

Trendbook

Technical Textiles 2012

INNOVATIONS • TRENDS • MARKETS

powered by

**Technical
Textiles**

Innovation, Technology, Application

Textile
Technology

Focus: Sustainability

Technical Textiles in Applications

Publication date: March 2012

3-part compendium

- Trend reports, Focus on China
- Company profiles
- European market data

Conception and Content

Trend reports and Focus on China

In the first part of the Trendbook Technical Textiles 2011, recognized experts report on future perspectives and offer their market prognoses for the next one to two years.

With comprehensive reports, the Trendbook presents and depicts new applications in the areas of **fibers**, **nonwovens** and **finishing** along with giving prognoses from industry experts. To be covered in the 2012 edition are the application areas: **Mobiltech** (Megatrend mobility - flying or driving: changes in practice), **Agrotech** (resources for meeting the world's nutritional needs: textiles for animal and plant production), **Protech** (protective and safety textiles for people and products), **Indutech** (Filter textiles for the environmental technology) as well as **Bionics** (Nature's patent - how can bionics be used in textile research?). The principle of **"sustainability"** will be reflected throughout the Trendbook's content.

Completing the first section in the book is a **feature on China**: export market or competitor?

Company profiles

The company profile section is reserved for your presentation. You have the possibility to present your company's range of products and services on four elaborately designed pages. These entries will be editorially accompanied and laid out by the publishing house according to your data. Costs will be borne by the company.

[illegible]

The 3rd part of the Trendbook Technical Textiles illustrates the European market with facts and figures. Results from a comprehensive business survey in the areas of fibers - chemicals - textile auxiliary equipment, textile machines along with technical textiles will be presented on over 80 pages in tabular form.

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Divisions

Ceramics Australia
Leather Australia
Case Specialties
Textile Australia
Plastic Australia

Main Production Facilities

Lahr/Lahr, Germany
Münster/Germany
Füssen/City
Münchingen/USA
Buenos Aires/Argentina
Tucson/Italy

Product Groups

The three Australian divisions produce a valuable service to its customers through its specialized product groups. The divisions ZICKWERK & SCHMIDTNER offer an individualized service for the parts from its steel-value-added chain. The groups are:

- **Stainless Steel**
- **Technical Steel**
- **Stainless Steel and Thermoplastics**
- **BOF Stegan Wand**

all product groups consist of technical customer service specialists, sales and marketing representatives and R&D specialists. For this task, all three have modern and well-maintained facilities as well as well-equipped plant shops.

Contact

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An large unfolding page prominently summarizes all of the hard facts.

Media Data 2012

Brief description: International compendium for the management of producers and suppliers as well as users of technical textiles.

Languages: English and German

Publication date: March 2012

Format: 27 x 25 cm with exclusive spiral binding

Layout: Innovative work resource

Volume: 220 pages

Circulation: 2,000 copies

Recipients:

• **Producers and suppliers of technical fibers and textiles:** **500 copies**

• **Users:** **850 copies**

Including the following: automotive industry, occupational safety industry, engineering, chemical and electronics industries, agriculture, medical/hygiene, athletic wear, smart clothes, nonwovens industry, plastics processing etc. **500 copies**

Associations: **50 copies**

research institutes: **50 copies**

ministries: **50 copies**

universities and polytechnics: **100 copies**

consulting engineers: **100 copies**

• **Sales circulation:** **650 copies**

Price: € 149

Sales through trade fairs and congresses

Advertising format:

Type area 240 mm wide and 215 mm high

Bleed format 270 mm wide and 250mm high

+ 3mm for bleed

Company profiles in English and German: € 4,740.

- *Very simple: The profiles are designed and laid out by the publishing house. You will merely receive a proof copy for approval.*
- *Company profile sub-divided into "The Company", "The Focal Points", "The Range of Products" and "The Innovations" with a maximum of 4,000 characters.*
- *Technical company data (name, registered office, sites, foundation, turnover, employees, business areas, trademarks, product groups, target groups, reference customers)*
- *Contacts max. 4 contacts (name, position, contact data, photo, short statement)*
- *Photo and quote from the CEO*
- *3 to 5 pictures of products, applications, models, production processes or company buildings*

Deadlines:

- Publication date March 2012
- Deadline for text and photos for company profile English and German by latest mid- January 2012

For binding advertisement placements in the Trendbook Technical Textiles 2012 that are made by December 20, 2011, receive a 15% discount.

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