

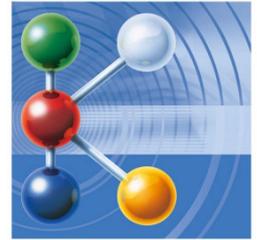
Press

**“Plastics pack the punch!” –  
special presentation at K 2007 offers a new angle  
on polymers’ potential performance**

In the packaging industry, plastics are regarded as the material that does it all, including conserving resources. Polymers’ diverse and outstanding characteristics such as durability coupled with flexibility, excellent barrier properties, heat and cold resistance as well as their minimal weight have made them the material of choice for packaging users in industry. But you need to look beyond the conventional, narrow definition of packaging to fully appreciate the performance and potential uses of plastics.

The special presentation “Plastics pack the punch!” will spotlight plastics’ contribution to the basic functions of packaging – protection, information and distribution – during K 2007, to be staged in Düsseldorf from 24 to 31 October. The exposé covers far more than just product packaging and presents solutions from an all-encompassing perspective. Factors ranging from high-tech materials, transport, production and energy efficiency to environmental protection and sustainability will be addressed along with design and current trends. K 2007 exhibitors and trade visitors as well as the public at large should find plenty to pique their interest at the special presentation. The showcase is being organised by the German plastics industry, spearheaded by the trade association PlasticsEurope Deutschland e.V. and Messe Düsseldorf.

Traditional packaging alone consumes a third of all polymers manufactured, making it the biggest user industry for plastics. In the manufacture of high volumes, innovative details are employed to grab



**K 2007**

Internationale Messe  
Nr. 1 für Kunststoff  
und Kautschuk weltweit

**TURNING VISION  
INTO BUSINESS**

Düsseldorf  
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attention. Intelligent plastic films and labels, for instance, provide information about freshness and appropriate transportation of package contents in the food sector. Improved properties are, however, also the source of advances in many other everyday applications, such as the “packaging” or cutting-edge heat insulation around a house and “packaging” or ultra-lightweight helmet protecting a cyclist.

The special presentation will act as a platform for effectively generating publicity around plastics’ various properties and capabilities. Information, shows, activities, events and discussion rounds will create a dynamic buzz at the presentation’s stage in Hall 6. Clothing – packaging of the human kind – is another featured topic. Not only do clothes express dress sense and individual taste but, under certain circumstances, also serve an important protective function. Fashion shows in which protective suits for fire fighting and other emergency services or sports gear for divers or ice-hockey players will be paraded are the entertaining way of spreading this message during the trade fair run.

A full-on sensory understanding of potential plastics-based solutions for transport, energy efficiency and hygiene can be gained in the “experience tunnel” which offers the example of food, from its harvesting to consumption. Even experts can look forward to a few surprising insights!

Some 2,900 exhibiting companies and more than 200,000 trade visitors are expected in Düsseldorf for K 2007 in October. The buzzword for the world’s No. 1 trade fair for plastics and rubber is “Turning Vision into Business”. K 2007 will occupy all the halls (1 to 17) of the Düsseldorf Trade Fair Center. The trade fair will open its doors daily between 10am and 6.30pm, from Wednesday, 24 October to Wednesday, 31 October 2007. One-day tickets cost EUR 55

(students and trainees pay EUR 15), while three-day tickets are available for EUR 120.

For the latest information on K 2007 and the special presentation "Plastics pack the punch!", please visit [www.k-online.de](http://www.k-online.de)

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