



**K 2007 Düsseldorf – No. 1 trade fair
for the global plastics and rubber industries**

The plastics and rubber industry is eagerly looking forward to K 2007, which will open its doors in Düsseldorf between **24 and 31 October** this year. As the world's No. 1 event for the industry, K will feature 2,900 companies hailing from all continents, active in everything from producing raw materials to building machinery and processing.

In October 2007, exhibitors at K will have even more exhibition space at their disposal than at K 2004 because a new hall in the north of the Düsseldorf Trade Fair Center is under construction. The new addition will expand the exhibition space at the Düsseldorf Trade Fair Center from its current 252,000 square metres to 265,000 square metres. What's more, the Düsseldorf Trade Fair Center is also undergoing further comprehensive improvements to make it even more welcoming and convenient for exhibitors and visitors.

At K 2007, the 17th International Trade Fair Plastics + Rubber, the leading suppliers will present their innovations in the product categories:

- ◆ Raw materials, auxiliaries
- ◆ Semi-finished products, technical parts and reinforced plastics
- ◆ Machinery and equipment for the plastics and rubber industries

K Düsseldorf is the world's top contact forum for all professionals from plastics and rubber, as well as from the main application industries. Nowhere else do experts from automobile manufacturing, packaging, electrical engineering, electronics and communications, construction, medical technology or aerospace have such an ideal opportunity to learn about the latest applications for plastics and rubber, and take a peek at coming trends. Since 1952, K Düsseldorf is a must for all decision-makers and practitioners. 2,914 exhibitors and 231,000 trade visitors from over 100 countries came to K 2004 to view technological innovations in this dynamic industry.

The companies' exhibits will be rounded out by a special presentation entitled "Plastics pack the punch!". Abundant examples will illustrate polymers' contribution to the fundamental functions of packaging: providing protection, information and an attractive appearance. These principles will be explored in solutions as understood in the broadest terms, encompassing far more than product packaging in the strict sense. Plastic protects exotic fruits on their journey from the tree into stores, as it does the head of a young cyclist in the street. An attractive appearance is equally important for products on shelves as it is in fashionable clothing for

people. Intelligent, high-tech materials will be featured along with aspects of transport and production just as environmental protection and sustainability will share the spotlight with aesthetic and design concerns.

The latest news about K 2007 and the industry can be found online at www.k-online.de . Constantly updated reports from the fields of science and research as well as articles from the international trade press can be enjoyed. The scope of the information on offer is expanded by a comprehensive overview of all the other plastics and rubber events that Messe Düsseldorf is involved in (simply click on the menu item Business Information/Global Expertise). The K Web site's services are rounded out with a list of producer and user associations worldwide, a list of the leading international trade publications and a review of K 2004.

K 2007 is bannered "Turning Vision into Business". The world's No. 1 trade fair for the plastics and rubber industry will occupy all of the exhibition halls (1–17) at the Düsseldorf Trade Fair Center from Wednesday, 24 October to Wednesday, 31 October 2007. The fair will be open daily from 10am to 6.30pm. Admission will cost EUR 55 (EUR 15 for students and trainees) for a one-day ticket or EUR 120 for a three-day ticket.