



in this issue:

NEW: VF becomes FAoE

Renaming of the
Association

Members:

Swissflock: Reinforcement
of the Sales Team

FlokPlus

One day full of flock in
Istanbul

Events

Fairs, Exhibitions, etc.

Working with Flock

- Upgrading techniques
of Paper
- Oranje Car
- Flocked Jewellery



further information at:

www.faoe.eu

Our Newsletter in a new Layout

The Association of the Flockindustry Europe is from now on called Flock Association of Europe (FAoE) e.V.

Reason for the renaming is the increasing Internationalisation of the Association. 52% of our members are settled in Germany. Additional 34% in Europe and 14% outside of Europe. In the committees and working groups mostly English is spoken.

From 1st of June 2010 the new name of the Association will be Flock Association of Europe (FAoE) e.V. The decision about the name took place in our membership assembly in March 2009.

The Flock Association of Europe was founded in 1981 in Büdingen and sees itself as the central representative of the interests of all companies involved in flock-technology.

Our members and interested parties are supported in questions related to the flock technique. As an Association, it is our first priority to popularize the advantages of flock-technology, and moreover develop flocking to make its application safer and more environmentally friendly. By this means we do not only want to improve existing applications of flock, but we also want to initiate new ones

and hereby enlarge the market for all members.

„ The Association represents the interests of all parties in the flock industry.“

The diversified industrial structure of the association includes members from small enterprises and handcrafters, large enterprises .as well as flockers, suppliers, consultants and research institutes.

Flock is a technology with a strong future. The endless advantages of flocked surfaces always allow for new products and improvements in products.

Our homepage has been redesigned as well. Now at www.faoe.eu .



www.faoe.eu



Reinforcement in the sales team of SwissFlock

On 1st of March 2010 Manuel Leumann started to work as Head of Sales Automotive at SwissFlock AG Emmenbrücke in Switzerland. In this position he is in charge of the world wide sales and marketing activities in the Flock sector for EPDM- and further sealing profiles. Moreover he is partly taking care of other applications and projects in the interior design of the automotive sector.

He will be the successor of Rolf Neidert, who will leave for his well earned retirement by the end of 2010.

Manuel Leumann is business administrator with more than 10 years experience in international sales in the chemical-technical industry (adhesives, sealings, adhesive tapes, die cutting parts etc.). He is looking forward to strengthen his consolidated knowledge and to the exchange with customers colleagues and partners of the flock industry.

SwissFlock, which is producing high quality Flock since 1949 at the location in Emmenbrücke, is happy about the reinforcement, to ensure an optimal customer service and further to successfully enlarge their increase.

The product range of SwissFlock consists mainly of Flock, especially polyamide, polyester and viscose, but also further kinds of fibres. Furthermore fibres for special applications beyond flocking are produced. Many products

Customer care team



From left: Rolf Neidert (business development), Andreas Fröhler (sales), Johannes Hofmann (technical customer services), Manuel Leumann (sales)

are developed in close cooperation with the customer. For this a well developed laboratory is available.

The whole production process as well as the Management has been awarded with ISO TS 16949. The products and service of SwissFlock are distinguished by their constantly high quality and are used world wide in the most different parts of industries. Particular attention has also been drawn to the protection of resources and the environment which reflects the successful compliance of the audited environmental norm ISO 14001 for many years.

A well trained, motivated team of young and experienced employees is available for the satisfaction of customer needs. The now strengthened customer care team is prepared to answer technically or commercially questions.

JH

ONE DAY FULL OF FLOCK



FlokPlus

ISTANBUL - Turkey 14. October 2010

Flock meets us everywhere in life – whether effectively as an eye catcher, subtly in the background or completely hidden. But everywhere that it is used, we are rewarded by its excellent properties. Flock can be found everywhere because the technique is fascinating.

Please get back to us if you are interested in FlokPlus. We are happy to forward further information.

Messe Stuttgart



Flock Association
of Europe



[Register here now](#)

[Program online](#)

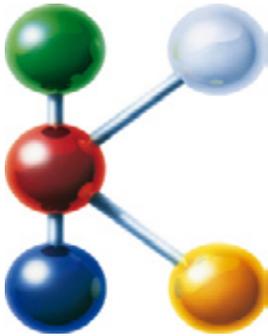
www.flokplus.com

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

This unique newsletter for the flocking industry is delivered to over 850 recipients at the moment. Apart from the members of the Flock Association of Europe e.V., 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@faoe.eu.

Events



Association and members exhibit....

The companies Aigle Machine SRL, Fluor Technik System GmbH, Kissel + Wolf GmbH, Koschaum GmbH, Maag Flockmaschinen GmbH, PFT Flock-Technik GmbH, Swissflock Inc. and Velutex Flock S.A. will exhibit at the K in Düsseldorf from 27.10. - 03.11.2010.

HALL 5 Stand A 01



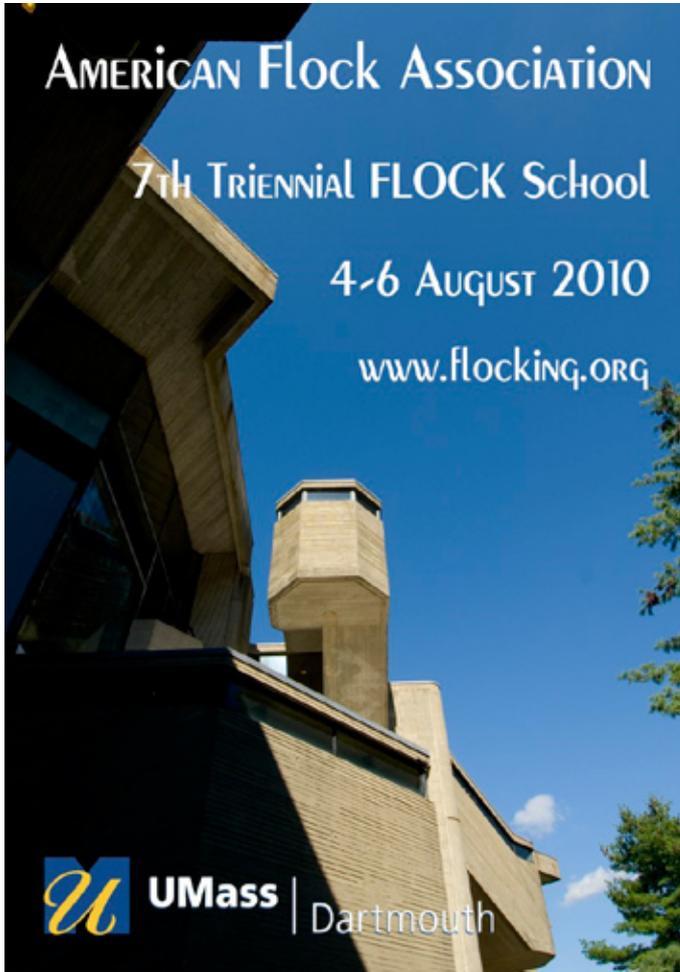
Members exhibit....

DIMONTONATE FLOCCATI SPA Stand RA1
KREKELBERG FLOCK PRODUCTS BV Stand A1
SEF Stand RC2



Members exhibit....

BORCHERT + MOLLER GmbH & Co.KG
Halle 3 Stand C 20



AMERICAN Flock ASSOCIATION
7TH TRIENNIAL FLOCK School
4-6 AUGUST 2010
www.flocking.org

 UMass | Dartmouth

25. June - 20. Aug.
2010

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www.macroflock.de



Thesis with Flock – Upgrading techniques of paper

Insider know already: Flocking is a high-class paper upgrading with a very pleasant feel and an exclusive appearance. From time to time there are reports in magazines about the flocking of paper and further techniques to upgrade paper. There has never been a compendium in which the most different kinds of techniques are described and shown. This gap has been filled now with an excellent thesis which we would like to introduce.

In their final term, in summer 2009, Viktoria Steinwandel and Nicole Pfennig, students of Graphic-Design (Freiburg im Breisgau), dealt with the subject upgrading.

The result is a very enlightening book about the subject upgrading of paper. „Kleinod – Mehrwert schaffen durch Veredelung“ (additional benefit with upgrading)

This subject upgrading is very extensive, versatile and huge. Upgrading can be done in very different ways and on different materials. The techniques for it grew gradually and many methods were developed.

Therefore the focus of this book is on upgrading of the print substrate paper

When did upgrading start and why? How did the techniques develop? What are the functions? Is there anything to take care of by processing? Who can do the upgrading of my product? What should I take into account? What is possible? What is the role of the substrate? And how do I set my document?

This book has the answers.

The book includes detailed knowledge about upgrading. Every single technique is described, how it was developed and what needs to be taken into account by designing. The book not only shows what can be done within upgrading but also what lies behind it.



The upgrading is shown on some extra produced samples for this book. The samples are in a consistent concept and play with the natural shyness of touching insects.

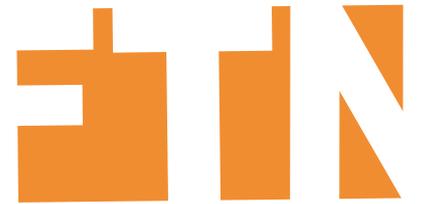
On the basis of the samples the benefit of upgrading should be made clear. It is not about attracting attention through exaggeration or straining after effects but more to show the well directed and careful use of the possibilities of upgrading



Flocking is shown with all necessary work steps, the different kinds of materials are listed and important information about the selection of the paper and the time of production are included. Besides several pictures of flocked motives a real flocking can be found on the first pages which was done by our member FLOCK-TEC Technische Beflockungen GmbH in Gomaringen. So you can also feel flock.

It is a book which can be used as utility object. There is also space to enlarge and amend the book yourself so the owner can write down notes, add samples, contactst etc.

UM/ Pfennig



FLOCK TECHNIEK NEDERLAND BV

For Sale



Due to failure of scoring

An original FLOCKED orange car, build in the year that the Dutch soccer team won the European championship!

You can also watch it at youtube:

[watch it now](#)

Trading it for a Seat is a possibility, driving it through Spain may cause some hazards.

For any questions please contact

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BV

Flocked jewellery

Jewellery designer Zoe Robertson launches her new collection of neckpieces Flocking Marvellous. Which have recently been exhibited by Charon Kransen Arts at SOFA Art Fair 2010 (USA) during April and will be exhibited at the Electrum and Lesley Craze galleries in London from May.

These pieces continue to explore her passion for unusual materials where she enjoys the exploration of non-precious unconventional materials. The sensory and aesthetic qualities of materials such as flock fibre, rubber and plastic are of particular interest. This is coupled with new directions into the integration of bold colour and pattern through the investigation of the process, dye sublimation.

Zoe is a full time lecturer at the world renowned School of Jewellery, Birmingham City University, UK. Prior to this she worked within the educational department at the Design Museum in London. Alongside lecturing she is an active designer maker who exhibits her work internationally.



Her most recent accolades include being awarded a Silver Award for Gallery Jewellery for the Goldsmiths Craft and Design Awards 2010 (UK). She was also selected for the European Prize for Applied Arts organised by the World Crafts Council – (Belgium) and the ITAMI International Craft Exhibition (Japan)



For further information please contact zoe.robertson@bcu.ac.uk or visit her profile on [Klimt 02](#) or visit www.schoolofjewellery.co.uk.

Flock News

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