

Un elemento sempre più valorizzato all'appuntamento di Colonia 2019.

Gli adesivi in primo piano a Interzum

Se c'è un elemento che gioca un ruolo di particolare importanza in molti dei prodotti che sono al centro di **interzum** sono proprio gli **adesivi**. Non è un caso, dunque, che gli organizzatori abbiano deciso di creare un nuovo "segmento forte" in seno all'evento, raccogliendo le sollecitazioni di molti espositori. Realtà come **Alfa Klebstoffe/Simalfa**, **Everad Adhesives**, le "new entry" italiana **Collanti Concorde** e **GMC Costruzioni Meccaniche**, **Jowat**, **Kimyapsan Kimya**, **Quin Global**, **Robatech**, **Saba Adhesives & Sealants**, **Sefa Kimya**, **Wakol**, **Xchem International**, **Zakłady Chemiczne Bochem** e **Zelu Chemie** saranno a **Colonia**, alcune di loro preferendo le rive del Reno ad altre manifestazioni che si tengono in Germania nello stesso periodo.

E ci sono le italiane **Frabo Adesivi**, **Mastek** e **Savaré** che anche quest'anno non perderanno l'occasione di essere a Colonia. Una scelta – il maggior rilievo al mondo degli adesivi – che sottolinea la vicinanza di questi materiali al "prodotto finito" nelle sue componenti più caratterizzanti, mobili e arredi che coinvolgono sempre più materiali diversi, che hanno forme e funzioni che impongono l'uso di collanti con prestazioni nemmeno immaginabili in passato. Ecco, dunque, che Interzum diventa una vetrina fortemente stimolante, il luogo dove dare vita a un confronto più efficace fra rivestimenti, colle, decori, finiture; dove parlare di adesivi dalle altissime prestazioni, in linea con le attese sempre più sfidanti del consumatore finale e con arredi che sempre più spesso



sono collocate in ambienti nei quali non si era abituati a vederli, come ad esempio la cucina o perfino nelle "sale da bagno"... Insomma, adesivi come parte integrante di un concetto più grande di

qualità ma anche di salubrità degli ambienti, come possibilità di sperimentare nuovi modi di costruire, di garantire nuove potenzialità e possibilità di utilizzo...

NEW FOCUS AT INTERZUM: ADHESIVES

In **May 2019**, the world will meet up in **Cologne** again for **interzum**. **interzum** is a source of inspiration for the design of the living spaces of tomorrow and presents the most innovative products along with technical and material innovations. The diversity of products on show makes it the world's leading trade fair for furniture production and interiors. For the next edition, the trade fair is dedicating itself to innovative products, which are usually not top of mind in terms of communicative perception. **Adhesives** are in this category.

At **interzum 2019**, the area of adhesives will be featured more prominently within the Textile & Machinery segment. The most important industry players have already signed up, including **Alfa Klebstoffe/Simalfa**, **Collanti Concorde**, **Everad Adhesives**, **Frabo Adesivi**, **GMC Costruzioni Meccaniche**, **Jowat**, **Kimyapsan Kimya**, **Mastek**, **Quin Global**, **Robatech**, **Saba Adhesives & Sealants**, **Savaré**, **Sefa Kimya**, **Wakol**, **Xchem International**, **Zakłady Chemiczne Bochem** and **Zelu Chemie**. "The sector is of fundamental importance for

the development of the furniture industry," explains **Maik Fischer**, Director of **interzum**. "We want to reflect this at **interzum 2019** by gathering this industry sector together and offering all participants even better opportunities for exchange and presentation." High-performance adhesives have always played an integral role in the manufacture of premium quality furniture. Due to the wide range of surface and carrier materials as well as the many combinations of material and the very different requirements involved, careful consideration by all bonding partners is of the utmost importance in selecting a reliable adhesive. At the same time, the quality expectations of furniture manufacturers and customers are increasing, due in no small part to current furnishing trends: The growing movement towards seamless living spaces means that furniture is no longer assigned to specific rooms. High-quality upholstered furniture can now be found in the kitchen or bathroom and demand for design and durability is increasing. At the same time, customers' desire for sustainable goods is driving the demand for high-performance products based on renewable raw materials and low-emission adhesives.

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The primary importance of adhesives in the furniture industry is also stressed by Ansgar van Halteren, Managing Director of the German Adhesives Association (Industrieverband Klebstoffe e.V.): "High-performance adhesives support the furniture industry along the entire process chain. Without the various adhesive technologies, the requirements with regard to modern furniture could hardly be met." The range supported by the industry represented by his association is broader than ever before, including everything from solvents and dispersion adhesives to thermoplastic and reactive hot melt adhesives. Innovations can be found alongside classics, and individual solutions for individual fields of application right next to mass products.

"With interzum, we want to provide inspiration for the furniture industry," says Maik Fischer. "The innovations in the supplier industry can be seen directly in the designs of the furniture manufacturers. At the same time of course, we also want the players of the supplier industry to engage with each other – in our opinion, both aspects strengthen the respective segments and make our event in Cologne unique worldwide."



KOELNMESSE

Global Competence in Furniture, Interiors and Design: **Koelnmesse** is the world's top trade fair organiser for the areas of furnishing, living and lifestyle. At the trade fair hub of **Cologne**, the leading international fair **imm cologne** as well as the trade fair formats of **LivingKitchen**, **ORGATEC**, **spoga+gafa**, **interzum** and **Kind + Jugend** rank among the internationally renowned and established industry meeting places. These fairs comprehensively represent the upholstered and case furniture segment, the kitchen industry, the office furniture sector and outdoor living as well as the innovations of the furniture supply industry. Over the last few years, Koelnmesse has specifically added international fairs in the most important fast-expanding markets to its portfolio. These include **CIKB in Shanghai**, **interzum guangzhou in Guangzhou** and **Pueri Expo in Sao Paulo**.

With **ambista**, the online portal for the interiors business, Koelnmesse offers direct access to products, contacts, expertise and events relevant to the industry all year round.

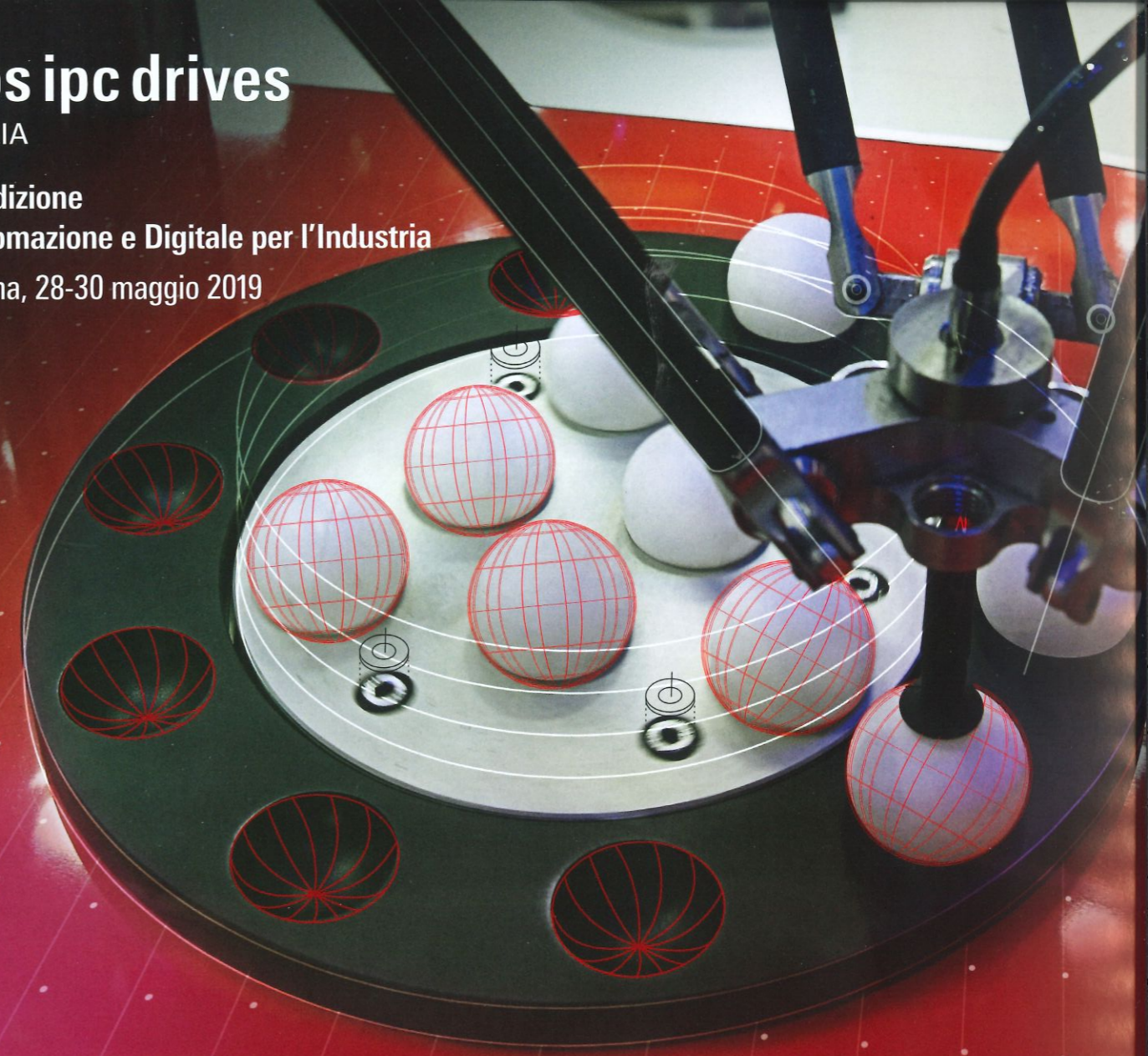
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