

ceramicx

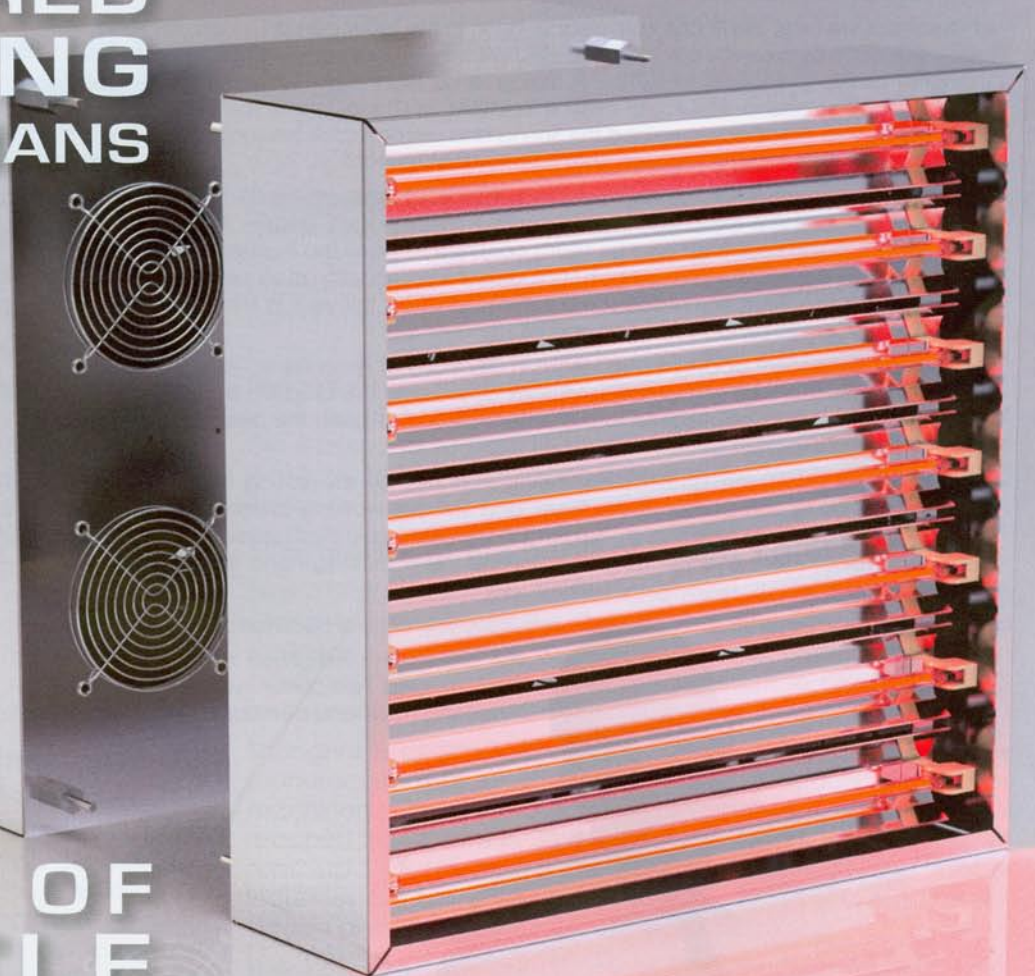
# HEATWORKS

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## INFRARED HEATING FOR HUMANS

“WHAT  
WHY  
WHEN  
& HOW  
WHERE  
& WHO”

Content and communication



## A LOT OF BOTTLE

A look at blow moulding



**CHINA**  
The New  
Frontier



**GERMANY**  
People with  
Know-how



**USA**  
Persistence  
Determination  
Integrity



**TURKEY** Forges Ahead

# FRIEDR FREEK PEOPLE WITH KNOW-HOW



*In this issue of HeatWorks magazine we feature a little more on the people side of Friedr Freek, the Ceramicx partner in Germany and the German-speaking world.*

**However the economy turns in the world - in Europe, the Far East, in Asia or India, there will always be a premium placed upon folks who really know their business.**

Says Frank Wilson, Ceramicx director, 'I'm always fascinated and delighted by in-depth know-how of any kind. Companies can always - and should always be learning from everything that comes their way and I personally have learnt a great deal from the way our friends at Friedr Freek go about their business.'

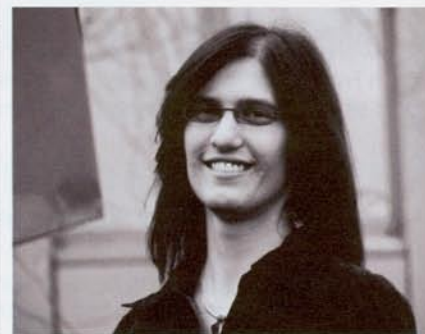
The Freek sales engineering and marketing trinity of Stefan Kaiser, Stefan Düllman and Mareike Blak recently put their heads together for HeatWorks magazine.



**Stefan Kaiser**



**Stefan Düllman**



**Mareike Blak**



*Freek's order processing and customer service in industry is legendary. How do you go about that side of things?*

From the first contact via the development to the after-sales-service the customer always has the same contact person. And because Freek is a very well established company that has succeeded in the minimum of staff turnover, relationships can last years. This continuity in staff and in our industrial partners such as Ceramicx is, in truth, is the way that it should be!

The other not so secret part is that we ensure to supply a very wide and full product range of heating elements. This deliberately broad palette of heating technology means that we can serve very complex applications and can therefore 'mix and match' different types of heating elements

*Tell us a bit more about yourselves and Ceramicx!*

OK ! Freek has been partner to Ceramicx almost from the beginning. We traded and collaborated together in the 1990s on the ground breaking Eucopet study and we have both painstakingly worked together to establish a successful infrared heating business in Germany together with Ceramicx

We believe it to be no exaggeration to say that we now lead the supply side to the German thermoforming industry in this regard.

*How have you got to that place?*

It's a combination of a number of factors. Firstly, as you say, we know our business. Secondly, our advice - thanks to our complete and comprehensive product range - has to be impartial as regards technology and always in

the best interests of the customer - giving the best opinion, for example, on the most appropriate kind of Infrared emitter.

*What then?*

As you know, we do a lot of follow through: For the customer we might provide various calculations that estimate the energy consumption of the equipment, daily, weekly and over a period of time. We might also provide

3D drawings and design of emitters and IR reflectors. We might then get down to straightforward budget pricing. Other services included might involve; thermal imaging, spectral analysis, material testing regarding heat-up behaviour on the surface and in the material. It also really helps the process that Freek has remained actively involved in topics of production research for more than 15 years. Ceramicx is one of five European specialists in relation to heating element. Freek sites itself in the middle and derives much strength and benefit from the know-how of our partners.

*Tell us a bit more about Freek and infrared heating*

The standard work - the 'bread and butter' jobs are typically in the plastics thermoforming industry. It's one of the reasons that we exhibit at the large plastics-based manufacturing exhibitions in Germany and elsewhere.

Our other IR heating applications are a very mixed bag, such as:

- Drying out of splints
- Defrosting a watergate
- Preheating a foil on glass before cutting
- Supplying infrared heaters for sauna cabins
- Preheating edges of wooden doors before varnishing
- Creating 3D forming of plexiglass

The comparative novelty of infrared heating solutions means that we can attract some very novel applications to work with!

*Could you talk us through one?*

A new customer needs a new IR system for a plastic sinter unit. The plastic is melted and laminated in cyclic processes. The temperature has to be rather constant above the melting point.

When checking the heat distribution on the plate with an infrared camera (at the customers' premises) we noticed that there is a huge drop of the temperature, especially at the filling hole.

This is a problem and IR is not necessarily the best solution to solve the problem. Also the lift table and the outer form must be heated evenly. The heat consumption is different on the various parts and must be compensated by additional heat. We therefore offer a mix and match combination of heat sources in order to optimise the heating solutions. Once again it confirms the wisdom of being able to provide a very broad system of heating range and types. In most cases, all types of heating work together.

*Good talking to you. Thank you very much for your time*

You're very welcome!



**Friedr Freek will be exhibiting its heating solution wares this coming October at Germany's prime plastics exhibition, Fakuma.** The show takes place on October 18-21 in Friedrichshafen on Lake Constance near the borders where Germany, Austria and Switzerland meet.

Fakuma - now in its 21st edition - is traditionally billed as the venue for German and German speaking plastics industry - with its main focus on injection moulding technology. Some 72% of the exhibitors are German-based, with significant representation from Austria, Switzerland and Italy.

Partly because of the technological emphasis, partly because of the setting and other factors Fakuma has become known as a place of intense focus and convergence for plastics innovation and invention.

Over 1100 exhibitors are already registered to participate. Show organisers are expecting a new high show record for event participation.

The Friedr Freek exhibition stand will cover all the bases for heating in plastics thermoforming and injection moulding; infrared based heating; preheating of plastic platens for thermoforming machines; X-treme sealing as a new waterproof standard for HotMicroCoil heaters and Hotcoil heaters with a brass body, offering superb heat distribution and easy removal.

<http://www.fakuma-messe.de/en/>  
<http://www.freek-heaters.com/>

