

HENNECKE PRESS RELEASE

Hennecke at PU CHINA from 3 to 5 September 2008 in Shanghai,
stand 430

«Home advantage» in the Land of Smiles

At this year's PU CHINA in Shanghai, Hennecke GmbH will present visitors with the latest news on the ultra-modern processing technology PUR-CSM. The trade fair appearance of the renowned machinery and equipment manufacturer from Sankt Augustin near Bonn will also focus on service, alongside presenting its hardware. Using the motto "Let's talk about PUR", the company's primary aim is to stand out thanks to its long-term experience in the Asian market.

Hennecke GmbH has been delivering advanced polyurethane technology to the Chinese market for over 20 years. In order to accommodate the ever increasing demands of that market and to further enhance the services provided to local customers, the polyurethane specialist established a branch office in Shanghai as early as 2006. At PU CHINA, the company intends to tap into this "home advantage" For many PU processors in Asia the products of the machinery manufacturer have already become synonymous with the frequently cited "German Engineering".

Since April this year, the branch office has been receiving additional support from its new managing director Samuel Ning, who has long-standing experience and in-depth knowledge of the local market. Ning holds a university degree in mechanical engineering and has excellent contacts in Europe. Before joining Hennecke, he was able to assist a number of well-known European manufacturers in their business activities in China.

The trade fair presentation centres on the current developments in the PUR-CSM technology. PUR-CSM (PUR-Composite Spray Moulding) comprises various field-proven PU spray technologies for manufacturing fibre-reinforced composites or compound mouldings made of unfilled or filled PU systems. Moulded products manufactured with the PUR-CSM technology



are characterised by outstanding process-specific properties: They are lightweight while offering high load-bearing capacity and they are specifically sound-absorbing or fire-retardant.

Today, many users consider the PU spraying technique as a synonym for efficiency, flexibility and process safety. However, the potential inherent in this technology is still far from being exhausted. At its present stage of evolution, the technology already covers six different areas of application. In the context of the trade fair appearance, the focus will particularly be the highly topical multi-functional, multi-component spraying technique.

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