

PRESSRELEASE

September 2019

Countdown to K2019

Only a few weeks to go until high ranking names of the plastics industry come together at the world's largest plastics exhibition, in Düsseldorf. The *Gabriel-Chemie Group* will once again be in Hall 5, Booth B40 and presents itself with a new booth design as well as numerous new, innovative solutions and product demonstrations. The main topics are digitalisation and sustainability.

With the launch at the Fakuma 2018 of the custom developed platform *Master Of Batch™* the product sector of *Gabriel-Chemie* was penetrated by the digital and networked world. The Smart Search Tool launched last year with *Master Of Colours* and will be complemented this year with the extension *Master Of Additives*.

TAGGANT TECHNOLOGY - ANOTHER DISRUPTIVE DEVELOPMENT:

A product line that enables information to be generated in plastics in a way that ensures material definitions as well as the identification of all individual parts. In other words, plastic parts are provided with an individual DNA, a signature for identity like a fingerprint. This combination is useful for all stages of a product cycle – if it is in manufacturing, quality management, the supply chain or the circular economy of raw materials at the end of a product life - every single step, from production to distribution, is traceable. The product authentication and any security concerns are ensured by appropriate markers or so-called taggants.

This new product series is therefore called *Taggant Technology Series* - in short *TagTec* and is offered, in addition to predefined application modules, as a customised solution for specific requirements.

An overview of the basic functionality of the *TagTec* series and a selection of different application options, even with a demonstration sorting system on the stand, is presented by *Gabriel-Chemie* in Düsseldorf together with the partners *ALPLA* and *Wittmann Battenfeld* (hall 15, booth C06).

VALUES & INSPIRATION - THE NEW COLOUR VISION No.20

An integral part of the *Gabriel-Chemie* autumn presentations is the color concept *COLOUR VISION no. 20*.

The topics focus on Sustainability and Spirituality. Both motives are more present than ever and unite the promotion of actual principles of responsible use and also the considerate handling of resources, as well as the careful and conscious handling of oneself and its surroundings.

The associated colours and materials of the *COLOUR VISION* Sustainability range follow these principles and showcase dry colour and surface impressions. These were realised on the basis of PCR and PIR polymers.

Furthermore, new additives have been used which, among other features, enable detectability in the recycling stream. The colour spectrum of the Spirituality *COLOUR VISION* ranges from an intense and vibrant red to a marble effect elaboration in magical blue shades.

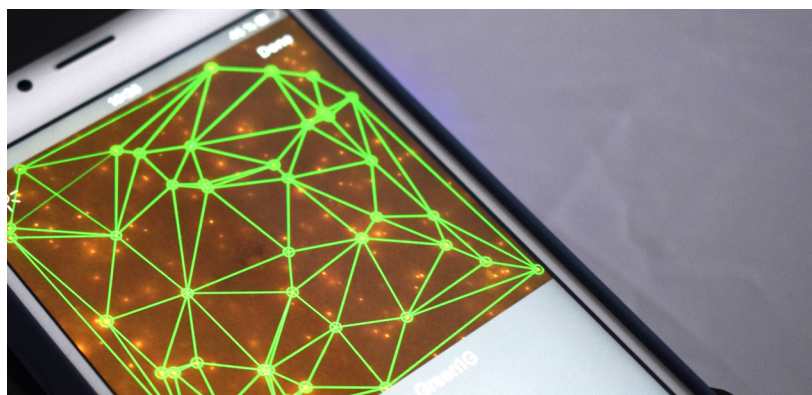


Photo: Gabriel-Chemie



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*COLOUR VISION is a colour concept in keeping with the times and which presents innovative colours, effects and surfaces in selected polymers in the form of plastic lens plates.
Photo: Gabriel-Chemie*

Further information: gabriel-chemie.com/en/events/K2019

NEAR INFRARED - DETECTION IN THE RECYCLING STREAM

The already mentioned detectability in the recycling stream refers to a professional solution for near-infrared-detectable and sortable thermoplastic masterbatch colours. The masterbatch is made by using special pigment formulations which enable the correspondent sorting and recycling, is food contact approved and even laser markable. The masterbatch can be extruded, blown or moulded by injection, compression, etc. Interested customers and visitors will get detailed information and can convince themselves of the application functionality.

KEYWORD LASERMARKABLE - REINFORCE SUSTAINABLE VALUES

A laser additive masterbatch enables the contact-free, permanent marking, labelling and decoration of plastic parts without using any printing ink or solvents. A marking can be made on soft, coarse, stepped and curved surfaces and is abrasion-resistant, resistant to chemicals and lightfast. The use of laser additive masterbatch makes it possible to create customised designs and personalised markings and is perfectly suited to complex and rapidly changing layouts and this makes it the most sustainable alternative to all conventional methods of customisation.

Therefore *Gabriel-Chemie* continues to build on its' close cooperation with *beLaser®* and will demonstrate the partnership at the K in the form of a separate laser area.

IMPLEMENTATION OF A SUSTAINABILITY STRATEGY THROUGHOUT THE GROUP

As a second-generation owner-managed family business, *Gabriel-Chemie* is today one of Europe's leading masterbatch producers after almost 70 years of existence. A long-term and, above all, sustainable strategy is therefore a priority that focuses on delivering high quality and innovation.

Sustainability has been a strong focus for *Gabriel-Chemie* in recent years. Responsibility and awareness of resource-saving processes pave the way for the group into the future. The upcoming generations in the family business are also adding their voice to the drive for sustainability.

In addition to the NIR detectable product range, the group-wide initiatives also include PCR (post consumer recycling) masterbatches, Corporate Social Responsibility (CSR), awareness, circular economy and recycling, brand identity & personality.

GABRIEL-CHEMIE specialises in refining and colouring plastics. The company was founded in 1950 and is now one of Europe's leading masterbatch manufacturers. The independent, privately owned group is operating globally and has its headquarters in Gumpoldskirchen in Austria, and operates further subsidiaries in Germany, Great Britain, Hungary, the Czech Republic, Poland, Italy, Spain and Russia, where it employs approximately 630 people.