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Association's Office moves!

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„ ...

An industrial coating technique revolutionises the world of design”

Would you, dear reader, a short while ago have this head line brought in connection with the flock technology? No? Sure! The actions taken by the Association of the Flock Industry Europe (reg.) more and more show astonishing results.

Our member company, Messrs. Tech-Nova Trade GmbH, at Bueron/Switzerland, informed us that under the a.m. heading the Swiss *“SonntagsZeitung”* (Sunday Mail), in an article from the 12th of February 2006, very extensively described the flock technology. The technical information can be taken from an interview with Daniel Ruetsch, the managing director of the member company

SwissFlock at Emmenbruecke, Switzerland.

And on top of this, one points out the manifold design op-

portunities and functions of a flocked surface. With words like *“Triumphant success in the design trade”*, *“The design trade profits from the know-how of the automobile industry”*, *“Flock (has) arrived in the top design segment“* or *“Soft surfaces for hard times”*, the characteristics of flock are praised.

Citations of the object artist Marco Ganz: *“Flock bestows on my work something lively”* or *“Flock activates the brain as one immediately asks how millions of tiny fibres can stay upright on an object”*, make the reader curious for the *“fascination flock”*. In addition to the flocked objects of the artist Marco Ganz and the world-wide popular Kahla cups, there is the design chair *“Zigzag”* by the Swedish furniture maker Lyx which labels its designs as *“post-futuristic and neo-luxurious”*, is presented as well. This unique chair has no beginning and no end. The design concept is the same as if one would write a complete sentence in a circle without lifting up the pencil. The use of a new technology – a textile surface is sprayed directly into the foam - results in a seamless cover. And because of the visionary design concept it is ideal to inspire more developers. The designer Michael Malborg was decorat-

ed with the “Bombay Sapphire RISING STAR Award – among others – by the well-known European trade magazine for interior design “ELLE DECOR” and

also interviewed by the world wide acknowledged news TV-network CNN. The triumphant procession of flocked surfaces continues.

And if you, dear reader, have to report something interesting on flocked products, please send it to info@flock.de. Or you yourself are getting active in your immediate environment and use the chance to profit from the new image of the flock technology. The Association of the Flock Industry Europe (reg.) will be glad to support its members on this task. *(Edit./gm)*



Photo: Lyx

American Flock Association to conduct Flock School

The American Flock Association announces that it will conduct its popular Fundamentals of Flocking course in conjunction with the University of Massachusetts-Dartmouth **on August 9, 10, and 11, 2006**

The course is designed as a first educational exposure to new entrants in the flocking industry as

well as a refresher and update for those who have been working in the industry.

Topics will include: the physics of flocking, substrates, adhesives, fibers and fiber preparation, roll-to-roll flocking, object flocking, apparel and graphics flocking, and other topics such as workplace health and safety.

Course work will include demonstration sessions on flock testing and various modes of flocking at the UMass-Dartmouth

Flock Materials Laboratory, one of the best equipped flock development labs in the United States.

For more information please contact the American Flock Association at:

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(OT)

Trade fair textile finishing and promotion with considerable visitors increase

After its three days run, the trade fair TV textile finishing and promotion, held at Stuttgart, Germany, closed with a considerable visitors increase. Obviously, the field textile finishing and promotion is a market with a great growth potential. More than 5800 international visitors came to the Stuttgart fair grounds at the Killesberg from 27th to 29th of January, 2006, in order to get information on the newest trends and developments all around textile printing, embroidery, flock, transfer print and textile promotion. 18 percent of the visitors originated from abroad, while at the last exhibition two years ago 4200 visitors were counted. Thus, the TV made a big step towards its goal to become the leading European trade fair in this. Incidentally, this also shows the number of exhibitors as well which went up by nearly 20 percent to a total of 120. The share of foreign exhibitors came to nearly 27 percent- From the flock industry trade all well-known suppliers for the textile finishing were present. The Association of the Flock Industry Europe (reg.) accompanies this fair since the beginning and represents the flock

industry – among others – in the advisory board of the fair as well.

And the trade forum, at which the Association of the Flock Industry Europe (reg.) also participated was very well received. The lecturers Rolf Hebbecker, Hebbecker Textildrucksysteme GmbH/Ofterdingen; Holger Walter, Kissel+Wolf GmbH/Wiesloch; Werner Harter, IVM SignTex GmbH/Münster and the managing director of the association, Clemens Lotze, all from Germany, offered the listeners in the always well visited lecturers'



The winner T-shirt
(Photos: Trade Fair TV)

room a comprehensive overview of the different techniques of textile flocking under the motto "Textile flock – the precious application".

Another highlight was the bestowal of the Golden Shirt Award towards which the Association of the Flock Industry Europe (reg.) participated as well with a special price. In addition to it, the cup "The Golden Flock Fibre" was awarded.



Clemens Lotze (Association of the Flock Industry Europe - l.) and Holger Walter (Kissel+Wolf GmbH - r.) handing over the 500 Euro prized „Golden Flock Fibre“ cup to Lydia Eikels (T-Shirt „Quick-Press“ GmbH - 2nd f.r.).

What great importance flocking in the textile finishing and especially with designers has, showed the fact that 50% of the 112 remittals carried flocked applications. The jury comprising of 9 members by the association had the difficult task to elect a winner among the many, creative remittances. It was a



narrow decision to elect as the winner Mrs. Lydia Eikels from Messrs. T-Shirt "Quick-Press" GmbH, Bubenreuth, Germany, which with a combination of direct flock and print conjured an imaginative spiral nebula in a

technically perfect design onto a T-shirt. Among the prices elected by the fair visitors, two of three textiles came with flocked surfaces. Another proof how the consumer cherishes flocking as surface finishing.

The next TV textile finishing & promotion will take place in the year of 2008, at the then finished new fairgrounds at Stuttgart, Germany. *Edit. (gm)*



SwissFlock has survived the flood

After more than three months of continuous commitment to clean and to re-install all those production equipment which was completely flooded and at least partially destroyed by the high flood of the river Emme on 22nd of August, 2005, production now runs again in full ca-

capacity since last December. Thanks to the tireless effort of all employees, but also partners, craftsmen and suppliers, production could be started again in a very short time, considering the enormous damages done by the flood. Especially the extremely positive co-operation with customers and partners during the crisis led to the fact that this worst catastrophe for Messrs. Swiss-

Flock in its entire 50-year company history was rather quickly overcome.

SwissFlock is grateful and proud that the close co-operation with the business partners helped to master such time which was difficult and quite hectic for all parties involved and that also many connections were intensified by common understanding and help. *(OT/gm)*

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