

Jowat SE: Successful trade fair start under the headline “Service unites” at interzum and LIGNA

Detmold, June 12, 2017 – After this year’s interzum and LIGNA trade fairs, Jowat draws a highly positive conclusion: A substantial increase in national and especially international visitors, great demand for technical consultancy and tailor-made services, positive response to new products and bonding technologies, and a good mood in the industry.

With a considerable increase in interactions of over +25 % at interzum and over +40 % at LIGNA, Jowat can look back to a successful start of the 2017/2018 trade fair concept. This year’s motto “Service unites” was put into practice with a high degree of specific project and application requirements, individual advisory discussions and assistance in the decision-making process of customers, as well as with tailor-made services for bonding applications. Processors as well as professional visitors were especially interested in the product novelties and bonding solutions presented by Jowat.

This year, the spotlight was on PUR technology. Visitors had the opportunity to experience the superior performance of PUR products through a wide range of explanatory displays and samples exhibited at the enterprises stands at interzum and LIGNA, where Jowat expanded its participation to three booths this year.

At interzum, Jowat provided powerful PUR hot melt adhesives for mattress bonding applications – a solution for optimised, efficient manufacturing processes. Due to the high green strength of the reactive hot melt adhesives and easier handling, mattresses are ready for downline processing and wrapping immediately after the adhesive has been applied. This facilitates significantly faster rolling and packaging, and inefficient dwell times become obsolete.

Visitors at the three Jowat SE stands at LIGNA were especially interested in the new edgebanding adhesive from the Jowatherm-Reaktant® series. The major advantage of this adhesive is that the product meets the highest requirements with regard to quality and appearance while also providing the superior performance of the PUR technology. Adhesive experts as well as professional visitors agreed that this technology is no longer reserved to big industrial processors. The unfilled granulate version of the high-performance PUR adhesive is highly demanded especially by smaller companies and processors who have not used PUR adhesives before.

A hydrophobic agent based on PUR which Jowat presented at LIGNA provided a basis for vivid technical discussions and new approaches among interested visitors. In addition to already known functions such as protection against swelling due to moisture absorption and the reduction of emissions, trade fair visitors were particularly interested in further applications for mechanical reinforcement and increased surface

Date
12.06.2017

Reprint restrictions
Reprint free, please submit copy

Contact Jowat SE

Jowat SE
Susanne Schröder
Marketing
Ernst-Hilker-Straße 10-14
D-32758 Detmold
Phone: +49 5231 749-228
E-Mail: marketing@jowat.de

Contact flowmedia GmbH

flowmedia GmbH
Kamila Rinkens
Bülowlstr. 20
D-32756 Detmold
Phone: +49 5231 94 42 428
Fax: +49 5231 94 42 416
E-Mail: presse.jowat@flowmedia.de

Further information

hardness – topics which were discussed and developed together on the spot.

Further information regarding the trade fair motto “Service unites” at:
www.jowat.services

The following photos are available:



Photo 1: PUR

Caption: The spotlight at the Jowat stands at interzum and LIGNA 2017 was on the PUR technology.

Source: Jowat SE



Photo 2: Hydrophobing

Caption: Due to the hydrophobic agent based on PUR, the substrates in the aquarium are protected against moisture absorption.

Source: Jowat SE

Date
12.06.2017

Reprint restrictions
Reprint free, please submit copy

Contact Jowat SE

Jowat SE
Susanne Schröder
Marketing
Ernst-Hilker-Straße 10-14
D-32758 Detmold
Phone: +49 5231 749-228
E-Mail: marketing@jowat.de

Contact flowmedia GmbH

flowmedia GmbH
Kamila Rinkens
Bülowlstr. 20
D-32756 Detmold
Phone: +49 5231 94 42 428
Fax: +49 5231 94 42 416
E-Mail:
presse.jowat@flowmedia.de

Further information

page 2 of 3

Introducing Jowat

Jowat SE with headquarters in Detmold is one of the leading suppliers of industrial adhesives. These are mainly used in the woodworking and furniture manufacture, in the paper and packaging industry, for graphic arts, in the textile, automotive as well as in the electrical industry. The company was founded in 1919 and has manufacturing sites in Germany in Detmold and Elsteraue, plus four other producing subsidiaries, Jowat Corporation in the USA, Jowat Swiss AG, Jowat Manufacturing in Malaysia, and the Jowat Universal Adhesives Australia Pty. Ltd. in Australia. The supplier of all adhesive groups is manufacturing over 77,000 tons of adhesives per year, with over 1,000 employees. A global sales structure with 21 subsidiaries plus partner companies is guaranteeing local service with close customer contact.

Date
12.06.2017

Reprint restrictions
Reprint free, please submit copy

Contact Jowat SE

Jowat SE
Susanne Schröder
Marketing
Ernst-Hilker-Straße 10-14
D-32758 Detmold
Phone: +49 5231 749-228
E-Mail: marketing@jowat.de

Contact flowmedia GmbH

flowmedia GmbH
Kamila Rinkens
Bülowlstr. 20
D-32756 Detmold
Phone: +49 5231 94 42 428
Fax: +49 5231 94 42 416
E-Mail: presse.jowat@flowmedia.de

Further information

page 3 of 3