

The World's No. 1 Trade Fair for Plastics and Rubber



# NEWS

SEPT 2016

## Passion for Performance

A PASSION FOR  
PLASTICS & RUBBER

Community  
spirit

Welcome to  
the future

Plastics make  
careers

Finger on the pulse

Doing our very  
best for you



Messe  
Düsseldorf

# Community spirit

**T**hey come from all over the world: from Europe, Africa, the Americas and Australasia, from the Middle to the Far East. They come from different regions and cultures, speak different languages, have different daily routines. But they all have one destination: the most important global event in the plastics and rubber industry – K 2016.

## Welcome to Düsseldorf

More than 200,000 people are expected to visit K 2016, the world's leading trade show in the plastics and rubber industry, which takes place every three years at the Düsseldorf exhibition centre. K is the place where companies in the sector present their innovations to an expert audience for the first time.

The halls run by Messe Düsseldorf are converted into a 200,000 square-metre manufacturing site specifically for the purpose of displaying the latest and the best. To make sure everything will be ready on time, hundreds of people are busy working hard for weeks and months on all the preparations for K that will pave the way to success. They support exhibitors in realising their stand designs and layouts, install the power, gas and water lines without which production conditions could not be established. If desired, they even pull down walls between halls so that machines and equipment can be set up in the right configuration. The idea is to make K 2016 an unforgettable experience for trade

visitors – and not just in terms of business. K also means feeling comfortable. The numerous restaurants and event gastronomy cater to all tastes. Competent and experienced exhibition information staff help visitors to overcome language barriers and to reach their intended goals – so that they can make the most of their time in Düsseldorf while enjoying themselves as well.

## At home in the world

The world is divided – there's East and West, North and South, languages and religions, and different political and social systems. K bridges all the differences, creates a feeling of togetherness and community of interest in innovative materials and how they are made and processed. From 19 to 26 October 2016, Düsseldorf will be hosting the world, at K – the leading global trade fair for plastics and rubber. You too will receive a warm welcome there.



*No one who wants to boost their value added can afford not to think about increasing their use of digital media.*

# Welcome to the future

**I**f there is one idea that runs through all industrial sectors, it has to be that of the smart factory, or digitalised, networked manufacturing. The plastics and rubber industry is no exception here. Industry representatives are putting this topic up among the top priorities on the management agenda and doing everything they can to make it happen. Find out more at K 2016.

## Experience Plastics 4.0

Machines communicating with each other, sharing their weak points and errors, and receiving a solution to the problem

from their digital counterpart. Information flowing from one end of the globe to the other without anyone noticing, far less having to hit a return key to trigger the process. Complex production workflows and ordering processes running like magic – without any human intervention. Welcome to the future! Welcome to the here and now! What might sound incredible is actually already being implemented in places today. All under the theme of Industry 4.0 or Plastics Industry 4.0. The German Engineering Federation (VDMA), a partner of Messe Düsseldorf, has made it its

business to inform visitors to K 2016 on all aspects of this 4th industrial revolution and the consequences it will have for the industry. The VDMA TV Pavilion FG 16.1, situated in the open-air space opposite Hall 16 of the Messe Düsseldorf exhibition centre, will be the venue for daily talks and discussions with international experts from business, academia and trade associations, covering all the hot topics of digitalisation: What potential does the Internet of Things offer the plastics and rubber industry? What opportunities, benefits and risks does it harbour?

## Have your say

Experience teaches us not to cling to things simply because they are tried and tested, but also not to adopt new things before taking a critical look at them. A fear of change or unwelcome surprises is often due to insufficient information. But everyone can find out more about the future and actively help to shape it. K offers plenty of opportunity to do so.



See you in Düsseldorf.  
**Welcome Trailer**

[www.k-online.com/welcome](http://www.k-online.com/welcome)

# Plastics make careers

The plastics and rubber industry is booming – fuelled not least by the trend to lightweight construction in the automotive and aerospace industries, the demand for high-performance functional polymers for the most diverse application areas, and the increasing substitution of classic materials like metals, wood and glass with plastics. Polymer materials are quite simply unrivalled when it comes to innovative power. But although the material might be the central focus of this development, the successes are made by the people who know how to get the best out of plastics and rubber.

## A multitude of applications

Unlike other materials, plastics can be composed and tailored individually for the intended application. This is the reason why polymer materials are in such widespread use – for packaging food, sealing motors and engines, storing blood for transfusion, and producing ultrathin photovoltaic elements. No two applications are alike, and each one demands a special kind of know-how in handling the respective polymer. With a material this versatile, it is no wonder how broadly diversified a



field the plastics and rubber industry works in. The development and production of polymers as well as their downstream processing, manufacturing and recovery all require a huge range of different skills and competences: lab technicians, industrial mechanics, mechatronics technicians, plastics technicians, engineers, machine designers, plant electronics specialists, materials experts, chemists, IT and software specialists, product designers, researchers, developers, equipment designers, and many more.

## Discovering the possibilities

At K 2016 some 3,200 exhibitors from all over the world will be presenting their product and

service portfolios. They will also be giving insights into what kinds of careers are possible. In collaboration with Messe Düsseldorf, the industry – which offers scope for a vast variety of interests and abilities – has launched an educational initiative (kai\*), allowing people to experience plastics live. Have we piqued your interest? K 2016 will spark an enthusiasm for plastics and rubber – one that you may well find contagious!

\*More about kai on [k-online.com](http://k-online.com)

Theme day on  
Youth and Education  
Sunday 23 Oct. from  
10:30 am to 3 pm  
Special show “Plastics  
shape the future”  
Hall 6, Stand 6/C40

# Finger on the pulse

Health, jobs, mobility, environment and climate protection, energy and resource efficiency... when it comes to mastering the challenges of our time, the plastics and rubber industry is more than ready to do its bit. It is hard to imagine any aspect of our daily lives where plastics are not ever-present or at least play a major or minor role. This state of affairs is reflected in the special show “Plastics shape the future” at K 2016.

## The hot topics

There is no limit to the challenges waiting to be solved – not just globally but inside the industry as well. In order to cover as many of the really hot topics as broadly as possible, the organisers of the K special show, headed by PlasticsEurope

Deutschland, have put together a tight programme with a different agenda from day to day. They turn the spotlight on subjects such as the development of the industry in the digital age – under the heading of Plastics Industry 4.0 – and draw attention to new innovative materials as well as to the importance of lightweight engineering in sectors like the automotive and aircraft industry. Marine litter and the consequence of this pollution of the world’s oceans and inland waterways will also be discussed, as will the subject of youth and education. The theme of another day deals with sustainable handling of the finite resources available to us. There will also be ample space for creativity in discussing the scope for design that can be

achieved with advanced plastics.

## Have your say

The special show “Plastics shape the future” will be taking the stage in Hall 6 of the Messe Düsseldorf exhibition centre. An innovative purpose-designed stand will offer a fitting setting for presentations, lectures by experts, keynote talks and panel discussions. It will also provide a stage for school students to present their ideas and views on how to shape our future, for instance by showing how robotics benefits from polymer materials. You do not need to be a futurologist to get an impression of what directions our society is moving in. Often, common sense is enough to recognise the signs of the times. There

are changes ahead that will affect all of us. And each one of us has the opportunity to influence how that will happen. The future is shaped today. At K 2016 too. Be a part of it.

See also:  
[www.plasticsshapethefuture.de](http://www.plasticsshapethefuture.de)



# Doing our very best for you



**I**t's not just the exhibitors and visitors who can't wait for K to open its doors. The K Team at Messe Düsseldorf, who have spent many months preparing the biggest highlight on the plastics and rubber industry's calendar, are just as excited.

## Heart and soul

From the allocation of exhibition space to the handling of ticket sales, it takes an army of willing hands and clever minds to organise and run a trade fair on the scale of K 2016. "We do our very best for our guests," says Peter

Segna, Technical Manager at Messe Düsseldorf. Hardly a wish is left unfulfilled, as long as it is legally permitted and technically feasible. Long before K, arrangements are made with the public and private transport companies: "We want to make sure that our guests' arrival and departure transfers run as smoothly and pleasantly as possible and that they don't have to wait too long anywhere," explains Werner Arnold, Head of Logistics at Messe Düsseldorf. A large number of information desks and help points dotted across the exhibition centre offer de-

tailed information and orientation hints in German and English. "Our staff at the information points speak many languages," says Nora Wilhelms, Visitor and Entrance Management, at Messe Düsseldorf. "No visitor is left feeling misunderstood."

## An appetite for business

Experiencing and enjoying is what K 2016 is all about – from the culinary viewpoint as well: "Indian, Asian or Bavarian cooking, fresh from the grill, vegetarian, kosher or halal – all across the exhibition grounds, we offer

visitors to K 2016 a large variety of themed restaurants, so that everyone can pick and choose to their own taste," says Jürgen Maier, Managing Director of the Stockheim Restaurationsbetriebe, a long-standing catering partner of Messe Düsseldorf. The entire team wishes you an eventful and successful K 2016. A warm welcome to Messe Düsseldorf!



See you in Düsseldorf.  
**Welcome Trailer**  
[www.k-online.com/welcome](http://www.k-online.com/welcome)

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