A jolt goes through the industry

K 2019 provides a positive impetus for the circular economy

Düsseldorf, 23 October 2019 – The circular economy was the big topic at K 2019. The plastics industry has recognised that it must embark on the path to sustainable use of this valuable material and that the circular economy offers a very good solution. “As the plastics industry, we are faced with the challenge of offering solutions for plastic waste. Mountains of landfill deposits and waste carpets on the seas are unacceptable. The trade fair has provided an important impetus here. The circular economy was visible everywhere at K”, said Thorsten Kühmann, Managing Director of the VDMA Plastics and Rubber Machinery Association, on Wednesday at the end of the K fair in Düsseldorf.

VDMA had made the circular economy its central trade fair theme. The high number of visitors from Germany and abroad and the intensive discussions showed that there was a great interest in it. Visitors followed numerous presentations, interviews and rounds of talks during the eight days of the fair. The workshops were also well attended. “It was our intention here at K to channel the attention of our own industry, machinery and plant construction, and to present together with solutions that already exist. This was very successful in our pavilion and in the outdoor area in our Circular Economy Forum”, said Kühmann. The VDMA therefore draws a very positive conclusion from K 2019.

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In our world, plastics are indispensable. The downside is the littering. Carelessly discarded plastics products condense to form thick carpets, not just on rivers and seas, but also on land. A
complete circular economy could prevent this evil and put the focus back on the benefits of plastics. In order for this to be a success, we all need to work together: processors, raw material manufacturers, mechanical engineers and recyclers, but also brand owners, end consumers and politicians.

VDMA will shine the spotlight on circular economy at the leading K 2019 trade fair in Düsseldorf in October and show how closed loops can work effectively. Throughout the process, stakeholders will be having their say in the association’s daily programme during this international industry event.

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About VDMA Plastics and Rubber Machinery

More than 230 companies are members of the association, covering more than 90 percent of the industry’s production activities 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 machinery and EUR 10 billion including peripheral technology. Every fourth plastics 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.