

KIEFEL Extrusion: International trade press conference for K 2007

Current market trends in blown film extrusion / Success through knowledge of past and future markets / KIRION® range continues strong sales growth

Worms / Deidesheim, July 2, 2007 – If you want to be successful in selling blown film lines for a variety of different applications in the global market, you have to know the area to be cultivated. This was the substance of the presentation made by KIEFEL's Director of Sales Worldwide, Kurt L. Freye during the international press conference held by his company on account of the K 2007. In his presentation, Freye also addressed the current raw materials situation and the different degrees of development in regional markets – for example, in regard to per head consumption or the preferred polymers according to the areas of application.

During the press meeting with journalists, who had come from all over the world to the Palatinate (Pfalz) region of Germany, Freye presented a precise image of the current trends in film production and of the current state of the processing industry. Accordingly, the manufacturers of machinery for blown film production have to adjust to the following points in particular:

- an increasing number of polymer materials
- trends towards continually thinner layer thicknesses (downgauging)
- a much stronger demand for co-extrusion (3 to 9 layers as standard)
- large orders with short delivery times (“just in time”)
- high quality requirements

KIEFEL's Director of Sales Worldwide described the processing industry as a mature branch with a complex structure that is influenced by globalization and characterized by trends towards mergers and acquisitions. On account of the increasing severe competition in both prices and quality, film producers need a flexible, high-grade machine park that is characterized by minimum material consumption together with the best possible results, as well as low energy consumption. Additionally, the lines must be capable of integration with the reporting and certification systems via the automation module. Increasing output performance and continually larger lay flat widths of the films to be produced will be more and more important in the future. At the same time, according to his experience, fully automatic roll handling systems (multiple reels) and

safety features are gaining in importance, especially in view of increasing personnel costs and growing requirements for safety at work.

KIRION® range very successful

“We are clearly doing a lot of things right”, Kurt Freye said during his presentation“, otherwise we would not be so successful – namely in all the regional markets of the globe.” Sales of the KIRION® range have climbed tremendously since market introduction in 2001. The number of orders concluded since 2004 have exceeded 40 each year. The best year ever since the start was 2006: KIEFEL Extrusion sold almost 50 units last year. The areas of the Middle East, the USA and Europe developed particularly satisfactorily.

Many technologies, cultures and market participants

At the end of his informative statement the KIEFEL manager stated, in according with his philosophy: “if you want to be successful, you also have to know the global film market together with all its different requirements.” So he gave a differentiated impression of the decisive world regions – from Africa and Asia, through Europe and North America right up to the Middle East. Overall, Freye perceives a great potential in the market for blown film: while Western Europe and the USA will tend to grow only moderately in the coming years – also due to the maturity of the markets and the behavior of the consumers – the regions of Central Europe and Asia will be characterized by being the driving forces for good business. According to Freye, German machinery manufacturers are in an especially good position, as they have developed appropriate solutions for different challenges. “Together with extensive service, we put modularly designed lines, winding units and other equipment into the hands of plastics processors throughout the world, that are not to be compared, on account of their performance in terms of productivity, saving of materials, efficiency and value of the end product”, Freye summarized in the conclusion of his presentation.

For questions or further information,
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