

KURZ presents design and process innovations at a virtual trade fair booth

Fürth/Germany, 2 June 2020: KURZ will be taking part in the KUNSTSTOFF MAGAZIN world & conference, the German virtual trade fair and interactive conference for the plastics industry. The company will be presenting new solutions for decorative and functional surfaces at the digital trade fair from June 17 to July 3. On display will be exterior and interior designs for vehicles of the future, and new technologies for the highly efficient automated integration of touch sensors as well as for integrating 3D-formed sensors in the injection molding process. Furthermore, KURZ will be presenting processes for economically decorating product variants and demonstrating ways of decorating in a sustainable manner.

Visitors to the virtual KURZ booth will find concrete solutions for their specific industry, whether it be automotive, consumer electronics, home appliances, or health & beauty. Experts from various departments within the company will be available for live chats with the visitors. Besides receiving personal advice, visitors will also be able to access exhibits, product information, process animations, and white papers. On July 1 at 10 am there will be a live specialist presentation in German on the newly developed IMD PUR process for avant-garde automotive designs with depth effects and self-healing surfaces. The presenter will be available immediately afterwards to answer any questions about the process. To register for the presentation, visit <https://weka-virtual-show.expo-ip.com/landing/188>.

Invest in product innovation during the crisis

“Important trade fairs are currently being rescheduled, however our customers need new insights right now”, explains Dr. Andreas Hirschfelder, Member of the Management Board at KURZ. “We are continuously investing in process and design development and coming up with future-oriented decoration and

functional solutions. At the virtual plastics trade fair, we will be presenting our current developments in order to provide our customers with innovative ideas even in these times of crisis”.

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The KURZ booth at the virtual KUNSTSTOFF MAGAZIN world & conference trade fair

(Photo: KURZ)

About KURZ: The KURZ Group is a global leader in thin film technology. KURZ develops and manufactures decorative and functional layers applied to carrier foil for a wide range of industries, from the packaging and printing industry through to the automotive, electronics, card and textile sectors. KURZ offers a comprehensive portfolio of products for surface finishing, decoration, labeling, and counterfeit protection, rounded off by an extensive range of stamping machines and stamping tools. The company is also continuously investing in new technologies and developing innovative solutions for integrating functionality into surfaces. The KURZ Group has more than 5,500 employees at over 30 sites

worldwide and produces under standardized quality and environmental standards in Europe, Asia, and the USA. A global network of subsidiaries, representatives and sales offices ensures short paths and individual, on-site consulting.

www.kurz.de

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