

KIEFEL feels the benefit from Chinaplas 2010

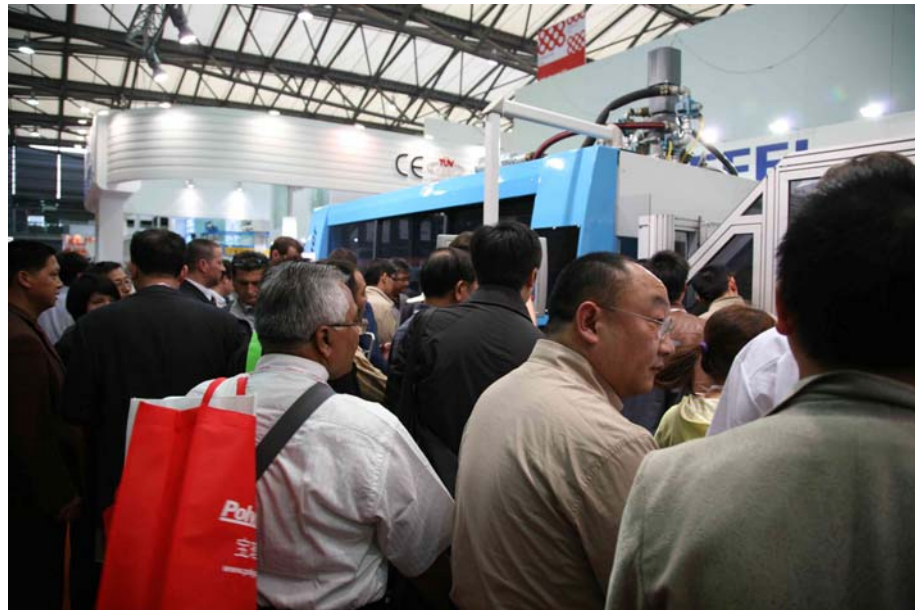
The company KIEFEL GmbH reports highly positive results from the Chinaplas event in Shanghai (China).

After years of rapid development, China has grown into a giant in the global plastics industry. Based on this background, the world's second largest plastics and rubber trade fair, Chinaplas has increasingly become the best informative platform for purchasers from China and other Asian countries to seek product, technology and cooperation.

The 80,000-plus attendance figures set a new record for this event, and KIEFEL was likewise able to welcome unprecedented numbers of visitors to its stand, all of them with an interest in KIEFEL's innovative products, but with special attention paid to the Thermorunner KTR 4 SPEED cup-forming unit being exhibited there.

Large numbers of customers from China and other Asian countries visited the collective stand of the Brückner Group, along with the separate stand corresponding to the KIEFEL Packaging Division. Although most visitors were from mainland China, KIEFEL was also pleased to see that more than 40% of attendees were from elsewhere in Asia. The management-hierarchy level of visitors and the numbers of decision-makers attending also went up at this year's Chinaplas event. Against a background of services being offered for the automotive, medical-technology and packaging sectors, KIEFEL was able to stand out above all in the area of business efficiency. Customers were duly impressed by the low energy consumption and ease of operation of our systems, and by our ingeniously-designed ways of reducing the consumption of costly film material.

The outstanding highlight of the event was the presentation of the Thermorunner KTR 4 SPEED cup-forming machine being exhibited at the show. This machine has already been sold, for delivery to a Chinese manufacturer of packaging materials.



The Thermorunner KTR 4 SPEED Cup Forming Machine proved to be a real crowd puller as it made its debut public appearance.

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KIEFEL is a world leader when it comes to the design and manufacture of machines used to process plastic foil materials. The company offers core expertise in the fields of moulding and joining technology. As a supplier to reputable manufacturers in various sectors, Kiefel GmbH services customers in the automotive, medical technology, refrigerator and packaging industries.

The head office of KIEFEL GmbH is in Freilassing/Germany. The company also runs its own network of sales and service centres in the United States, France, the Netherlands, Russia, China and Brazil, and is represented by sales partners in more than 60 countries worldwide.

Kiefel GmbH is a member of the German Brückner Group, a worldwide leading supplier of plastics machinery with some 1,000 employees. Brückner is the world market leader in the field of film stretching lines and also provides equipment for the manufacture of cast film and sheet as well as service & upgrading products.