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**Introduction of the speakers**

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**Erzi - Flock - Technik**  
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*We wish a very merry christmas to all our  
members and readers*



*...as well as a happy and succesfull new year*



In Issue 04/08 of the FLOCK-News we have informed you about the Symposium already. “Hopefully” you have written down the date in your diary for 2009.

In the upcoming issues we will provide further information about the lectures and the speakers.

In case you do not have the programme yet you can find it here, with a click on the advertisement or just contact us by phone +49 (0) 9546/595840 or email [info@flock.de](mailto:info@flock.de) and we will send it. Please notice the Early-Bird-Discout by booking until 20th of January 2009.

Also this year we offer advertisements in the handbook and Informationstands in the Foyer of the meeting-room again. Please contact us if you are interested and we will send additional information to you.

We are looking forward to your registration

Association of the Flock Industry (reg.)

### **Roboterzellen – Identification of variable geometry an objects**

With the wide range of parts and moreover the different sizes, manufacturing ways for alternating geometries of parts will need to be used in near future. A modern machinery offers the chance to reach this aim.

#### *CV of the Speaker*

*Ulrich Büttel studied machinery construction at the trade college in Reutlingen. After some years as free-lancing construction engineer, together with a partner he founded an engineering company, called Büttel + Marx GmbH, specialising in the developing and manufacturing of automated special machinery. In 1998, Ulrich Büttel purchased a share of Maag Flockmaschinen GmbH, which control he took over beginning of 2000 by becoming managing director and associate.*

## **Economic recycling of flocked parts by material separation**

With the already used method of separating 3 – layer – foam – composites of substrate, foam and foil cover also composites of substrate and flock can be separated successfully. Flocked parts are reduced to small pieces of about 20mm and are set out to a moderate shear stress. Flock will be detached and with further steps of separation disconnected. The clarity of the reclaimed substrate is 99,9%. The qualities of these recycled composites will be introduced and compared to the attributes of original and not flocked furnish.

### *CV of the Speaker*

*Born in 1958 Peter Wiedemann studied technical chemistry at the Ohm-College in Nuremberg. He was working as technician for application and sales manager at Hoffmann Mineral GmbH in Neuburg from 1981 to 1989. From 1998 to 1991 he was sales manager at the chemical work Lowi in Waldkraiburg. In 1991 he founded the WIPAG Deutschland GmbH, up to now he is the manager and main shareholder. WIPAG counts 60 employees and sites in Germany, England and the United States.*

## **More clarity and facilitations thanks to the new EN 50223 for stationary flock systems**

The newly established FD of the EN 50223:2009 deals with stationary electrostatic flock application systems, flock machines and flock application booths and provides both the manufacturer and operator with more clarity and facilitations regarding the safety requirements. The comprehensive corpus of technical regulations will be harmonized for all EU states. The most important key points will be highlighted in the course of the lecture.

### *CV of the Speaker*

*Dieter Möckel B.Sc (eng.) studied physical engineering at the South Westphalia University of Applied Sciences. He initially worked at PTB in the field of "Analytical Metrology". In the year 2000, he changed to the field of "Electrostatics and Explosion Protection". He is dealing with research, type examinations, device standardization, test methods and production control of electrostatic devices. Mr. Möckel is Deputy Chairman of the DKE Committee K 239 and the German speaker of this committee. He is also a member of CENELEC and other relevant committees.*

## Flock – The Phenomenon

As a Design Historian, Kirsten has found a love of flock. She is a passionate flock collector and has organised an exhibition with her collected items. A diverse range of flocked examples, from far back in history to today was exhibited; from art and design to kitsch and from aesthetics to function. Ms. Hardie will show parts of the exhibition in her presentation, which will not only be interesting and helpful for students, to use flock in creative design but could also give ideas for new applications to oldhands who have been into flocking for a long time. They might even catch up on an idea which has not been possible to realise thirty years ago but might be possible now with the current material and modern technology.

### *CV of the Speaker*

*Kirsten Hardie is Principal Lecturer in Graphic Design History and Theory at the Arts Institute at Bournemouth, Dorset, UK. Kirsten trained as a Design Historian (BA(Hons) and a Graphic Designer (MA) – she is currently completing her PhD. Her research includes scholarship of teaching and learning in art, design and media; creativity; kitsch; and flock. She has presented papers and workshops at numerous conferences in the UK, Canada, USA and Australia. She is a member of several international organisations, she was awarded a National Teaching Fellowship in 2004, has authored a range of articles and papers and organises exhibitions, such as the first exhibition about Flock - Flockage: the flock phenomenon where she's co-curator.*

## Dramatic savings of energy with aerofabrix Flock-Super-Isolator

The aerofabrix<sup>TM</sup>[Iso] insulant is the lightest material for insulation at the moment. Dr. Bormann has made further developments on the Flock insulant which has been developed by the University of Dresden. The first industrial realisation for hot-air-balloons generated energy savings up to 70%. It will need to be talked about further applications.

### *CV of the Speaker*

*Dr. Alexander Bormann studied Aviation Engineering in Berlin, at the Aerospace Institute and promoted in 2004. Since 2000 he is engaged in material development of light insulations. In 2008 he founded the company "aeroix" which produces and distributes the insulant aeroix.*



The roots of ERZI-Flock-Technik lie in the commencements of technical 3D flocking. With lots of pioneer work, the company started on 6th of June 1973 with the flocking of curlers. At that time ERZI-Flock-Technik was a one-man business. From the very beginning it was important for the company to take part directly in the development of a product and to offer it out of one hand to its customers. Since 1985 the firm has operated in the cosmetic trade, which is today's major business array. The firm employs 36 people and it has been producing for 3 generations in Reutlingen – Rommelsbach. On a worldwide basis it supplies and is supplying well-known firms in the cosmetics industry for over 30 years with its products.

All injection moulding tools are produced and maintained at it own mould making section. That means for the customer, products from one hand and thus extremely short delivery times for trial- and production

moulds. ERZI-Flock-Technik gets involved very early in the development of new cosmetic applications by its customers, so that an improvement of the pieces for the injection and flocking process can be achieved often.

The company has been specialized for nearly 20 years in the production of small and complex mould cavities. The redevelopments of the customers are strictly confidential in good hands, and have been for many generations. Beside the moulds

moulding machines from Arburg. These and other articles are flocked on fully automated continuous lines. A pre-treatment of the pieces e.g. by the use of fluorination or plasma treatment is possible, too. ERZI-Flock-Technik stands for expertise in 3D-flocking and flocking of turned parts, for over 30 years.

The firm is in the position to react quickly to user instances and new development of its customers, due to the modular assembly of the injection moulding moulds and flocking machines.



35 years Erzi-Flock- Technik



Mould making

for cosmetics and technical rollers, the company produces small and medium moulds for various technical pieces.

Different synthetics get processed on the modern injection moulding machines. The technical properties of the processed thermoplastic vary strongly and get matched on the customer preferences as on the use case. Those range from low-priced PVC/PE to high flexible thermoplastic elastomers.

ERZI-Flock-Technik produces small up to mid-size technical articles on their injection



Injection moulding machines

Furthermore we develop and produce our production equipment like assembly automats, feeder and conveying systems largely on our own. Thus we can achieve a high vertical integration.



Cosmetic applicators

The company plans to complete its system of quality management with the certification according to DIN-ISO 9001-2000, until next year. Also in the future ERZI-Flock-Technik will offer high-quality, sophisticated and competitive solutions for the production and flocking of technical parts to its customers.

[www.erziflock.de](http://www.erziflock.de)



HSC-machining centre

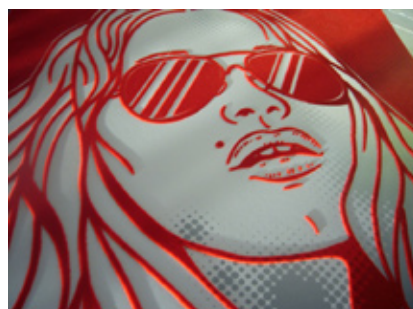
## Award for flocked book cover

It has already been mentioned that flocking is more and more used in graphic business. The special haptic of flocked paper, can hardly be achieved with any other refinement, in particular with flock design.

Every year the german print industry assigns a price of Innovation for outstanding performances. This year, again, our member FLOCK-TEC Technische Beflockungen GmbH has been awarded with the 2nd price in Corporate Publishing. Three years ago FLOCK-TEC has already been awarded with the 3rd price.

FLOCK-TEC in Gomaringen, close to Stuttgart, is very happy about the award for their produced flocked articles.

Not only for FLOCK-TEC, but also for other members of the association, this price will have positive effects. On the occasion of the awarding many leading



companies in printing and the paper industry got to know the flocked products and moreover they got to "feel" them.

First and far most designers and graphic artists are enthusiastic about this technology. The manager of FLOCK-TEC Ulrich Maag, has already been asked several times for samples. FLOCK-TEC can offer a wide range of samples. The readers of the FLOCK-News are also welcome to ask for them, just email to [info@flock-tec.de](mailto:info@flock-tec.de)

## IT'S BEGINNING TO LOOK A LOT LIKE CHRISTMAS...

Since 2004 Lindt brings out the shown flocked chocolates boxes. The boxes are flocked in single coloured red and are refined with golden hot embossing foil.

Lindt has provided the following text with the pictures:



Hardly any era was as magnificent as the time of the Russian tsars. The Maitres Chocolatiers of Lindt let you experience this mysterious world with their christmas collection, the "Treasure of the Tsars".

Curious treasure hunter will find chocolates as well as fantastically ideas to give as a present or to decorate.

The colours of these Lindt products are warm red and shiny gold

- with them your christmas gift table will be an impressive eye-catcher.



Look on what all can be done with Flock

...DO ALSO LET US KNOW WHERE YOU HAVE SEEN FLOCK!

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