



July 2017

PSE Europe, International Exhibition for Polyurethane Solutions:

PU Industry celebrates successful launch event in Munich

From 27 – 29 June 2017 an international audience of industry experts was introduced to innovative applications and new developments in the PU sector at the MOC in Munich, Germany. The first edition of PSE Europe, International Exhibition for Polyurethane Solutions, ended with thoroughly positive results. A total of 1,069 trade visitors from 51 countries and 75 exhibiting companies from 16 countries participated in the specialised launch event for Europe’s PU industry.

“We are delighted that Europe’s new marketplace for the PU industry was successfully received with exhibitors and visitors alike. PSE Europe was designed to market the versatile material to a wider audience and demonstrate the potential of Polyurethane for innovative applications in different industry sectors,” says Nicola Hamann, Managing Director of the organisers, Mack Brooks Exhibitions. “The feedback we received from the exhibitors was very positive. They praised the show for its international audience and the expertise of the visitors they had met at their stands. Our exhibitors particularly valued the fact that they were able to meet a large number of new faces from many different industry sectors,” explains Nicola Hamann.

A total of 75 exhibitors from 16 countries showcased a wide range of innovative PU applications and solutions. Biggest exhibitor countries were Germany (45% of all exhibitors) and Italy. Other exhibitor countries and regions represented at the show were Austria, the Benelux, China, Eastern Europe, France, Great Britain, Japan, Spain, Switzerland and the USA. With their machinery, systems and products on display, the exhibitors highlighted how the polymer empowers innovation in different applications, for sectors such as automotive, construction/insulation, furniture/bedding, electronics, packaging, footwear and medical devices. Visitors were introduced to raw materials, materials and semi-finished products as well as PU systems and processing machinery, equipment and services.

PSE Europe 2017 attracted a total of 1,069 international trade visitors from 51 countries. A majority of visitors were from Germany. However, a total of 47% of the visitors had travelled to Munich from abroad. The Top 10 visitor countries at the show were Germany, Italy, Austria, Spain, Switzerland, Great Britain, Turkey, the Netherlands, France and Poland.

A first analysis of the visitor survey showed that PSE Europe attracted visitors from varied industry sectors. Half of the visitors came from the PU or plastics industry (49%); the other half of the visitors were experts from automotive, construction/insulation, composites, furniture/bedding, flooring, footwear/apparel, packaging, 3D printing, medical, electronics, transport and electrical appliances. The visitor survey showed that visitors at PSE Europe were high-calibre industry specialists. A majority came from management, R&D, engineering and production or were responsible for procurement or marketing/sales. Visitors to PSE Europe were mainly interested in the following products and services: raw materials, processing machinery, PU moulded parts, flexible foam, semi-finished products and materials, rigid foams, adhesives and sealants.

The conference programme of the event proved to be very popular and has been well attended throughout the three days of the show. The programme gave visitors insights into the latest trends, innovative applications and new developments within the Polyurethane industry. Equally well received was the Feature Area at PSE Europe 2017, a dedicated space within the exhibition hall, which bridged the gap between theory and practice and showcased impressive PU product innovations.

“We would like to thank all exhibitors who participated at this launch event with their impressive stands, and all visitors who attended PSE Europe 2017 to find out about the latest industry trends, source products and network with other industry specialists. We are delighted that the success of the show has also been confirmed by the registered interest in the next edition of the event. On-site in Munich, we have already received many stand requests for PSE Europe 2019, from existing exhibitors as well as new companies“, concludes Nicola Hamann, Managing Director of the organisers, Mack Brooks Exhibitions.

The next PSE Europe will take place from 25 – 27 June 2019, at the MOC in Munich, Germany.

www.pse-europe.com

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