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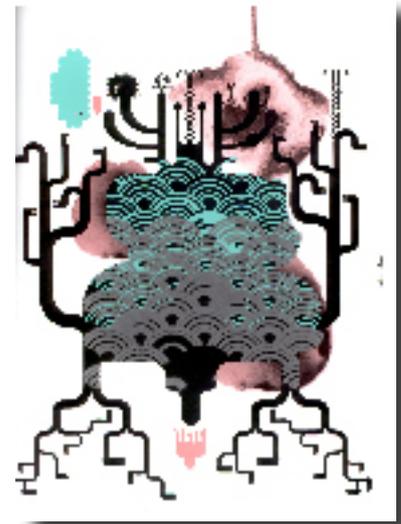
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Flocked graphic design

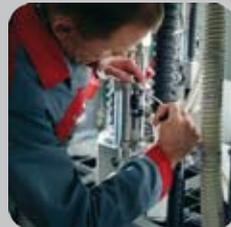
Since the award-winning title of issue N°. 203 of the trade magazine *form* at last the flocking technology has finally received its acknowledged place within the print finishing techniques. In its last issue, N° 209, this was clearly proven. Exclusively for *form*, the French graphic designers Antoine Audiau and Manuel Warosz designed an illustrative track with which the print finishing techniques are shown descriptively.

Since 1993, these two French gentlemen made themselves a name in the design trade with complexly produced illustrations and graphical art. Well known fashion labels such as the Galeries Lafayette or Christian Lacroix as well as French cultural institutions have employed them.

The more pleasant is it that these two designers have allowed for high quality flocking in one of their concepts in their actual presentation.



design: Antoine + Manuel; form 209



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The onlooker immediately recognises the grey, three-dimensional flocking which allures to touch the print at which the second – now haptic – surprise follows.

The accompanying text reads as follows:

„Flocking: Let it surprise you and accost your senses. Especially smooth substrate materials such as coated paper and foils experience an incomparable haptic with the electrostatic flocking. Principally, almost all materials may be

flocked, be it textiles, plastics, metal, glass, wood or three-dimensional objects. By the use of a special adhesive, flockings are very durable and abrasion fast. Nowadays the flocking procedure is mostly used in industrial production, but also for the packaging- and graphical design it offers a multitude of opportunities: Depending on the fibre thickness and length one may create from velvety soft to rigidly abrasive surfaces. And flock is available in any colour, custom production is possible when ordering large quantities.

Flocking is no witch craft,

however, the designer should by all means consult a trade company in order to avoid surprises. And the motif... has been finished with direct flock. It conveys a distinctive appearance which invites the eyes to rest upon.

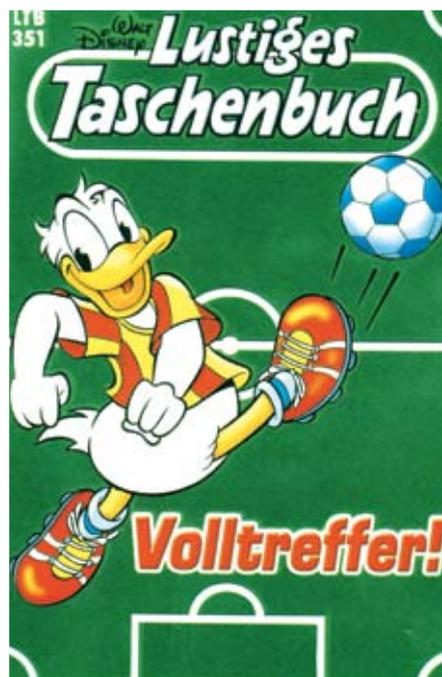
In the next issue of *form* as well as in the *address book for designers* it is intended to include some flocking again. Proposals for it will be gladly received by the editors.
(CL-gm)

* * * * *

Donald Duck loves flocking

Anybody in the trade knows by now that soccer and flock go together. There is no other material which guarantees the financially strong sponsors and the players, that their logo or their signature is clearly visible to the spectator and reader in the flash bulb storm and in flood lights without reflections.

This must have been recognised as well by the world famous Donald Duck. In time for this years foot ball championships



Donald Duck plays on a flocked lawn.

in Germany, with the N°. 351 Walt Disney issued a special copy in its series “Comic Pocket Books”.

The cover shows a football playing Donald Duck in the middle of the grass-green, flocked foot ball field. Apart from the perfect imitation of a foot ball field, this cover offers the reader a surprising haptic as well, compared with the back of this pocket book.
(CL-gm)

Information day with the Association of the Flock Industry Europe



Mr. Holger Walter (left), Kissel + Wolf GmbH in discussion with designers

The Association of the Flock Industry Europe (reg.) together with the colleagues of the Association of German Industrial Designers, organised an information day to the topic flocking on 30th of June, 2006, at the premises of Messrs. Kissel + Wolf GmbH/Wiesloch, Germany.

During the seminary for the designers (male and female) present, not only the technology of flocking was explained but the lecturers specifically presented typical application examples in their lectures. Mr. Clemens Lotze, Managing Director of the Association of the Flock Industry Europe

(reg.), in its introduction talked about the general basics of the Flock Industry.



Mr. Clemens Lotze (right), Association of the Flock Industry Europe in discussion with Jürgen Bihler, Association of European Cartonboard

Following the lecture of Mr. Lotze, Mr. Holger Walter, Marketing Director Industrial Flock- and Laminating Adhesives, explained the basic functions as well as the features of flocking adhesives.



Mr. Holger Walter (left), Kissel + Wolf GmbH

The lecturers part closed with the lecture of Mr. Johannes

Hofmann, Messrs. Swiss Flock, who informed about the manufacturing, the colour selection as well as the features of the flock fibre.



Mr. Jürgen Katzenberger (right), Kissel + Wolf GmbH explaining the flock technology

After lunch taking together, practical demonstrations with all participants took place in the application technical laboratory. The designers which came from the printing industry and graphic design, from textile and fashion design as well as from the furniture industry and industrial design received a clear picture of the manifold, almost inexhaustible opportunities of applying "Flock".

Already during the event, several requests for similar seminars were mentioned. Source+photos: www.kiwo.de (ed - gm)

Seminary „Flocking of Plastics“ on the 28th Sep 2006, at Würzburg, Germany

This year as well, the Süd-deutsche Kunststoff-Zentrum (South German Plastics Centre) SKZ, at Würzburg, Germany, again organises the seminary “*Flocking of Plastics*”.

With seven lectures held by experts from the practise, the topics procedure, pre-treat-

ment, adhesives, flock qualities, customs flocking, application areas in the automobile manufacturing and flock testing techniques, are talked about. But also the different pre-treatment methods are extensively discussed.

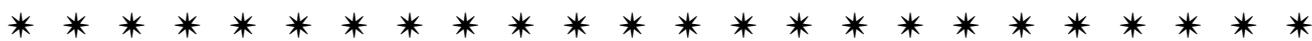
Examples of good flock applications are shown and the advantages and functions of a flocked surface are explained.

A discussion is held after each lecture and, as more and more

participants are coming from flocking companies, these discussions are becoming more practice oriented.

Information and a program are available under www.skz.de.

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