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## Plastics and Rubber Machinery: New board elected

- **Ulrich Reifenhäuser, Managing Partner of Reifenhäuser Group, elected as chairman**
- **Interface standardization for Industry 4.0 and Circular Economy at the K 2019 to be main topics of association's work**

Linz, 14 June 2018 – On the occasion of their general assembly, the representatives of the member companies of the VDMA Plastics and Rubber Machinery Association elected their new board for the administration period 2018 to 2021.

- Michael BAUMEISTER, Brückner Maschinenbau, Siegsdorf
- Lutz BUSCH, Kampf Schneid- und Wickeltechnik, Wiehl
- Sandra FÜLLSACK, Motan Holding, Konstanz
- Ulrich REIFENHÄUSER, Reifenhäuser, Troisdorf
- Uwe ROTH AUG, Kurtz, Kreuzwertheim
- Gerold SCHLEY, battenfeld-cincinnati Germany, Bad Oeynhausen
- Dr. Peter SCHMIDT, Troester, Hanover
- Dr. Christoph STEGER, ENGEL Austria, Schwertberg
- Peter STEINBECK, Windmüller & Hölscher, Lengerich
- Dr. Frank STIELER, KraussMaffei Group, Munich
- Dr. Olaf WEILAND, Kautex Maschinenbau, Bonn
- Rainer ZIMMERMANN, AZO, Osterburken

During the following constituent meeting, the committee elected Ulrich Reifenhäuser, Managing Partner of the Reifenhäuser Group, as chairman, and Peter Steinbeck, Managing Partner of Windmüller & Hölscher KG, as his proxy.

The highest steering committee of VDMA's Plastics and Rubber Machinery Association, starts under good economic conditions into the new administration period. After German

production grew by 4.1 per cent in 2017 – which equals a monetary value of 7.7 billion euros – for 2018, a growth of 3 per cent has been predicted. However, despite almost eight consecutive years of a booming industry, the worldwide competitive advantage of German machinery manufacturers can only be maintained by promoting permanent progress, development and action in the future.

### **Board supports standardization of digital interfaces**

A crucial strategic topic for the association's work will therefore be the standardization of digital interfaces on the European level. "The members of the VDMA Plastics and Rubber Machinery Association will remain actively involved in the creation of standards, which are developed by EUROMAP, the European committee of plastics and rubber machinery manufacturers. If we want to fully exploit the advantages of digitalised production processes, we won't get around standards over the entire process chain," Dr. Frank Stieler, Chairman of the Directory of the KraussMaffei Group, is convinced. "If we want to establish globally accepted standards, we also have to be fast."

### **Circular Economy as central topic of the K 2019**

The joint theme of the VDMA and its member companies at the K 2019 will be "Circular Economy". Plastic as a material is moving increasingly to the centre of public opinion and EU politics. The resulting changes in the consumer market will affect mechanical engineering – maybe faster than expected. Ulrich Reifenhäuser, Chairman of VDMA's Plastics and Rubber Machinery Association, outlines the upcoming goals for the next K: "At the K, we don't have to convince anyone that plastic is an excellent material. We want to create an awareness for what circularity means in the plastics industry and what role is played by mechanical engineering. We also want to invite partners of the Circular Economy to the discussion. Only together we will be able to master the issues we are facing, for example, achieving higher recycling rates or improving waste management worldwide."

### **Attachments:**

- Picture VDMA Plastics and Rubber Machinery Association Board
- Economic annual review 2017/18
- Important figures of the plastics and rubber machinery industry

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### **Further links:**

[plastics.vdma.org](http://plastics.vdma.org)

### **About VDMA Plastics and Rubber Machinery**

More than 200 companies are members of the association, covering more than 90 percent of the branch production in Germany. Ten percent of our member companies come from Austria, Switzerland and France. The

German member companies represent sales of EUR 7 billion in core machine engineering and EUR 10 billion including peripheral technology. Every fourth plastic machine produced in the world comes from Germany; the export rate is 70 percent. Ulrich Reifenhäuser, Member of the Management Board of the Reifenhäuser Group, is the chairman of the association.