

## P R E S S   R E L E A S E

### **Successful appearance in a new outfit – Hennecke at the „K“ 2010**

**It's quite amazing how fast the plastics processing industry is recovering from the crisis year 2009. The great success of the K trade fair gives clear evidence of this shift in demand. Hennecke GmbH also looks back on a very positive appearance at the plastics industry's leading trade show. At this year's K fair, the traditional company headquartered in Sankt Augustin near Bonn presented new machine concepts and further developments in the area of state-of-the-art and established polyurethane processing technologies. The fact that several business deals were closed rounds off the positive picture.**

If the special success of the fair is measured by the number of visitors at the Hennecke booth, the company's executives may be very satisfied. There was a great interest in Hennecke's exhibition stand. This was mainly due to the new, convincing two-storied booth concept. Right from the start, the focus was on a visitor-friendly, open design. Following the new Hennecke slogan „Fascination PUR“, the polyurethane specialists presented a great number of interesting sample parts to give a practical demonstration of their wide range of technologies and applications. A so-called „field joint“, a roughly 2.3-tonne pipe section of the Nord Stream Pipeline with polyurethane fitting proved to be a real "crowd puller". Various samples from the automotive sector also aroused great curiosity. One of them was an instrument panel from the new BMW 5 GT, which - thanks to PUR-CSM technology - has an excellent look and feel combined with weight and cost reduction. It has recently won an SPE Automotive Award in the "body interior" category.

In addition, the inventors of the first high-pressure metering machine presented new products in the field of metering machine technology during their trade fair presence, including the QFOAM XL, a newcomer to the QFOAM series and the ELASTOLINE F, a complete new development for processing cast elastomers. An international team of experienced experts from all fields of application was pleased to provide interested visitors with detailed

information about advanced PU processing technology in general or the sample parts in particular.

Already in the run-up to the K fair, advantage was taken from the presence of the worldwide staff of the Hennecke Group. Hennecke's subsidiaries, cooperation partners and worldwide agencies met for the internal „World Sales Conference“, which took place for the third time. The focus was on reinforcing the corporate unity of the constantly growing Hennecke family and synchronizing the company's future strategic orientation.

The success of this concept becomes apparent from the figures: In more than 800 talks, visitors from over 70 countries could gain an insight into Hennecke's targeted solution expertise. Of course, this is also reflected in the incoming orders. Even during the fair, several projects were concluded, comprising a large-scale order from a new customer in the area of continuous slabstock production and a complex PUR-CSM plant for manufacturing light-weight trunk floors (sandwich honeycomb technology). The sale of a series machine for processing cast elastomers symbolizes the growing interest in standardized metering machines. Moreover, a great number of further projects and cooperations was discussed which will certainly lead to excellent business opportunities in the months after the fair.

### **Further information on Hennecke GmbH**

With over 60 years of experience and a substantial annual budget in research and development, Hennecke GmbH manufactures machines, production lines and systems for all PU core technologies. The company's product portfolio comprises high-pressure metering machines, mixheads, elastomer, moulded foam, CSM, refrigerator, sandwich panel, slabstock and recycling lines as well as mould carriers, tank farms and peripheral units. The polyurethane specialist is one of the suppliers with the widest range of equipment and longest track record in the world market.