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Members' assembly 2006

On the 11th of May, the members of the Association of the Flock Industry Europe (reg.) met for the members assembly. In a well visited meeting place at Kelsterbach, near Frankfurt/Main, Germany, the chair person of the Executive Council, Mr. J. Hofmann/SwissFlock, welcomed about 30 representatives of the flock industry.

The members of the Executive Council as well as the Managing Director in their reports informed about the work of the association carried out in the past year. Thus, it became clear that because of many publications in the European trade press, the interest on flocking is considerably increased, especially with designers, developers and

engineers. This cannot only be seen by visiting the home page of the association (www.flock.de), but also the fact, that in the past months the office replied to about double inquiries than before. The logical consequence to the increased visit of our home page is the fact that with many international search machines, the association has moved to one of the premier places. And our members also profit from this fact. We are therefore quite glad to report that already quite many companies have decided to apply for a linkage of their home page with the one of the association including the email contact.

With the FLOCK-News, which the association is mailing to more than 600 recipients throughout the world since beginning of this year, another



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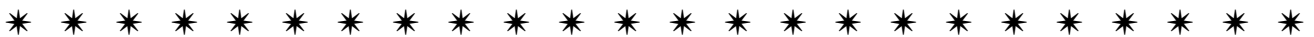
contribution for the international communication of all parties interested in the flock technology was accomplished. The companies are called upon to send interesting information about their enterprise and/or advises on new products to the office (info@flock.de).

H. Glatt/HPG Consulting could report to the members, that with restrictive saving measures and by opening up further income sources, the critical financial level of the association has started to recover.

H. Walter/Kissel+Wolf, showed the members, how despite

considerable saving measures, some of the marketing projects intended could have successfully brought to a conclusion. Apart from the new home page which will be continuously expanded, was the association also able to realise quite a few participations on fair lectures. Thus, the increasing interest at flocking can be seen in the participation figures. With the contest announcement of the "Golden Flock Fibre" in spring of this year (see FLOCK-News 2/2006), more and more the fashion designers are enthused towards flocked applications. As a world premiere, H. Walter presented a new brochure of

the association to the members (see below). All participants received their personal issue in German or in English. During the discussion held afterwards, the participants talked very intensively about the measurements which were announced and already discussed. All ideas and proposals made known during the discussion will be subject to elaborate discussions within the next meetings of the Executive Council. (Ed.)



Association presents new brochure to the flock technology

At this years' Members' Assembly, the chair person of the Working Committee Promotion, Mr. Walter/Kissel+Wolf, presented the new brochure "Flock - the fascinating technology" to the assembled participants. With this title, the brochure ties in with its predecessor version which was running successfully over decades. However, the contents are consequently describing the activities of the as-



The new brochure contains two flocked chips in its title page

sociation of he last years. Was the popular Leporello awakening the interest of designers and developers, the new publication is more strongly aimed at those wanting to know technical data, functions and solution possibilities.

Already the title page presents an aluminium- and a plastics chip, carrying each a flocked and an unflocked side, thus crasping the curiosity of the reader already at the beginning for a haptic experience. The contents are clearly divided and to teach topic there

are many photos to match the textile statements, which were contributed by member companies.



Text and specifically selected photos complete optimally

After a general introduction which emphasises the technical functions of a flocked surface, the chapters "The Materials" and "The Procedure" follow, which explain the basics of a versatile technology. A highlight is the chapter "The surface". Here, altogether five tests are described which can be carried out with the built-in chips and which shall let the reader personally and playfully experience the manifold characteristics of a flocked surface. Each test carries product photos which precisely show

the described functions to be applied in daily life. Finally the numerous application possibilities of a flocked surface within the textile industry are listed.

Before the information of the sponsors winds up the text, in chapter "The versatile technique" the viewer will once again see the countless opportunities of flocking pictographically and indirectly helping to develop own visions.

Such an elaborate brochure – which certainly may be ordered with the Association of the Flock Industry Europe (reg.) [info@flock.de] - would have never been made possible without the support of the sponsors and without the engagement of the members, especially in the Working Committee Promotion.
(Ed.)

„Seducing you to touch“

Whoever sees it is amazed. And whoever touches it, is delighted and fascinated. Anyone getting to know the advantages wonders why this surface finishing hasn't before hit the shelves and made furore. Products with flocked surfaces are quite trendy.



With these words, a two-part report on flocked surfaces starts in the "Wohnrevue- the Swiss magazine for ambitious living and for modern design." In the first part in the May-issue mainly the functions and many advantages of flocking are written about and the way of flocked products from the industrial application to the upscale life style range of consumer goods are described. On a total of six pages this success story is presented to the reader whereby the many, big-sized illustrations underline the text.

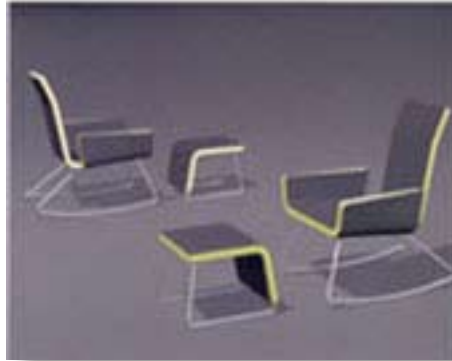
Apart from the advantages of flocking, one can read about the history and the actual technique of flocking and the description of product studies, created by the design office "speziell produktgestaltung" together with the Association of

the Flock Industry Europe (reg.), tops off this report. Certainly, the cue to the bone-china series “touch” from Kahla, meanwhile quite well known, is also mentioned.



And just a few pages further on, the magazine prints another three pages by presenting the design office „speziell produktgestaltung“ and its flocked design. In an interview the young design trio explains the story how it all happened and also the co-operation with the Association of the Flock Industry Europe (reg.).

This extraordinary favourable report is another evidence for the generally increasing awareness of flocking by the fast public in Europe.



Design survey of a swinging relax-armchair by „speziell produktgestaltung“

A member company brought to our attention another interesting report. The magazine “Creative at Home” in its 2/2006 issue introduces flocked papers by Artoz Papier AG/Schweiz. The creator of numerous innovations for the use of subtlest papers presents a product for the private decoration range – unfortunately under the name “Velvet paper”.



The flocking rich in ornaments, serves certainly first of all to create a pleasant haptic so far not much used with paper, including three-dimensional structures of the surface. The flocked papers are being used for the decoration of living room accessories or for self-made table- and greeting cards.

If you as well know about interesting products with flocked surfaces, please do let us have some information and photos on info@flock.de. (Ed.)

19th International Flock-Symposium 2007 Call for papers

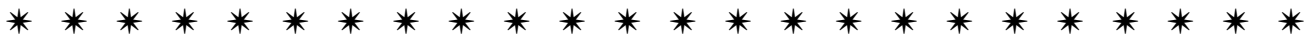
The Association of the Flock Industry Europe (reg.), will organise the well-known 19th International Flock Symposium in the year of 2007. The world’s largest meeting of the flock industry meanwhile has reached a very high significance within the company-wide information and experience exchange. On a total of two days the participants will be presented interesting news from the flock industry. It is therefore no wonder, that meanwhile this

symposium is the event where well-known companies are presenting their innovations to the international public. We certainly will take care for favourable basic conditions, in order to give the companies from all over the world sufficient time and room to meet for individual discussions. But traditional customers of the flock industry, too, in the past years more and more used the opportunity of this event in order to inform the companies in a

lecture about their own experience and their requirements on flocked products. The associations' office has already filed several proposals for topics and the Executive Council this time as well aspires to offer a balanced out program. This is the reason we would like to offer the readers of the FLOCK-News the opportunity to participate at the International Flock Symposium with a lecture. Traditionally, this conference will take place in spring

(March/April) of the year 2007.

Should you be interested in holding a lecture or to use this platform in order to present to an international public a new development, we would like to ask you to let us have your topic proposal, together with a short memorandum incl. name of the lecturer and the contact address to the office (info@flock.de). We expect your proposals until the 30th of July, 2006.
(Ed.)



FLOCK-News

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

Publisher:

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Frequency: monthly, bilingually
(German and English)

Advertisements + Layout:

S.Weiler-Rees +49 (0) 7661 909774

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