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Press Release

ceramitec 2018: Efficient innovations in the heavy clay ceramics segment

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- **The ceramics industry contributes to the climate objectives of the EU**
- **Heavy clay day on 11 April**

ceramitec 2018, the international key trade show of the ceramics industry which is scheduled to be held from April 10 to 13, 2018, will provide comprehensive information about innovative products and current trends in the area of heavy clay ceramics, besides other sub-areas of the ceramics industry. Among other things, these include new insulating materials and facade solutions, in addition to clearly faster processes and Industry 4.0 concepts. Here, the emphasis is placed on how innovations improve energy and resource efficiency in the area of heavy clay ceramics. For this purpose, manufacturers let themselves be guided by the Roadmap 2050 presented by the European Ceramic Industry Association Ceramie-Unie in 2012. The Roadmap shows how ceramics as a traditional material can contribute to the EU objectives for more energy efficiency.

The following is an overview of the most important innovations in the heavy clay ceramics segment, which will be presented at ceramitec:

Latest developments in the area of insulating materials and facade solutions

The well-advanced development of perforated wooden bricks filled with thermal insulation materials accounts for a large proportion of the increasing energy efficiency in the heavy clay ceramics segment. This type of bricks reduces thermal conductivities. Meanwhile, a great number of mineral fibers and perlite are available for the filling of perforated wooden bricks. For instance, there is now a new generation of insulating materials made of calcium silicate hydrate foams. Besides being more cost-efficient, these guarantee very low thermal conductivities. In addition, the new material offers advantages in terms of recycling because the foam, in contrast to mineral wool, corresponds to the categorization of bricks.

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Moreover, visitors can gain an impression of the new facade solutions at the trade show. The potential applications of clinkers, ceramic plates and roof tiles for the design of facades are becoming ever more versatile. Among other things, this is ensured by innovative product developments involving glazings and engobes.

Faster processes and improved concepts

In the building industry, shorter construction periods offer substantial competitive advantages for suppliers. Therefore, there is great interest in modular brick elements on both the manufacturers' and the customers' side. In the process of manufacturing bricks, it is now possible to increase the energy efficiency of the process equipment significantly. Here, the greatest savings can be achieved by the reduction of the treatment times (by means of rapid drying, for example) for thermal processes.

In industrial furnace construction, too, there are innovative developments that lead to clearly improved energy efficiency. This includes counter-flow kilns or skate kilns which can do without a kiln car due to their high thermal energy consumption. In addition, visitors at ceramitec can get an overview of future-orientated production possibilities and learn how to network and digitize their production by means of successful Industry 4.0 concepts.

Heavy Clay Day with presentation of the Award Zi Best Service Supplier 2018

On Wednesday, April 11, 2018, the latest developments in the area of heavy clay ceramics will be the center of attention. Under the slogan "Building the Future with Bricks", experts will report on new trends in roof tile production, point out the advantages of brick fast firing or present the status of digitization in the brick industry in the afternoon from 1.15 p.m. In addition, the presentation of the "Award Zi Best Service Supplier 2018", followed by a get-together, will take place within the framework of this Heavy Clay Day. Based on the vote of its readers, the trade journal Zi International presents this award to honor the supplier who offers the best customer service. Besides a machinery and plant manufacturer, the winner may also be a supplier of clay and engobe or a supplier from a further field.

More information is available online at www.ceramitec.de

About ceramitec

ceramitec is the international key trade show of the ceramic industry. It covers the entire spectrum of the ceramic industry – ranging from classic ceramics and raw materials to industrial ceramics through to technical ceramics and powder metallurgy. Some 600 exhibitors from 37 countries and more than 15,000 participants from 93 countries took part in ceramitec 2015. "ceramitec: Technologies - Innovations - Materials" takes place every three years; the next event will be held in Munich from April 10 to 13, 2018.

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International trade shows of the ceramic industry of Messe München International

Besides ceramitec, the international key trade show, Messe München's portfolio of ceramics trade shows also includes Indian Ceramics. India's leading trade show for the ceramic industry combines international competence with in-depth regional know-how. Indian Ceramics takes place on an annual basis, the next event being scheduled in Gandhinagar, Gujarat, India, from March 7 to 9, 2018, in parallel with Ceramics Asia. More than 280 exhibitors and over 7,100 trade visitors took part in Indian Ceramics & Ceramics Asia 2017.

Messe München

Messe München is one of the world's leading trade-show companies. It organizes more than 50 own trade shows for capital and consumer goods and key high-tech industries. Each year, more than 50,000 exhibitors and some three million visitors take part in more than 200 events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Jointly with its subsidiaries, Messe München is organizing trade shows in China India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. Messe München has a global business presence with a network of affiliates in Europe, Asia, Africa and South America as well as some 70 foreign representatives serving more than 100 countries.

In 2018, analytica, International Trade Fair for Laboratory Technology, Analysis and Biotechnology, will be held in parallel to ceramitec:

www.analytica.de