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PRESS RELEASE

BATTENFELD K review: a great success with many highlights

Outstanding trade fair presentation from Battenfeld Injection Molding

The K 2007 in October was successful in every respect for the Austrian machine manufacturer BATTENFELD Kunststoffmaschinen Gesellschaft m.b.H. The message of its exhibition slogan "Return to the essentials" was impressively conveyed by the exhibits with a presentation focusing on customized manufacturing solutions, which demonstrated the versatility and cost-efficiency of the machinery and concepts made in Kottlingbrunn.

Dr. Dietrich Hunold, Managing Director Technology in Kottlingbrunn, can look back on a highly successful trade fair presentation: "Numerous discussions during the exhibition have confirmed that our comprehensive know-how particularly in complete system solutions is much in demand among our customers. We offer complete package deals including mature machine technology as well as matching automation and process technology." The exhibition slogan of Battenfeld Injection Molding expressed a message of uncompromising customer orientation. "Turnkey injection molding systems geared to specialized industries and individual users are our particular strength. We have presented impressive evidence of our ability to supply reliable equipment for profitable mass production to our customers and partners."

Battenfeld showed impressive diversity and flexibility

At the K, Battenfeld presented machinery of the latest generation. All of its machine models are now equipped with the new UNILOG B6 control system, which is a logical extension of the well-known previous control systems and offers ultimate user-friendliness as well as optimal process

monitoring, especially for complex tasks. Visitors were particularly interested in the HM 800 that had been re-introduced and had already been purchased prior to the exhibition by a first customer, the Swedish automotive supplier Retor Group. At the booth, the 2-platen machine impressed visitors with the production of a frame for a large flat LCD screen. Another highlight presented by Battenfeld at the fair was its fast-running TM 210 toggle machine with a completely re-designed clamping side, producing closing caps with a 48-cavity mold.

Order volume well above expectations

Compared to the previous K in 2004, more visitors and an order volume were registered that were well above expectations across the board from all relevant industries. Substantial increases in regional business volumes were reached in Brazil and also in Eastern Europe. The market's response to the recent strengthening of the distribution and service network combined with a complete revision of the product range focusing on modularity and customer benefit was very positive.

Numerous guests at Battenfeld's customer night

Not only the booth of Battenfeld attracted large crowds of visitors during the exhibition, but its customer night event, which took place at the fashionable Düsseldorf venue "3001" on October 22, was also well frequented.

In a relaxed atmosphere, the international guests talked and discussed with Battenfeld expert engineers into the early morning hours. Musical entertainment was provided by the "Coyote Ugly" band.

PHOTOS



Fig. 1: Service center at the booth of Battenfeld injection molding
Photo: Battenfeld



Fig. 2: The "Coyote Ugly" band on stage at the well-frequented Battenfeld customer night at the fashionable Düsseldorf venue "3001"
Photo: Battenfeld

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