



# K 2010 exceeds expectations as industry enters recovery phase

**S**trong positive impulses were clearly felt at the world's biggest plastics and rubber show, K 2010 Düsseldorf, with 3,102 exhibitors showcasing the latest technologies, machineries, raw materials and services. Companies reported an overwhelming volume of contacts and a marked willingness amongst trade visitors to invest.

Mr. Ulrich Reifenhäuser, Chairman of the Exhibitor Council for K 2010 noted the positive market response: "K 2010 was held at the right point in time and provided all areas of our industry with new impetus. The many and sometimes quite unexpectedly specific contract negotiations entered into at the trade fair speak for themselves!" Delighted by the good results Mr. Werner Matthias Dornscheidt, CEO & President of Messe Düsseldorf, said: "With 222,000 trade visitors K 2010 has clearly exceeded expectations in

the sector given that the crisis is now finally drawing to an end! The trade fair succeeded in providing strong impetus for further growth and that our exhibitors were able to do business with numerous international customers of high decision-making competence."

While visitor attendance was down by 8% compared to 2007 edition, it was justified by the fact that in 2007 the industry was still in a boom phase prior to the onset of the global economic and financial crisis. The wealth of new technical developments presented by raw material producers, machinery manufacturers and producers of technical components attracted majority of trade visitors. It was obvious that companies have consolidated their strengths in hard times, thus strengthening their competitive edge by developing innovations. With investment backlog having occurred during the crisis period, customers are now returning to make their purchases, thus spurring demand.

57% of visitors came from outside Germany with foreign visitors coming from over 100 nations and all continents. It became clear that a further shift towards overseas visitors has taken place. The biggest group came from Asia – with about 30,000 visitors, with 10,500 coming from Indian subcontinent. A substantial increase was also registered in the number of trade visitors from the Middle East such as Egypt, Saudi Arabia and UAE. Around 7,600 trade visitors came from North America, while over 7,000 guests came from the African continent. About two-thirds of all the visitors said that machinery and equipment ranked first in their agenda, while 48% were interested in raw materials and auxiliaries, 26% in semi-finished products and technical plastics and rubber components.

The bright future of plastics as a material for creative ideas, particularly in the field of energy efficiency and saving resource. Special Show "Visions in Polymers" also picked up on this theme, while film sequences, exhibits and discussions with industry experts focused on the future development trends and novel applications. The next K Düsseldorf is scheduled on 16 to 23 October 2013.





## Exhibitors' Feedback



**MR. HANS ULRICH KURTZ**  
Head - IMEA  
Clariant Masterbatches  
(www.clariant.com)

**K**2010 was an exciting show with a very positive and optimistic atmosphere. Visitors wanted to learn about all new developments, but, clearly, green solutions and sustainability were of special interest. With that in mind, Clariant presented a full range of colour and additive solutions for biopolymers and recycled materials, including all-natural masterbatches made from renewable sources like plants, and an entirely new line of masterbatches that complies with standards governing compostability and ecotoxicity. Visitors were also interested in traditional topics like REACH compliance, safety-related products such as halogen-free materials, and additive masterbatches that can cut costs and improve production efficiency.

As a partner to customers in the Middle East, Clariant supports local production by transferring know-how developed in more mature

markets to fulfill the expectations of emerging markets. In the Middle East, where the construction industry is very active, we successfully deliver a general product portfolio in PVC and polyethylene, plus specialty solutions for the wire and cable industry. These include antirodent and antitermite masterbatches and new developments in XLPE. We have also noticed a growing interest in technical application areas and are responding with colour and additive products for resins like polycarbonate, PET and polyamide.



## Show Review



**MR. GÜNTER BACHMANN**  
CEO & Chairman of the Executive Board  
Coperion GmbH ([www.coperion.com](http://www.coperion.com))

**A**t K 2010, we showed off our innovative capabilities with the new ZSK Mc18 series of co-rotating, closely intermeshing twin screw compounders. With their maximum torque increased to 18 Nm/cm<sup>3</sup>, these compounding extruders achieve a 30 % higher throughput than their predecessors, the ZSK MEGA

compounder PLUS series. The reduced specific energy input results in an improvement in energy efficiency.

Coperion GmbH looks at the future with great confidence as markets recover from the crisis. Since the second half of 2009 incoming orders have been on the rise. This encourages the company to implement its expansion plans, amongst them the restructuring of the Stuttgart site, the construction of an ultramodern development centre, new testing facilities in Weingarten/Germany, Ramsey/USA and Nanjing/China. Coperion also plans to extend its service network by an additional site in the Middle East. Coperion Middle East, a joint venture between Coperion and the Saudi-Arabian



company Golden Wing, will be formed in the near future.

This will benefit our customers in this important 5 core market through optimised service with faster response times and shorter distances. Coperion Middle East will in future be able to offer the skills of its own personnel for the on-the-spot planning and execution of larger-scale repair, maintenance and overhaul of large-capacity extruders and compounding lines, and take over important functions for projects in this region.



**MR. MATTHEW CARRARA**  
Vice President  
Dynisco Plastics Segment  
([www.dynisco.com](http://www.dynisco.com))

**K**2010 was very successful for Dynisco. Although the number of visitors to our booth was not quite as high as in the previous shows, those who visited were serious about finding products that could help them improve the accuracy of their process and the

quality of their end products. It is interesting to note that visitors from the Middle East accounted for 10-15% of our inquiries. Business in 2010 has recovered nicely, and in regions that did not suffer the same downturn as the United States and Europe, business is booming. Oil and energy companies in Saudi Arabia and elsewhere in the Middle East are expanding downstream and installing extrusion capacity rapidly. Forecasts indicate the market could grow at 25-30% per year. Emerging markets, like the Middle East, offer the potential for very strong growth as petrochemical companies diversify to add polymer production capacity and as the local economy expands, creating more consumer product demand and related building and construction activity. With that in mind, Dynisco is hiring new managers in the Middle East and other regions to work locally with existing distributors and customers. This approach is intended to build on the strength of Dynisco's successful agent-based structure, while getting closer to the customer, learning their requirements and developing products and services that meet the unique needs in the region.

Polymer testing equipment – including Dynisco's VTM dynamic mechanical analyser for polyolefins, our laboratory capillary rheometer, and LMI 4000 melt-flow indexer – generated the most interest amongst show visitors. However, melt-pressure and temperature transducers – the equipment Dynisco is probably most known for – also got a lot of attention, as did OPT•TROL™, our affordable, expandable, integrated extrusion control system. Dynisco continues to enjoy a growing reputation for providing complete, integrated control solutions for extrusion and other plastics processes where pressure and temperature are critical.



**MR. JEROME ROMKEY**

Marketing Manager  
GN Thermoforming Equipment  
(www.gncanada.com)

The response at K was phenomenal to say the least. Our reverse lip tooling development received a lot of interest and we have already received orders from around the world. Interest was also high for our new GN 760 thermoforming machine. Clients were impressed that our GN 760 includes all the best features of our existing machine line. One clear trend is the movement in packaging towards APET sheet. That is continuing and perhaps speeding up. This trend is market driven

as more and more end users are requesting a percentage of post-consumer scrap in their trays. We will continue to work with our customers and meet their needs as APET becomes more firmly entrenched in new applications.

Overall, 2010 was a very positive year for those in the plastics and rubber industry as economic recovery is firmly in place in most global regions and growth within the plastics industry has returned. We are seeing solid growth in South America, throughout Europe, and in the US and Asia. GN is back to our normal levels of growth activity. We have a good feeling for 2011 and 2012.



**MR. RENATO MORETTO**

President  
MORETTO S.p.A. (www.moretto.com)

We are very satisfied with the contacts and quality of the requests we gathered during K 2010. In this edition, Moretto launched worldwide the exclusive EUREKA project, a drying revolution – created in order to cut the energy consumption dramatically and to improve the performance of drying systems for PET. The project consists of the new modular dryers system X MAX combined with the control device FLOWMATIK and the exclusive OTX hoppers. It is a very ambitious project based on a large and deep research

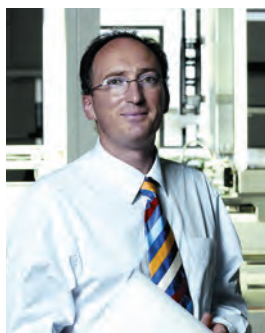
program, which brought really amazing results. We were able to make the customers realise the added value and the real potential of our project.

There is also a high interest in the energy factor, even if it is often still related to a marketing strategy. In the next two or three years more concreteness will be reached about these matters. Only in this way we will be able to achieve that kind of excellence which the customer often expects from the supplier. In terms of future prospects, we believe that the production sector has not been totally out of the recession yet but the the plastics industry is slowly recovering. While the trend may be positive, we are moving towards a new market set-up, where economic development is characterised by long positive periods and one or two-year of stagnation followed by a reversal. I am actually convinced that we must get used to a not linear trend with significant short-term ups and downs.





## Show Review



**MR. WOLFGANG CZIZEGG**  
CEO  
Waldorf Technik GmbH & Co. KG  
([www.waldorf-technik.com](http://www.waldorf-technik.com))

**A**t K 2010, Waldorf Technik was represented on two stands, clearly concentrating on medical-technical applications. The exhibits were dedicated to specific applications that they “filtered out” general public from potential customers. This is why

Waldorf Technik could respond to qualified enquiries of serious prospect customers rather than high quantities of visitors. On the Sumitomo Demag stand, visitors saw a modular plant producing pipette tips in a 32-cavity mould. The highly flexible Waldorf Technik automation unit can be adapted to 64-cavity production. The Netstal stand highlighted a record breaking machine with 96 cavities which is the largest injection moulding line of its kind ever shown on a K exhibition. There is definitely growing demand for plastics solutions to substitute glass and tin containers. The barrier function is the critical factor, though, particularly when food for the consumption by humans or pets is involved. Actually, three production methods have been developed which are trend-setting and where Waldorf Technik is one of the pioneers.

The worst of the crisis seems to be over. However, markets and industries reacted to the crisis differently. For instance, competitive pressure in the packaging industry is higher than in the medical branch as the entrance impediments are so much lower in packaging. At the same time the packaging companies have to adapt to the filling lines

of their customers – often they do not have their own products. Consequently, they are replaceable and the price pressure for them is much higher. Waldorf Technik reacts upon the growing demand for even safer, faster and more productive manufacturing



processes with innovative engineering power. We compete through a high degree of engineering intelligence and strength. We look at the customer’s market in the centre of the project and then we develop exactly the plant for the solution of the problem. The market is not very innovative and generally chases nothing but cycle times. However, it is more important to recognise what customers really need to be successful, and to react fast upon those demands.





## Show Review



**MR. JEFF NEWMAN**  
Vice President, Sales and Marketing  
Wilmington Machinery ([www.wilmingtonmachinery.com](http://www.wilmingtonmachinery.com))



**K**2010 was one of the best trade shows we have had in many years. Much of that is contributed to an extensive emailing campaign letting our customer know of new development and inviting them to visit our booth. The response from customers were extremely positive for both our SB (Small Bottle) Dual Parison Rotary Blow Moulder and LUMINA Pallateer Plastic Pallet Moulding System Line. This clearly indicates that customers want new technology that reduces their costs while being energy-efficient.

We recently introduced our dual parison SB rotary blow moulder, a machine with 40 station (80 cavities) wheel operating at a 6 second cycle (10rpm) producing an 80 ml container for yogurt. Plans are underway for a 60 station machine that can operate at 1200bpm. We believe this will be the fastest extrusion blow moulding machine in the world. On the injection moulding side, we see companies moving away from wooden pallets to plastics

ones, hence our LUMINA line offers the highest capacity injection moulding machines for pallet making. LUMINA machines can produce the lowest cost and strongest of all plastic pallets. Overall, the industry is much, much stronger than last year. We have never see interest levels higher.

