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→ FLOCKAGE:
The flock phenom

>>> [to the article](#)

→ Additional Features
achieved by Flocking

>>> [to the article](#)

→ O&S

>>> [to the article](#)

→ Regionalmeeting in
Valence, - 28.02.2008

>>> [to the article](#)

→ TVP 2008

>>> [to the article](#)

→ MATERIALICA

>>> [to the article](#)

→ FLOCK presented at the
INNOtex

>>> [to the article](#)

FLOCKAGE: The flock phenomenon – an exhibition

Russell-Cotes Art Gallery & Museum, Bournemouth, Dorset, Großbritannien

Datum: 15. Jan. – 1. Juni 2008

Free admission

Co-curators: Kirsten Hardie and Pam Langdown

Supported by the Arts Council & The Textile Society's Museum, Archive /Repository Award 2007.

As a ubiquitous material that enjoys enduring popularity, flock is literally part of the fabric of our social, cultural and economic history. Flockage: the flock phenomenon at the Russell-Cotes Art Gallery & Museum,

Bournemouth Dorset UK is a unique exhibition that explores flock's fascinating feel and functions. Flockage: the flock phenomenon, believed to be the first ever exhibition of flock, showcases flock's use and status within design through a rich and colourful array of historical and contemporary examples. The exhibition has received The Textile Society Museum, Archive & Repository Award 2007 and an Arts Council award.

The exhibition explores the qualities of flock through examples from various fields such as art, design, publishing, interior design, fashion, the motor industry, crafts and design. The exhibition creates a dynamic experience that celebrates flock, bringing



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maagflock

together over 30 international artists, designers, manufacturers and companies.

The exhibition evolved from the personal collections of co-curators Kirsten Hardie and Pam Langdown. Through their love of flock, and the collation of numerous and curious examples of flock, a network of flock contacts developed. From this network grew the current exhibition.

The venue for the exhibition is the Russell-Cotes Art Gallery and Museum, Bournemouth seaside town on the south coast of England.

(<http://russell-cotes.bournemouth.gov.uk>.)

The exhibition aims to attract the general public; schools, colleges and universities; textile researchers; designers; design historians; museum studies students/staff, manufacturers and collectors.

Flockage showcases a wide range of exhibits on loan from collections, manufacturers and companies internationally. Exhibits include, as examples, wallpapers of Cole and Son (Wallpaper) Ltd, fabrics and wallpapers from Romo Fabrics,

Prestigious Fabrics and The Ashley Wilde Group; Interior design and furniture exhibits on loan from English Eccentrics, Johnny Egg and Thomas and Vines Limited and donated examples of sumptuous Flotex floor coverings by Bonar Floors. A giant black flocked Anglepoise lamp (donated by Anglepoise in celebration of the 70th birthday of the Original 1227 Anglepoise

sculptures are designed specifically for visitors with visual impairment to enjoy. Newly commissioned flock work is also exhibited.

The exhibition displays a range of exhibits including historical and contemporary flocked fashions, promotional and publishing designs, Christmas decorations and children's toys.

A large display of flock manufacturing items and information is presented by Campbell Coutts and the work of wider international flock companies is also showcased.

On the 7th February 2008 an accompanying symposium was held at Hotel Miramar in Bournemouth. The one day event provided lively presenta-

tions by key professionals from different flock-related areas. It offered stimulating discussion and a unique opportunity for all to develop new contacts and ideas. The speakers included: David Caro, Managing Director of Qualplast (1991) Limited, Birmingham, Anthony Evans, Managing Director, Cole and Son (Wallpapers) Limited, Elaine Igoe Research Student, Dr. Joanne Turney - senior lecturer in Historical and Critical Studies



Wallpaper design by Cole and Son, London

Lamp) proudly stands in the first of the two large galleries of the exhibition, amongst a fascinating array of cross-discipline flock examples.

Flockage presents flock work by key artists and designers including; Elaine Igoe, Research Student, RCA; Zoe Robertson, jeweller, Girli Concrete, Dr. Branko Stahl, Anne-Marie Howat - and Natasha Lewer whose flocked ceramic

at Bath Spa University, Kirsten Hardie exhibition co-curator. The symposium attracted a range of delegates from across education, design, manufacture, museums and industry and proved to be most successful. David Caro (Qualplast) and Holger Walter (KIWO) proposed the potential organisation of future flock workshops and events – a suggestion enthusiastically embraced by all.

The exhibition and symposium have been supported throughout by The European Flock Association and numerous flock aficionados that make and create items with flock. A myriad of flock-related companies, designers and individuals have worked with the curators to produce what is proving to be a highly successful exhibition.

Kirsten and Pam wish to thank all those who have contributed to and supported the exhibition and symposium. The support and generous help and advice of the following contacts is acknowledged in particular: *David Caro of Qualplast (1991) Limited, Birmingham; Colin and Helen David of English Eccentrics, Anthony Evans, Cole and Son Limited; Brown Abrams, FiberLok; John Lewin, Bonar Floors; Chris Kay; Paperchase; Elaine Igoe; Zoe Robertson; Ruth Morrow & Patricia Belford of Girli Concrete;*

Natasha Lewer; Branko Stahl, MacroFlock; Holger Walter, KIWO; Andrew Campbell, Campbell and Coutts; Dr. Ruth Brompton-Charlesworth; Wayne Hemingway, hemingwaydesign; John Guthrie; Heinz Walz GmbH; Design Collections Limited; Schuster Beflockungstechnik GmbH & Co. KG; FLOCK-TEC; Borchert & Moller;



Jewelrydesign by Zoe Robertson, England

Sylvia Weiler-Rees, Verband der Flockindustrie Europa e.V; Anne-Marie Howat; Sally Hope and Dr. Joanne Turney... and all others who generously supported the exhibition! It is proposed that the Flockage: the flock phenomenon exhibition will

tour - on show at a variety of venues. Should you be interested in hosting the exhibition or certain sections of it we'd be delighted to hear from you!

From the wonderful network that has developed from the exhibition "The Flock Friendly Group (FFG)" has been formed as a specialist interest group to promote and celebrate all things flock. The FFG aims to provide a meeting point where flock can be shared - to develop and encourage an interest in flock and its history and uses; to further the understanding, appreciation and enjoyment of flock by all.

The FFG aims to bring together people of all ages, backgrounds and levels of interest and experience in flock to promote and disseminate their personal and professional flock experiences. The FFG as a forum aims to provide information and to link artists, designers, manufacturers, organisations, institutions, researchers and scholars etc; to contribute to flock's promotion and development internationally.

The FFG aims to create a series of future flock-related events and activities to further promote and celebrate flock. It is hoped that an annual flock meeting will be established to encourage wider awareness and appreciation of flock cross discipline and cross culture – to bring together flock

fanatics and flock experts. If you are interested in joining the Flock Friendly Group please contact us.

A big thank you to all who are involved in and have supported Flockage – it is superb to work with you!

Kirsten Hardie and Pam Langdown

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„Mutations“ from Natasha Lewer: flocked Ceramicsculptures in dynamic Colours

Additional Features achieved by Flocking

Function and Design

Many items of daily use are flocked. The flocking does not only serve for aesthetic purposes and smooth surface feel but is made for quite a number of most different reasons. There are extremely versatile options for giving an object an additional, new character by applying flock. Beyond the surface refinement, visual valorisation or colour designing, flocking fulfills various technical demands, e.g. sealing, tolerance balance, prevention of vibration noise, easy sliding, prevention of condensation water, protection against high temperatures in case of contact, noise reduction, high absorptivity, anti-slip property.

Flocking is realised on almost every substrate: on textiles, wood, glass, metal, plastics, rubber. Examples:

- Window seals in the automotive industry
- Paint rollers and paint pads for varnishing
- Cover on burn-in elements inside photocopying machines and laser printers
- Cleaning tissues, cleaning cards
- Flocking on glove boxes, deposit and storage trays in automobiles
- T-shirts, leisure clothing and casual wear
- Sports wear, jerseys
- Flocking on hooks and handling tools for gentle transportation of damageable goods
- Cosmetic tips and applicators.



Examples for flocking: wrapping, heat protection, absorbability and noise protection in the car interior (Pictures: Maag Flockmaschinen GmbH)



O&S - International trade fair for surface treatments and coatings
03.06. – 05.06.2008, New Trade Fair Center Stuttgart

O&S is an innovative trade show platform for an innovative industry.

The visiting trade public will be able to view the entire product range from this fast-growing industry. The shows broad market coverage creates the ideal marketing environment for all suppliers of surface treatment technologies and applications. Exhibitors and Visitors at O&S get to see for themselves how value is added at each stage of the industrial processing chain by application-oriented surface treatment technologies.

Worldwide the technical and commercial challenges are growing ever more formidable – not least in the surface treatment industry. Progressively shorter innovation cycles in

industrial manufacturing are creating a demand for new innovations. Only those with sufficient know-how to meet the needs of industry will be able to compete successfully.

Flocking technology will be represented by the companies:

- Kissel & Wolf
- Maag Flockmaschinen
- Schuster Beflockungstechnik
- SwissFlock

as under the Synonym „*Flock-technology Competence Centre*“ in HALL 4, STAND C 73



Regionalmeeting in Valence

Starting from the conclusion of the research conducted by the Scientific Committee of the Association. Mr. Andrea Levi, from Aigle Macchine SRL, introduced the meeting presented by the VF Association, its purpose and the advantages it brings being part of it.

Mr. Guido Chiarelli from Aigle Macchine, made a report on the research results and also analyzed the new techniques used on flock plants in order to get a good cleaning of the flocked objects. Manuel Rossi and Françoise Henrio from Rhodia, presented the new polyamide fibre Passorea™ with particular technical characteristics for the use in the automotive interior. The meeting also discussed the urgent plea of the automotive industry companies to the operators of our sector, to pay more attention to the presence of residual flock on the flocked components (mainly on

Regionalmeeting in Valence, - 28.02.2008

The last meeting of the Regional Group France took place on the 11th of Dec., 2007 at Rhodia Performance Fibres in Valence, France. It was dedicated to the French member companies operating in the flocking trade of three-dimensional parts. Par-

ticular attention was paid to the automotive sector (car glove compartments, interior flocking of cars, etc.).

The object of the meeting was analyzing the excess flock cleaning matters after the flocking process and about the possible methods for measuring residual flock.

car glove boxes and on rubber profiles). During such discussion, interesting innovations on automatic flocking plants came up, with the introduction of new techniques improving the final thorough cleaning of flocked pieces.

From the other side, however, came the exigency to search for a univocal method for defining and certifying if a flocked piece is correctly cleaned.

The meeting was also an occasion for an information exchange on other technical subjects of mutual interest.

Finally, due to the kind welcome and good organization by the Rhodia Company, the meeting was also an occasion for an interesting visit to the plants where tow is produced, particularly with the innovations presented by Rhodia in

this sector. The visit to Rhodia's laboratories was also quite interesting.



TVP 2008 Textile Finishing and Promotion- New Trade Fair Center Stuttgart

For the first time, the Textile and Finishing Fair TVP was presented at the new fair grounds near the Stuttgart airport. More than 7000 international trade experts used this opportunity to get the newest information on embroidery, printing and flocking of textiles, from 25th to 27th of January, 2008.

The TVP is considered to be the most important European platform for the decoration and finishing of textiles as well as for the entire trade of promotion and merchandising.

As in years before, the exhibition team organised a trade forum for several days with lecturers coming from the supplier industry, which lectures carried topics such as embroidery, colour separation in textile printing, and, last not least, digital textile finishing with flock.

Over two days, the Association of the Flock Industry Europe (reg.), presented three trade lectures under the topic flocking machinery, selection and use. The lecturers here were Mr. Stefan Maier and Mr. Edvard Crnic, from Messrs. Maag Flockmaschinen GmbH, Germany. Mr. Claus Teller from Messrs. Borchert + Moller, Germany, informed about the possibilities of digital application for flex- and flock foils, and

Mr. Holger Walter from Messrs. Kissel + Wolf, Germany, lectured on adhesive systems for direct flock as well as flock transfer application.

On Friday, 25th of January, 2008, a basic seminary was held which was targeted towards users with no or only slight knowledge in the area of textile finishing with flock.

And on the following Saturday, those users were addressed who already had dealt with this theme and use flock in their companies.

On both days, from 11 am to 12:30 pm, interested parties had the chance to discuss their own questions and problems with the lecturers.

Both seminars had a very good attendance and when questioned by the organisers, the participants valued the topics as interesting and informative.

Another highlight of the fair is the awards ceremony of the Golden T-Shirt Award which is awarded in the categories Gold, Silver and Bronze. This year, Messrs. Maag Flockmaschinen, Germany, handed out a special price, the Flock Award 2008, for an evening gown with a



Edvard Crnic, Maag Flock, at the awarding of the Flock Award

handmade flock application created by Ms. Kerstin Ebster from the West Saxon High School Zwickau, Germany, trade area textile and leather technique.

6. MATERIALICA Design + Technology Award 2008 – Apply now!



The call for applicants for the 6th MATERIALICA Design + Technology Award, has started and we would like to invite your product, your material or your developed procedure to apply for a competition entry and by doing so state the innovation competence of your company.

The target of this, since 2003, annual call is to underline the relevance of raw material for the industrial design-oriented application and start a

discussion between material manufacturers, designer and producers. This award is organised by the MunichExpo Veranstaltungen GmbH, which is also the organiser of this fair MATERIALICA, the International Trade Fair for Material Applications, Surfaces and Product Engineering.

The award ceremony takes place during the 11th MATERIALICA on 14th of October, 2008. All entries being awarded a price, are being presented in a specially designed exhibition architecture during the MATERIALICA Design Show.

New: Participation at the award is free of charge for the exhibitors of the MATERIAL Show.

Have you decided to participate at the MATERIALICA Design + Technology Award 2008?

Application forms are available directly from:
MATERIALICA Design Award-Projektbüro, Wengmann + Rattan

Contact person: Lena Richter,
phone: +49(0)89-76773824
info@wengmann-kpm.de

For more information please visit: www.materialicadesign.de

Our kind regards

Your MATERIALICA Design + Technology Award 2008 - Team

FLOCK presented at the INNOfex

Together with the Denkendorfer Colloquium "Coating and Surface Functioning of Technical Textiles", for the first time the INNOfex took place.

With the main topics: Coated textiles for the car- and vehicle industry, for the textile building, functional clothing and medical textiles, about 60 exhibitors presented their products for this field.

Together with two other associations (TVI and BKTex) our association participated in a representative collective booth. Some of the associations members made available for this show

interesting samples which met with quite a big interest. This exhibition showed as well, that the best promotion for flock is when different applications in form of samples are displayed. Many visitors already knew flock but were very pleasantly surprised about today's qualities, characteristics and haptic.

Our technical brochure with the two flocked samples inside (grey on metal and blue on plastics), with the description of the actual process, information on the technical characteristics and with the many illustrations of flocked products was very much in demand by the visitors. It also shows applications which were not known to many technical people and engineers and which

often might solve problems having occurred.

Even though the exhibition was small, a lot of visitors came and, what is only possible at a smaller fair, the discussions became quite intensive.

Members of the Association of the Flock Industry Europe (reg.) may ask the office for a list of all registered visitors at our fair booth. We shall gladly forward list free of charge.

FLOCK-News

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