



September 2018

PSE Europe 2019 focusses on polyurethane, a highly versatile material

Versatile, light, durable, and most recently, also more sustainable – these are the characteristics of polyurethane. The polymer is a true all-rounder that is increasingly used as an alternative production solution in diverse industry sectors: in automotive lightweight construction, shoe manufacturing, as a coating, in architecture and interior decoration, in the production of sports equipment, in electronics, in medical devices and many more. At PSE Europe 2019, the 2nd International Exhibition for Polyurethane Solutions, held 26–28 March 2019 at the MOC in Munich, Germany, everything revolves around innovative PU applications.

“The wide scope of new applications for polyurethane holds enormous growth potential for the PU industry”, explains Ulika Tosner, Exhibition Director of PSE Europe, on behalf of the organisers, Mack Brooks Exhibitions. “PSE Europe plays an important role as a platform to establish new business contacts between the PU industry and experts from different industry sectors, who are seeking to integrate PU as a material in their production process. At PSE Europe, visitors can discover the various fields of application for PU and develop manufacturing solutions in direct exchange with suppliers.”

The international exhibitors at PSE Europe 2019 include suppliers and manufacturers from the PU industry, research institutes presenting the results of their latest projects, as well as the FSK, the German association for foam plastics and polyurethanes. An up-to-date exhibitor list is available on the exhibition website www.pse-europe.com.

The exhibition profile of PSE Europe includes raw materials and auxiliaries, PU products and materials, PU systems, machinery and equipment as well as industry-specific services. The event is aimed at trade visitors from all industries working in the PU processing sector. Experts who have already integrated PU in their production process will find inspiration and technical know-how, and production specialists considering PU as an alternative material for the first time will discover ideas and solutions for the use of PU.

A forum offering a broad seminar programme and accompanying networking opportunities gives experts the chance to exchange views with industry professionals. The seminars provide practical knowledge on the use and processing of PU by showcasing case studies on innovative applications for many industries.

The second edition of PSE Europe particularly focusses on the topics “Innovative PU applications” and “Sustainability”. A new special exhibition area is dedicated to bio-based polyurethanes and recycling systems.

According to the latest forecast, the global polyurethane market will grow continuously until 2025. In the EU alone, two million tons of polyurethane are produced each year and more than 240,000 companies operate in the fields of production and processing of PU and PU products, 85% of which are small and medium-sized companies (Source: ISOPA).

“The huge market potential of PU was the reason for the launch of PSE Europe in 2017 in Munich. By providing a platform, which focusses on innovative PU applications, we were able to connect suppliers and manufacturers from the PU industry with new business contacts from various manufacturing sectors. With 75 exhibitors and 1,070 trade visitors from 51 countries, the exhibition launch was a complete success”, explains Ulika Tosner.

Visitors to PSE Europe 2017 came from many different sectors including the automotive industry, the construction sector, composites, shoe manufacturing, packaging, 3D printing, medical engineering, electronics, the transport industry and the production of electrical devices. Companies who visited the exhibition included AUDI AG, BIRKENSTOCK, BMW AG, DECATHLON, HILTI, HYUNDAI MOTOR COMPANY, LINDE AG, LIEBHERR, MAN TRUCK & BUS AG, NISSAN MOTOR CO., LTD, PIRELLI, PORSCHE, SAINT-GOBAIN, TESA SE, TOYOTA, VOLKSWAGEN AG and WEBASTO.

The PU industry is now looking forward to the second edition of PSE Europe. From 26–28 March 2019, everything will revolve around polyurethanes at the MOC Veranstaltungszentrum in Munich. Live presentations and innovative solutions will, once again, be a major focus of the event.

Up-to-date information on PSE Europe is available on the exhibition website www.pse-europe.com.

Issued by:

Susanne Neuner, PR & Marketing Director
PSE Europe Press Office
Mack Brooks Exhibitions
Romeland House, Romeland Hill, St Albans, Herts AL3 4ET, United Kingdom
Tel. +44 (0)1727 814 400, Email: press@mackbrooks.co.uk