions and how can high-quality flocking be realized?

No one can find the answers as quickly and reliable, and no one designs better machines for the purpose than maag I flock does.

For decades maag I flock has concentrated on tasks of this kind, which are set by scientists, designers and customers from a broad range of industries. maag I flock is their technology partner, giver of ideas and expert, whom they trust one-hundred percent. The quality of their consulting and machines is unequalled world wide and people at maag I flock are proud of that.



Flocking machine for gloveboxes / flocked glovebox

At their technical center any series production requirement can be simulated on a laboratory scale i.e. conditions under which flocking is carried out in the production system are exactly simulated. By varying different parameters, they can maximize the performance of the line and achieve the highest flocking quality.



Flockingmaschine
Typ EPF 2000



Mini flocking unit



abrasion tester

In trials with their own testing equipment the quality of the consumables is checked as well as evaluation is carried out re. the behaviour of the flocking under external influences to ensure this meets customers' requirements.

The experts with maag I flock adjust every machine personally and start up customers production. Their task is completed when entire process runs smoothly on site.

For easy maintenance they optionally put together individually combined spare parts packages. Working with suppliers that deliver world wide, guarantees fast procurement of additional parts.

In addition their application engineers are demanded specialists on site, who always have suggestions for optimizing customers' production lines.

maag I flock – that's world wide distribution network and export of high quality components in more then 60 countries all over the world as well as world wide service.

maag I flock – State-of-the-Art flocking systems

Find more at www.maag-flock.com



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

This unique newsletter for the flocking industry is delivered to over 700 recipients at the moment. Apart from the members of the association of flock industry Europe (reg.), there are also recipients who have requested the Newsletter on our homepage 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 their visitors as well.

Use FLOCK-News in order to reach your potential customers world-wide with a targeted advertisement. For further information please contact us at +49 (0) 9546 595840 or by email at info@flock.de

In the last FLOCK-News we have already started to introduce a view speakers and their lectures in shortform. In this issue we will continue with the intorduciton. The complete lectures will be printed in the handbook which will be handed out to the participants.

In case you do not have the programme yet you can find it here, with a klick on the advertisement or just contact us by phone +49 (0) 9546/595840 or email info@flock.de and we will send it.

We also offer advertisement in the handbook and Informationstands in front of the conference room.

We are looking forward to your registration

Verband der Flockindustrie Europa e.V.

„Evolution in technology of flocking with TPE materials in automotive seals applications“

- Trends and innovative solutions
- New techniques versus traditional EPDM direct flocking

There are many different kinds of application for flocked surfaces in the automotive sector. New techniques like the introduction of thermoplastic materials (tpe,tpv,pvc) for the extrusion of sealings and profiles are an evolution compared with direct flocking on EPDM. With “Flock Tape” technology with TPE, direct flocking can be replaced. Both methods will be taken in comparison and also their Pro’s and Con’s will be discussed. Moreover new applications of flock material in car interiors will be introduced.

CV of the Speaker

Dr. Ing. Federico Rosa studied industrial engineering and promoted in 1996. He has as well a Master in Business Management (2000).He is partner at Dimontonate Floccati spa and Automotive Product Manager.

Before joining Dimontonate (in 2001) he had different experiences with Italian thermoplastic producers companies as compounding, extrusion and packaging sectors.

High-Tech Flockstructures with special fibres for biomaterial

At the Flock Symposium 2005 a research project for the production of implants has been introduced. Within this project structures for the settlement of Cells have been developed with flock technique on medical purposes, so-called incremental grid. Therefore, new materials which are biocompatible needed to be modified so it was possible to work with them in flocking.

CV of the Speaker

Dipl. – Ing. Birgit Mrozik studied Textiletechnique at the College with Degree. Than she did postgraduate studies at the Dresden University. During her studies she has already been involved in scientific projects. After her successful graduation she became a member of the scientific staff at the ITB at the Dresden University of Technology. Besides her teaching she is also involved in research projects with focus on flock technologies, which is also the subject of her dissertation, on which she is working at the moment.

New flockmodules permitt new applications for flockprint and piece goods

Flockmodules for nearly any screenprinting-carrousel establish new applications in flockprinting

Flockprint is very well known. You think about t-shirts and doormats. But that is not enough. New flockmodules which are build extremely flat and with a consistant dosing on the complete surface can be expanded at nearly any screen printing horizontal rotating table. This modern technique brings up many applications on textile or nontextile substrates.

CV of the Speaker

Edvard Crnic is Associate Partner and Executive Vice President at maag I flock. He joined the company mid 2000, moreover he's got marketing knowledge of over 20 years. He's active within the European Flock Association, where he used to successfully lead the Marketing Group for years. 2003 he became a member of the Executive Committee and is in charge of the finances.

Hotmelts for flocking; fast efficient, high stability and energysaving

In collaboration with the Institute for Polymer Research Dresden and the Institute for Textile and Clothing Technology of TU Dresden the potential of hot melt adhesives for flocking has been considerably analyzed. A number of hot melt adhesives are particularly suitable for flocking.

CV of the Speaker

Dr. Hoffmann completed his studies of mechanical engineering at TU Dresden in 1983 as a graduated engineer. As a research associate at ITB (Institute for Textile and Clothing Technology) he specialized in warp knitting and defended his doctoral thesis in 1987. Since 1992 he is head of research group "Textile Flächenbildung". He supervises Ph.D. students and research projects. Key aspects are weaving, warp knitting and flocking. He gives lessons in "Textile Flächenbildung".

Acrylic flock with convincing attributes and its fields of use

Spun-dyed acrylic fibres of DOLAN® are the source for many different end products, e. g. blindings, sunshades, fabrics, convertible tops for cars, clothing etc. What do these applications have in common? They all need fibres of excellent durability, fastness to light and weathering, consistency against chemicals, wash resistance, dimensional stability, etc. Acrylic fibres of DOLAN® fulfil these requirements, in regards to the colour as well as the fastness. Moreover DOLAN® provides a wide range of colours.

The availability of flock fibres with this versatile material is new. The lecture will inform about the characteristics of DOLAN® and their products.

CV of the Speaker

Dipl. – Ing. (FH) Jörg Meinert studied at the University of applied science Münchberg/Coburg Textile-engineering followed by corresponding studies for Business-engineering at the Westsächsische University of applied science Zwickau.

Professionally he worked for yarn and textile production, quality control and production planning.

Since 1998 he works at the Dolan GmbH Kehlheim. He is in charge of the technical customerservice, product development and marketing and sales.

„ART WITHIN ARCHITECTURE“

In the beginning there was the Idea to flock a Jugendstil-villa with velvety-softish themes. With this idea in mind I maintained the order for designing the foyer of the music school in context of „ART WITHIN ARCHITECTURE.“



The concept of the artwork has been done parallel to searching the right technical possibilities for the realisation. The necessary information has been provided by Mr. Hofmann of Swissflock as well as a workshop in Essen, Germany.

The result after several trials is a thrilling space staging. With the red flocking the sensual air of the turn of the century is expressed. The dashed lines „call the tune.“

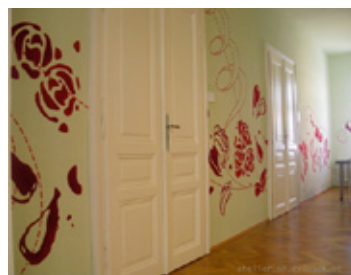


The challenging thing on this discovery is the usage of flock for artistic means of expression

– this discovery has hardly been exhausted yet ...



mag.art. martina schürz-neururer
a-4840 vöcklabruck
mailto: atelier_in.ex@asak.at



Consolidated exhibition of home furniture textile, fundamental appointment for the new developments and presentation of products of most important textile companies from all over the world, Heimtex is really important event also for the flock industry.

Traditionally companies that are manufacturing and dealing with flock products are very well represented. We visited some of them and asked some comments on general situation of the market and particularly of flocked products, we are giving here a resume' of the answers trying to make a picture of the situation.

The exhibition is divided in section and flock was present in most of them. In the curtains sector is still very strong the presence of flocked fabric (although the big boom was two three years before) and this year we noted that the trend on the decorations shape were very well compatible with the flock technology. Must be mentioned that the presence of flock products moved from the traditional European-Turkish stands to the Indian-Chinese ones.

The halls dedicated to sofa covering is not showing a big quantity of flock samples as it was 5-10 years before. Now flock covering sofa appears to be a niche where the very well specialised companies can compete on this difficult market proposing high quality product with new techniques and high appeal.

The hall where flock technique was very exiting giving energy and new enthusiasm was hall number 5 dedicated to wall covering paper. The most expert and navigated persons of the industry will laugh on the words new by the moment that flock wall covering was in full fashion in the 60's and went down in the 70's. Since then 2008 was a gold year for this products with really different look and special effects if compared with the 70's wall covering in this time and now is giving good satisfactions to the whole industry. So in many stands were showed beautiful samples and even a dress made of flocked paper!

Finally all companies we were speaking to expressed concerns of the current economic situation that have brought effective losses of work and margins. This situation was also evidenced in the lower number of visitors present in the halls. Finally we can give positive emphasis to the fact flock industry was still present in almost all sectors of furnishing textile industry: wall decoration, sofas and even on the floor of the exhibition with the contract logo duly flocked.

Alberto Sadun / Aigle, Italy

Carpet by SOMMER Needlepunch, Baisieux, Frankreich; Flocking by DEBOMAT, Hamme, Belgien

FiberLok and HVG Announce Partnership with dekoGraphics GmbH

Distribution of Proprietary Lextra Flock Transfers To Be Managed Exclusively in Europe by dekoGraphics

After more than a decade of licensing its well-known and patented Lextra high performance flock heat transfer technology and IP rights to an Irish European partner, High Voltage Graphics (HVG) have elected instead to form an exclusive new partnership with dekoGraphics GmbH. The Lextra License with HVG's original partner will not be renewed.

Mr. Andreas Frirdich, owner of dekoGraphics, has been a long time friend and associate of Brown Abrams, founder and CEO of HVG and FiberLok, USA licensee for the Lextra technology. FiberLok will manufacture Lextra exclusively, including a wide

range of new product developments, until a new European region manufacturing licensee is appointed.

“To see this new partnership come together is so personally satisfying for me,” says Abrams, “because Andreas and I have always had a strong mutual respect and trust for each other's accomplishments and way of doing business and naturally have always hoped for the opportunity to work together to leverage our combined passion for Lextra to customers around the world.”

After almost two decades of brand-building activity focused on the sports and football apparel markets, the Lextra brand name has succeeded in creating its own product category. Well known worldwide, the exclusivity of Lextra has created fundamental anti-



Agreement of HVG and dekoGraphics

piracy benefits for major Brands over the years which will now be increased dramatically with the launch of additions to the Lextra product portfolio.

About dekoGraphics

Established in 1993, dekoGraphics acts as a manufacturer's representative specializing in high quality heat-transfers and technical applications to the apparel, shoes, automotive and plastics industries. Numerous innovative and frequently patented technologies and their respective manufacturers require an experienced European based official vendor to present their products, work on developments and projects with designers and project managers on site. Thanks to its longstanding experience in marketing and distribution dekoGraphics has built a high level of trust and confidence with manufacturing partners and customers for more than 15 years. For further information contact: dekoGraphics GmbH; Hohenaspen 20; 69231 Rauenberg; Germany; Tel.: +49 (0)6222 57040; Fax: +49 (0)6222 570440; mail: info@deko-graphics.de.

About FiberLok

Since 1979, FiberLok has been the first and only manufacturer in America to specialize solely in the manufacture of high-performance flock transfer printing technology. FiberLok distribution reaches a wide variety of markets including apparel, transportation, industrial manufacturing, injection molding, promotional products, and retail. In 1985 FiberLok became the exclusive American licensee authorized to manufacture patented Lextra Brand high performance flock transfers. For more information about FiberLok, visit www.fiberlok.com and www.mouserug.com.

About High Voltage Graphics

High Voltage Graphics (HVG) is the first and only company in the world in the business of researching, developing and licensing proprietary world-patented fiber graphics products, materials and processes. Lextra® is the flagship trademark brand for HVG's first Fiber Graphics technology--also referred to as "high performance flocking". For more information contact: High Voltage Graphics, P. O. Box 41, Fort Collins, CO 80522-0041 USA. Tel: 970-221-1200, xt 220. Fax: 970-221-0200 or visit the website www.lextra.com.

FLOCK-News

Free newsletter of the Association of Flock Industry Europe (reg.)

Publisher:

Association of Flock Industry Europe (reg.)
Treppendorfer Str. 16
96138 Burgebrach

Tel.: +49 (0) 9546 595840
Fax: +49 (0) 9546 595841

E-Mail: info@flock.de

www.flock.de

Working Group Marketing:

H. Walter +49 (0) 6222 578139

Working Group Technology and Science

U. Büttel +49 (0) 7072 9160 0

Frequency: monthly, bilingually
(German and English)

Advertisements + Layout:

S. Thaler
+49 (0) 9546 595840

Responsibility for the contents of advertisements rests exclusively with the advertisers.

Opinions expressed in articles signed by the author or marked with initials as well as „letters to the editor“ reflect the personal view of the respective author and not necessarily those of the editors.

© by Association of Flock Industry Europe (reg.)