

ceramicx

# HEATWORKS

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“Infrared heating is elegant, efficient and can be precisely engineered to suit a particular heating need”

Dr. Tony Robinson

“A container and transmitter of ideas”

Barry Kennedy ICMR

“Fakuma 2011 was successfully busy”

Friedr Freek

Ceramicx @  
Plastindia  
NPE20 12

1992 - 2012 20 YEARS OF GROWTH

CERAMICX IRELAND LTD

20<sup>TH</sup> ANNIVERSARY 1992-2012







## FREEK PRESSES FORWARD

**Ceramicx congratulates partner company Friedr Freek on its successful presence at last month's Fakuma plastics exhibition in Germany. We listened to the company's experiences of the show and the German market generally**

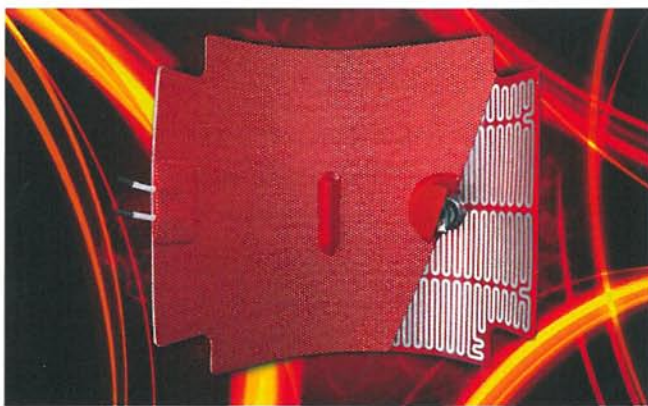
Overall, Freek reports that 'this year's Fakuma was successfully busy: As usual we put the focus on our HotMicroCoil heaters for injection moulding machines. In addition to that we introduced silicone heater mats to the plastics industry where they have not been used often until now.'

Freek is a veteran of the Fakuma experience and knows full well that the majority of business is likely to be in the injection moulding area: 'Of course we have shown the range of Ceramicx ceramic, quartz and quartz halogen elements - but only a portion of enquiries were entirely infrared based.'

In terms of the macro-economic picture - within Germany and with Europe - Freek has some interesting views. The company 'remains convinced that Europe will get its problems solved in the end. The situation in Europe is not as critical as constantly published these days. In fact, many German people,' says Freek, 'are getting bored of the steady stream of negative global economic news. German GNP, for one, shows healthy growth despite the apparent negative global picture.'

Despite or because of this general growth, German-based suppliers of plastics machinery remain extremely competitive with other. The battle for market share - in thermoforming, injection moulding and other kinds of heating applications - remains fierce. And although the show organisers calculated that non-German Fakuma visitor participation was up to 30% of the total, the Freek experience on the ground was different.

'Our perception was that Fakuma 2011 as more or less a 90% German-speaking visitors' fair, with most enquiries coming from the injection moulding area.'



Silicone heater mat

In that context, Freek's best selling Fakuma products remain hotrunner heaters, especially nozzle heaters. 'Nevertheless,' the company reiterates that 'this time we focused on silicone heater mats and found a very



good resonance in the market, as we had hoped.'

In terms of German awareness of infrared and infrared heating, Freek says that, 'actually IR heating is more in common focus here, due to energy saving campaigns all over Germany. We find that especially in drying applications, infrared heating is coming to substitute more and more for simple hot air heating.'

There are many pluses within the Freek portfolio for the Ceramicx brand of infrared heating solution. Among these, Freek counts.

- Quick response and short delivery times
- Coverage of the complete IR spectral band
- The long lifetime of Ceramicx elements
- Quartz halogen heaters as an alternative to other methods

Freek also reports that the 'level of applications engineering for infrared has risen in Germany compared to last year. The level of quotations for platens has also increased significantly, and the challenge now is to convert all enquiries to orders.'

Freek has many new and dynamic plans for the coming year including the realization of new co-operation concept with Euroheat with Freek starting to produce Euroheat-style cartridge heaters in Germany in order to improve service level for customers.

Freek's posted double digit company growth rates in 2010 and 2011 and expects further moderate growth in 2012 as well. Key technology areas will include additional growth through the company's patent pending highly heat conductive nozzle heaters. Infrared heating

Finally, Friedr Freek value the communications work being done by Ceramicx - through its web sites and through HeatWorks magazine. 'As a follow-up measure to Fakuma we are about to send the remaining Heatworks magazines to our German customers by post.'

At Ceramicx we look forward to supporting and partnering Freek in all its endeavours through 2012.