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Dear Readers

To rise your interest in the Association and bring it closer to you we will introduce our members in the next issues. We will start with company:



Schuster Beflockungstechnik GmbH & Co.KG.

It started in 1997. A customer asked if the company Schuster could also do flocking. Until this request, Robert Schuster himself did not know anything about flocking at all.

He dealt with the subject and decided to flock. They started with products which where easy to flock. When Roberto Schuster decided to start flocking he had

already made up a company with his wife Edith. In October 1995 they started to go into business for themselves. At that time they mainly assembled components for the automobile industry.

Company development



Edith Beßner and Roberto Schuster



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After six months in business, company Schuster employed a couple of collaborators. In 1997 the company Schuster Metall & Kunststoff Konfektions GmbH settled in Ampferbach (Frankonia). In 2000 and 2004 they enlarged for further flocking areas. Roberto Schuster realised that more and more assembly work is done abroad, because it is more favourable. At the moment only 20 % of 1100 sqm manufacturing area is used for assembly. Schuster Beflockungstechnik GmbH + Co. KG was established in 2004 and is mainly flocking 3 dimensional parts. They have full automatised flocking facilities with a capacity of 1,5 million parts per day.

Further Investments



Flocking in the automatised line

Schuster is now investing again into a proprietary development. A robot which will be used in the first place for big pieces to be flocked. It is supposed to minimize the handicap of the workers by flocking. His answer to the question, if

he regrets to have changed over to flocking, was that he would

do it again at any time, what he learned about Flock during the last years showed him that it is worth to be committed to something. And Flock is SUPER!



Flocked Carbon Case

Paul Klee's magic-garden with Flock

For people who like Paul Klee the Paul-Klee-museum in Bern is the main centre of his work. A huge, modern building surrounded by a fantastic garden is just dedicated to this artist.

Out of a collection of 10.000 drawings themed exhibitions are organised from time to time. At the moment they are presenting Paul Klee's magic-garden. The exhibition started on 17th May 2008 and is on until 31st August 2008.

In the lobby, designers have made a very nice, artificial, botanical creation, where bits of flowers made of flock are shown.

From the technical point of view the flocking is not in best quality but the effect is outstanding. You can see some pictures here.



Pictures of the Paul Klee exhibition

It is great to see that Flock is more and more used in the creative and artistic area. Speaking about the use of it on stage of theatres, museums or by designing cards and book covers.

Literally –
FLOCK is everywhere

Pictures with oil and chalk on black flocked paper or canvas have been sold for many years. There is a special and interesting effect achieved by the contrast of the feebleness of flock and the colours. This is also a main factor why flock is used in showcases. Due to the none reflecting background the presented items gain more importance and moreover they are better highlighted.

The campaign initialised by the Association of flock industry is becoming successfully.

If you see Flock on unusual places, please let us know. We would love to report about it.

email to: info@flock.de



New O&S trade fair for surface treatments and coatings fulfils all expectations

O&S accepted by the market – 317 exhibitors and 4,820 visitors – Decision to hold O&S in Stuttgart vindicated – Next O&S in June 2010

Both exhibitors and visitors said they were extremely satisfied with the outcome of the first O&S, International Trade Fair for Surface Treatments and Coatings, which came to an end in Stuttgart on 5 June 2008 after three days. 317 exhibitors from all areas of sur-

face technology and 4,820 trade visitors made use of the trade fair to present their products and obtain information on new developments and processes, for example in the areas of lacquering technology, electroplating technology, parts cleaning, pre-treatment and industrial plasma and laser technology. Visitors had one advantage, namely Stuttgart's location at the heart of one of the most important economic regions in Europe and, thus, its proximity to the largest user industries, i.e. mechanical engineering, motor vehicle construction, metal working and electrical engineering. 67 per cent of visitors came from the region within a radius of 300 kilometres while 33 per cent travelled a distance of more than 300 kilometres to O&S. The good transport links in Stuttgart also had a positive effect on international participation in the trade fair. 16 per cent of visitors came from abroad, primarily from Switzer-

land, Austria, France, Italy and Eastern Europe. "We therefore achieved our objective of staging an international trade fair for the entire surface technology industry in southern Germany in cooperation with Messe Stuttgart. The number of exhibitors and the expertise of visitors exceeded our expectations", said Wolfgang Pech, Divisional Director of Deutsche Messe, Hanover. Ulrich Kromer von Baerle, Managing Director of Messe Stuttgart, added: "This was an excellent result for this debut event and vindicated the decision to hold O&S in Stuttgart."

Exhibitors were also satisfied with the outcome of the first O&S. This was confirmed by Christoph Matheis, Managing Director of the Central Association for Surface Treatment Technology (ZVO), on behalf of the companies affiliated to his Association: "The response by our members was overwhelmingly positive.



Members of the Association exhibit at O&S, KIWO, Schuster, Swissflock und Maagflock

It was especially pleasing to see that a large number of visitors from the component supply industry were successfully attracted to O&S. Our expectations were therefore fulfilled and we would also like to come back to the next O&S.”

This was emphasised by the results of the exhibitor survey. Over 50 per cent of exhibitors believed that O&S would become even more important in future. 91 per cent of exhibitors said that their expectations were totally or largely fulfilled at O&S 2008, 89 per cent were anticipating very good to satisfactory business after the event and 50 per cent were already certain that they would take part in O&S 2010. 90 per cent of exhibitors rated the decision to hold O&S in the industrial region of Baden-Württemberg as good to very good.

Visitors were very interested in the O&S Forum which was

organised by the Stuttgart-based Fraunhofer Institute for Manufacturing Engineering and Automation (IPA), and featured numerous technical talks and user reports on different key topics on all three days of the trade fair. A large number of visitors used the O&S Forum as an industry platform and to exchange ideas and experiences. 95 per cent of trade visitors were satisfied with the information on the stands while 77 per cent said their attendance at O&S 2008 had been worthwhile.

Held every two years alternating with Surface Technology in Hanover, O&S is an ideal complement as a platform for the surface technology industry in southern Germany. 84 per cent of visitors said they would recommend O&S to other people and 55 per cent said,

that O&S would become more important in the next few years.

The next O&S, International Trade Fair for Surface Treatments and Coatings, will be held again at the New Stuttgart Trade Fair Centre from 8 to 10 June 2010.

For further information, visit:
www.OundS-messe.de



Exhibit on the stand of Borchert + Moller GmbH & Co. KG

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