

**Press release**

*nova-Institute GmbH (www.nova-institute.eu)  
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**“New opportunities through successful marketing of wood plastic composites” - The theme of the largest European WPC conference, 10 - 11 December 2013 in Cologne**

**“New opportunities through successful marketing” is the theme of the largest European WPC conference, whose fifth edition will attract over 300 interested professionals from 20 countries to the Maritim Hotel in Cologne, Germany. As in previous years, the event is sponsored by Reifenhäuser Extrusion Technology GmbH & Co. KG. The innovation prize is sponsored by BASF Color Solutions Germany GmbH.**

Wood Plastic Composites are one of the world’s fastest growing biomaterials. Over three million tonnes of WPCs are currently produced worldwide, mainly for use in extruded floor coverings. Yet there are also an increasing number of applications using die-casting, especially for consumer products.

The conference will focus on national and international market surveys, which will shed light on current trends and decisive interactions between high-growth areas outside Europe for actors and decision-makers on markets here.

Further conference themes are new technologies and quality assurance, along with issues related to the durability and quality of terrace decking and other outdoor uses. For the first time comprehensive recycling concepts, life cycle analysis and certification systems will be presented and discussed at the conference. Technology development firms will also find a great deal to interest to them, as we shall be making a detailed comparison of a number of compound technologies used in extrusion and die-casting.

Alongside an exhibition for WPC manufacturers and their service providers, we shall be organising the conference’s first “WPCs to Touch” workshop for architects and craftsmen. The workshop will offer planners an opportunity to find out more about WPCs’ structural conditions, characteristics and potential applications as well as their installation. The aim is to boost the use of WPCs.

The first day’s programme will centre on the Innovation Prize, for which various innovative processes and applications will compete. The prize is once more sponsored by BASF Color Solutions Germany GmbH, and conference participants will vote for the winner on the first afternoon. The award ceremony will take place during a gala buffet dinner. Interested companies can apply at [www.wpc-conference.com](http://www.wpc-conference.com)

The programme advisory committee, which is made up of leading industry actors from the German-speaking world - DRW-Verlag, Reifenhäuser Extrusion Technology GmbH & Co. KG, BASF Color Solutions Germany GmbH, Werzalit GmbH & Co. KG, Kosche Profilmantelung GmbH, VHI, Transfercenter für Kunststofftechnik GmbH, Dr. Hans Korte Innovationsberatung and Asta Eder Composites Consulting – is keen to receive further

presentation proposals. You can find out more about the Call for Papers at [www.wpc-conference.com](http://www.wpc-conference.com)

Even though the conference focuses on German-speaking countries due to their roles as major producers and markets, we shall take account of the increasingly global dimension of the market by holding the second day of the conference in English. Simultaneous translation in English and German will of course be available on the respective days.

Further information available at [www.wpc-conference.com](http://www.wpc-conference.com)

5th German WPC Conference

10-11 December 2013

Maritim Hotel, Cologne

The independent, private company nova-Institute has been active in research and consultancy into the bio-based economy for almost 20 years with a particular emphasis on biomaterials.

v.i.S.d.P.:

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