



WELCOME TO DEDICOATED 3.0,

the 1st online trade fair dedicated to You, coated abrasive producers!

We are delighted to invite you to take part in a ground-breaking new event from May 17th-28th: DediCOATED^{3,0}. A 100% online trade show designed and organized with one key word: PASSION. The focus will be on the challenging topic: how to improve abrasive paper quality and productivity.

To provide the widest possible array of answers, we have invited speakers of different branches of the profession to give a series of themed talks. Designed to inspire and enrich your technical expertise, these talks will be the high points of the event, giving you access to information on the market and high value-added solutions. Organised in a spirit of openness and readiness to share ideas, DediCOATED³⁰ will have its own master of Ceremonies. Butzi will be hosting this priviledged moment packed with magic in his own inimitable way... Get ready for some novel, but intense and constructive time! You will also have the opportunity to talk to experts about your projects and issues at private sessions.

What if DediCOATED^{3.0} were a precursor of things to come, a new era for abrasives? Now there's one excellent reason not to miss this event at any cost! So hurry up, check out the programme we've concocted for you! We can't wait to be there... and we hope the same goes for you.

The DediTeam





shabra

SUMMARY

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5 HOW TO ENJOY THE SHOW?

A 3-step process to follow the event!	
Make your choice	
Play and win	
36 events to take part in live or watch on replay!	

WHAT IS THE SCHEDULE? Your DediCOATED^{3,0} adventure starts here!!

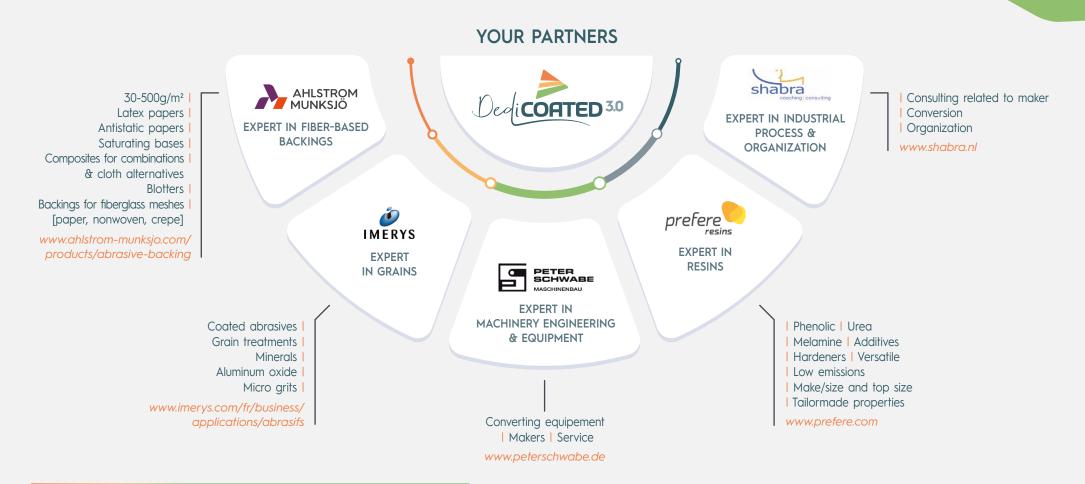
Agenda

21 22

WHAT TO DISCOVER?

A WIDE ANGLE MARKET VISION FOR A GROUND-BREAKING EVENT

5 key market players of the supply-chain gathered to answer your questions and support your projects achievement.



GOOD TO KNOW

Interested in the fine grits market applications? The joint talk on blotchiness with all suppliers in the same virtual room is for you. May 17. Registration via the agenda page 22.

VALUABLE MEETINGS & INSPIRING CONFERENCES



MARKET INSIGHTS Learn about final market and trends with IMEAS, guest speaker

See more page 8



TECHNICAL LECTURES

Join technical conferences to gain in expertise. Do not miss the joint talk on blotchiness with all partners (paper & composite, resin, grits, maker, process) all in the same room - definitely a first in the industry

See more page 9



A ONCE-IN-A-LIFETIME EXPERIENCE

To find solutions and innovations

See more page 7



PRIVATE MEETINGS

With your business contacts for individual answers



COFFEE TALKS

To add pace to the event , recap the high points and check what comes next

A ONCE-IN-A-LIFETIME EXPERIENCE

How to use creative thinking to boost innovation in the abrasive industry



DISCOVER **3 MAGICIAN'S SECRETS** TO UNLEASH YOUR CREATIVITY, BECOME A SOLVER AND GAIN AGILITY.

Creativity expert and professional magician BUTZI will be sharing his original approach to teasing out innovative ideas in the abrasives world and on how to boost your success by working hand-in-hand with your partners and suppliers. Prepare to be surprised by this multi-faceted speaker!

#creativity | #innovation | #agility | #magicianmindset

International speaker and author of 4 TEDx talks, BUTZI has spoken for the largest companies in the world. He uses his experience as an entrepreneur, magician and author to help companies be more creative and agile in a rapidly changing world using his magic as a metaphor and a communication tool.

More about Butzi: https://www.youtube.com/watch?v=SPpML69kJHs&t=1sv

MEET BUTZI

Friday May 28 at 9 am CEST. Register via the agenda page 23.

A POWERFUL MARKET INSIGHT



Learn about current market drivers which impact today's sanding machines design and the future coated abrasive requirement.

Marco Ossana, Sales Manager, will share IMEAS point of view on the matter with a focus on growing CLT Wood panels & Titanium sanding and grinding applications.

#Top Quality Sanding | #Perfect surfaces | #CLT & Titanium applications

More about IMEAS: https://www.imeas.it



MEET MARCO OSSANA Thursday May 20 at 9 am and 4 pm CEST. Register via the agenda page 22.

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HIGHLIGHTS TO FOLLOW

This event is an opportunity to address themes with a "wide angle" vision from the supply-chain.

3 TECHNICAL CHALLENGES

EVER FINER SANDPAPERS

5 LECTURES

- 1-Blotchiness: what is in stake?
- 2-How to select the right smoothness?
- 3 Blotchiness: tips & solutions with papers and composites
- 4 Blotchiness, grits tips & solutions
- 5-TEX-STYLE[™], a sustainable alternative to cloth for fine grits [and much more]

#2 PRODUCTION EFFICIENCY

- Upgrade the quality and turn more sustainable with a new latex saturated generation 2-Save
- 2-Production efficiency g(R)ains
- 3 Inconsistency, a consequence or a choice?

5 LECTURES

LECTURES

- 4 Saturating papers: impregnation process optimization and alternatives to be lean and address ongoing legislation changes
- 5 Resin toolbox: how to play with additives? Faster, lighter, harder, slower.

RAW MATERIAL AND PROCESS VERSATILITY

1-From the application to the paper backing right level of flexible/stiffness

- 2-Versatility g(R)ains
- 3-Towards a more sustainable resin Ψ
- 4 Increase in productivity by avoiding downtimes, set-up times and a quick product change

SUSTAINABILITY FOCUS

These lectures will focus on:

- ready-to-use raw-materials and new solutions to impact positively LCA of the finished abrasives.
- how suppliers take actions to minimize footprints C02 emissions and go more sustainable



See agenda p 20

09

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Specialized experts in the various coated abrasives components



CAMILLE BARBIER Technical Customer Service Ahlstrom-Munksjö



CYRILLE NAU Technical Customer Service Ahlstrom-Munksjö



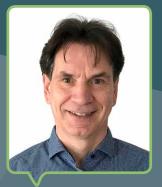
FRANCIS POIROT Technical Director Ahlstrom-Munksjö



THOMAS KRUMREI Technical Support Manager Abrasives Imerys



ERTAN SAHIN Key Account Manager Abrasives Imerys



JOACHIM WOLFF Technical Support Director Abrasives Imerys



ARL-HEINZ GROOTENS Managing Director Peter Schwabe GmbH



CLEMENS GARTNER Application Expert Abrasives *Prefers Resins*



TON HINTZEN Managing Director Shabra Consulting & Coaching

WHAT ARE THE MAIN TOPICS?

EVER FINER SANDPAPERS - how to succeed?

SHARED Blotchiness: what is in stake?

Marbling. Blotchiness. Leopard skin. Stains. Valleys. Spotted areas. Strewing. There are surely as many ways to refer to this issue as there are causes of the defect. And don't be tempted to believe this is merely a visual defect: it often conceals irregularities in the abrasives that can compromise sanding, especially during finishing operations.

A joint talk on blotchiness with the main suppliers of raw materials (paper & composites, resin, grits, maker, process) all in the same room - definitely a first in the industry. Not to be missed.

#360° | #paper | #resins | #grits | #maker | #process



BACKING TEX-STYLE™, a sustainable alternative to cloth for fine grits [and much more]

A material that combines advantages of paper and cloth: impossible? Not any more, thanks to TEX-STYLE™.

With a perfect surface suitable from calibration to finish, this 100% fiber, formaldehyde-free solution will positively impact your LCA compared to a cloth backing, and in more ways than one.

A new WET version for wet applications is also paving the way to new applications.

#perfectsurface | #supplychain | #LCA | #panel | #metal



PAPER How to select the right smoothness?

Say fine grit and you immediately think smoothness when it comes to paper. Yes, smoothness is definitely a lever. And yes, you have to be careful how you select it, at the risk of deteriorating other important parameters. In this session, we'll be explaining: why choose a smoothness adapted to your need, how to identify the level of smoothness according to grit size and what other levers can Ahlstrom-Munksjö offer to achieve the best compromises?

#rightsurface | #bekk





PAPER Blotchiness: tips & solutions with papers and composites

Discover the creative and innovative alternatives that the Ahlstrom-Munksjö range offers: mass-dyed colours, coloured surfacing, black antistatic coating, other coatings, sheet formation.

#colour | #surfacing | #barrier | #Butterlycollection | #BlackB | #Smooth



GRIT Blotchiness; grits tips & solutions

How do I achieve a constant quality of my products? With the age of industrialization, this question got more and more attention, and it is as topical today, as it was then. Get experiences and tips about the importance and characteristics of homogeneous grains, treatments, fine micro grits as well as ready to use grain blends from IMERYS.

#homogeneity | #process stability | #grain treatments | #micro-grits





PAPER (latex) Upgrade quality and go more sustainable with the new latex saturated paper generation, 2-SAVE

Latex-saturated papers can now combine sustainability with productivity thanks to the 2-SAVE adding, not forgetting improved final product performance. A new wet strength technology that can increase waterproofing on the back and opens the door to the testing of a new generation of binders reauiring lower temperature curing for an equivalent degree of waterproofing.

#wetstrengthresistance | #lessenergy | #moreguality | #sustainable



saturated)

PAPER (to be Saturating papers: impregnation process optimization and alternatives to be lean and address ongoing legislation changes

Saturating papers are designed to be impregnated according to demanding manufacturing processes.. It's not always easy to find the right compromise between speed and absorption when aiming for a waterproof paper. Learn more about the different levers that exist to enable you to optimize your impregnation and surfacing processes before going into the maker. Also discover "ready-made" solutions to simplify your technical process and logistics to deal more effectively with the challenges relating to emissions and environmental requirements.

#saturation | #speed | #permeability | #efficiency



Sustainable footprint

See agenda to \rightarrow **REGISTER** p 20

GRIT Production efficiency g(R)ains

Whereas effectiveness stands for "doing the right things" ... EFFICIENCY goes beyond and tells you to "do the things right". A high quality grain from IMERYS is effective.

Learn how to boost efficiency with our grains. Our experts will give you some tips on how appropriate storage of grain works, what kind of guality upgrades we can offer and how they contribute to increase your production and product efficiency.

#specific grain upgradese | #finished blendse | #storage



PROCESS Inconsistency, a consequence or a choice?

Abrasive wealth originates from widespread knowledge as basic starting point. Product, process and handling are not difficult, but demand hard work and dedication.

#process | #logistic | #storage | #organization | #optimizationth



RESIN Resin toolbox - How to play with additives? Faster, Lighter, harder, slower.

Discover new options to use resins and features to adapt properties and characteristics coming from preselected additive or modifications. This package and set of service open the door to customize your resin easily.

#customization | #additives | #easytoimplement





PAPER From application to paper backing: getting the flexibility/stiffness level right

The versatility of latex papers is often underestimated. Although generally used for wet applications, these backings also offer advantages in dry environments, adding value to the finished products thanks to their multiple properties. Let us explain with an emblematic product in the Ahlstrom-Munksjö range and two new ones that promise to become go-to solutions.

#stiffness | #flexibility | #waterproof



SPEAKER Francis Poirot

MACHINERY Increase in productivity by avoiding downtimes, set-up times and a quick product change

Automatic cleaning of rubber rolls, fast changing pipes, slurry coater as quick product change.

#makersolutions | #optimization



RESIN Towards a more sustainable resin



Discover ways of creating a more sustainable and efficient resin. Clemens Gartner fom Prefere Resins will introduce the holistic view of a European chemical production site ending in a sustainable resin solution for coated abrasives.

#Sustainability | #LCA



GRIT Versatility g(R)ains



Flexibility, a desired ability that you will find today in almost all job advertisements.

We are the world's leading grain supplier and happy to offer solution-oriented finished grain-blends according to your needs. Following the demand from the market we recently developed ready-to-use agglomerated grains.

Come and join us to learn more about it, get a short future outlook into what directions R&D work is being done, and how we tackle the important topic of sustainability on the "grain side of life"

#finished blends | #agglomerates | #future | #sustainability

	IMERYS SPEAKER Ertan Sahin
Sustainable footprint	See agenda to → REGISTER p 20
NOTES	

HOW TO ENJOY THE SHOW?



A **3-STEP PROCESS** TO FOLLOW THE EVENT!

→ STEP 1

REGISTER ON THE WEBSITE:

www.dedicoated.com / Free

You will be able to access to the platform on the opening day (May 17, 8 am CEST).

Once in the lobby, you can choose to enter the exhibit hall on the left side or go in the lecture hall on the right. There, you can select and register to the lectures you'd like to attend.

The platform will also enable you to network using the matchmaking feature and play to the wheel of fortune!

CONDITIONS

- Be a coated abrasive manufacturer having a maker
- Use an email address that belongs to a professional domain. E.g. @company.com
- Register before the event starts so as to be sure not to miss anything.



→ STEP 2

REGISTER TO THE DIFFERENT ACTIVITIES (lectures, market insight, coffee breaks...)

Select and register to the session you want to join clicking "join". You will receive an email confirmation and get the possibility to save it in your agenda. When the meeting starts, we'll send you a reminder.

You'll have to come back the platform and come back to the live session using the button "join" in the lecture hall.

■ DediCOATED 3.0 New win	dow			
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	then Programme de Fander vous	M Demandes arrayón		
	Mon Programme de	Rendez-vous		
JOUR 1 6 Avril 2021 Puteras Forence, CCT)	JOUR 2 7 AVVE 2021 (Passau horare : OET)	JOUR 3 8 Avrif 2021 (Fundat Dimenr, CET)	JOUR 4 9 Aurill 2021 (Fusies to zero): CET)	
15:00 15:00	15.20 2-10-10 10:00 2-10-10	15:30	15:30 Channel Arrowson 16:000	
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10.00 Electronic Marcola 19.020	18.30	18:00 18:20	18:00	

→ STEP 3

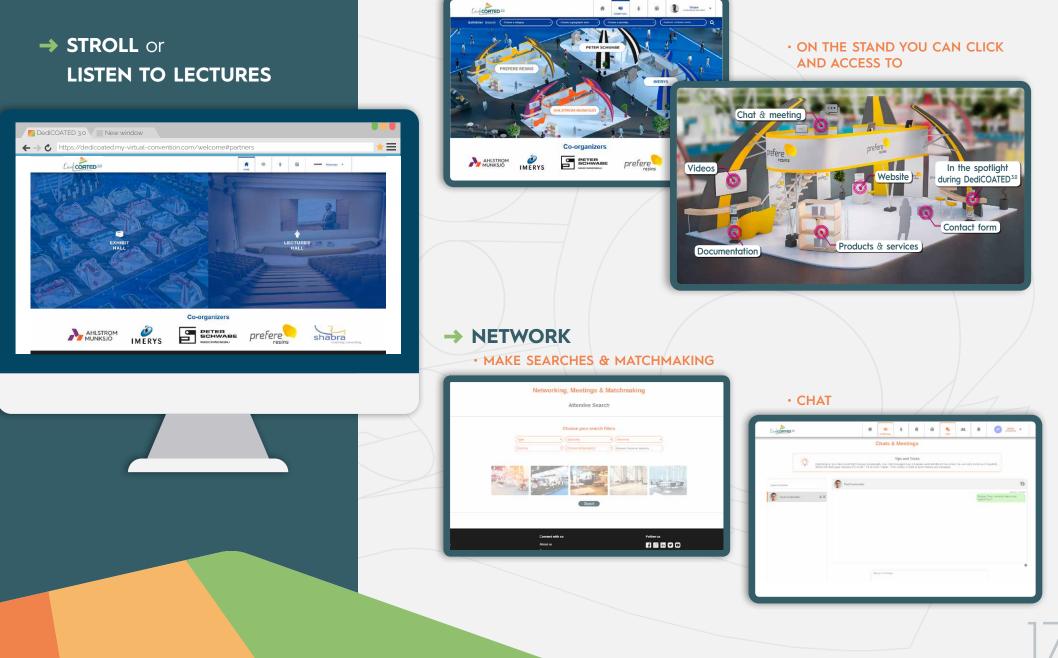
MAKE APPOINTMENTS WITH YOUR SALES CONTACT ACCORDING TO HIS AVAILABILITIES.

If you think you'll require more than a 30-minutes, book several successive slots.

Be careful, the hours are displayed in CEST time zone (Paris time).

Please send an email to the <u>organizer</u> if you have any question: dedicoated@ahlstrom-munksjo.com





→ EXHIBITION CENTER

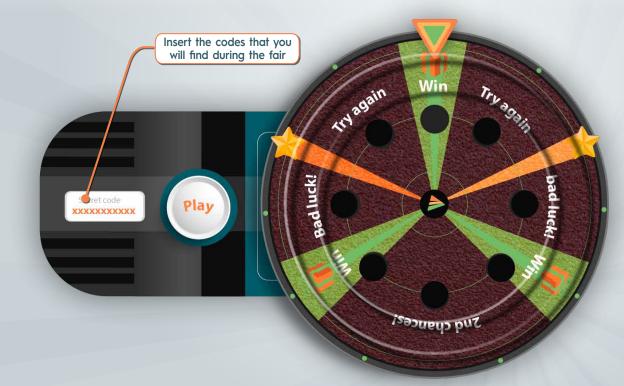
• VISIT BOOTH



LET'S REWARD YOUR LOYALTY WITH OUR WHEEL OF FORTUNE!

- When you connect follow the wheel
- Enter the code displayed next to the wheel. Each day one new code will be released.
- Find additional codes hidden in the booths.
- At the end of the event we will send you the gifts offered by the partners and displayed in the list below the wheel.

As a welcome gift, here is your first "hidden code": 59V1Y76T which grants you an additional chance to win!



RECOMMANDATION

Fill in your profile: It will help you to make efficient networking. Your address will be used also to send you the gifts you will win.



2 unmissable events to start and conclude the fair

2 original talks: one on the market, one on creativity

3 coffee breaks to update you with the fair's latest news and glimpses behind the scenes

14 technical topics

2 STEPS TO TAKE PART:

- **ID** SIGN UP FOR THE EVENT via the diary on pages 22 and 23
- **2** FOLLOW OUR EVENTS live or watch on replay

→ TO JOIN THE EVENTS LIVE

- → Access this live event with your registration link or directly from the platform
- → You'll be able to ask the experts leading the sessions your questions, thanks to:

• The question tab: this is a chat feature that enables you to send your questions to the moderator and the speaker only, which means you can keep them confidential.

- The moderator will reformulate your questions to make sure you remain anonymous. If a question requires more interaction, the expert on the subject will contact you after the event.
- The chatbox: this chat feature is open to all participants in the event. You can also submit questions or make open comments here.

→ IF YOU PLAN TO WATCH THE REPLAY

→ Access the replays of the events with your registration link or directly from the platform.

<u>NB</u>: THE REPLAYS WILL ONLY BE AVAILABLE DURING THE FAIR ITSELF.

TO MAKE THE MOST OF THE LIVE EVENT, HERE ARE A FEW RECOMMENDATIONS:

- Connect to the conference 5 minutes before it starts
- To avoid a 15-second delay due to browser/device limitations and also get the best experience for interactivity, we recommend you join the events using one of these browsers: IE 11, Safari 12.1, Microsoft Edge 79+, Mozilla Firefox 60+, Opera 40+ and Google Chrome 65+ (latest version whenever possible) and preferably on a computer.





YOUR Dedi**COATED 3.0** ADVENTURE STARTS HERE!!

At 9 am on 17 May, we will have the pleasure of welcoming you to a totally new form of trade fair!

Arm yourself with a coffee or tea or whatever it is you like to drink, and join us to mark the launch of this event, which will mark the beginning of a new era for the coated abrasives market.

THIS WILL BE OUR CHANCE TO SHARE WITH YOU:

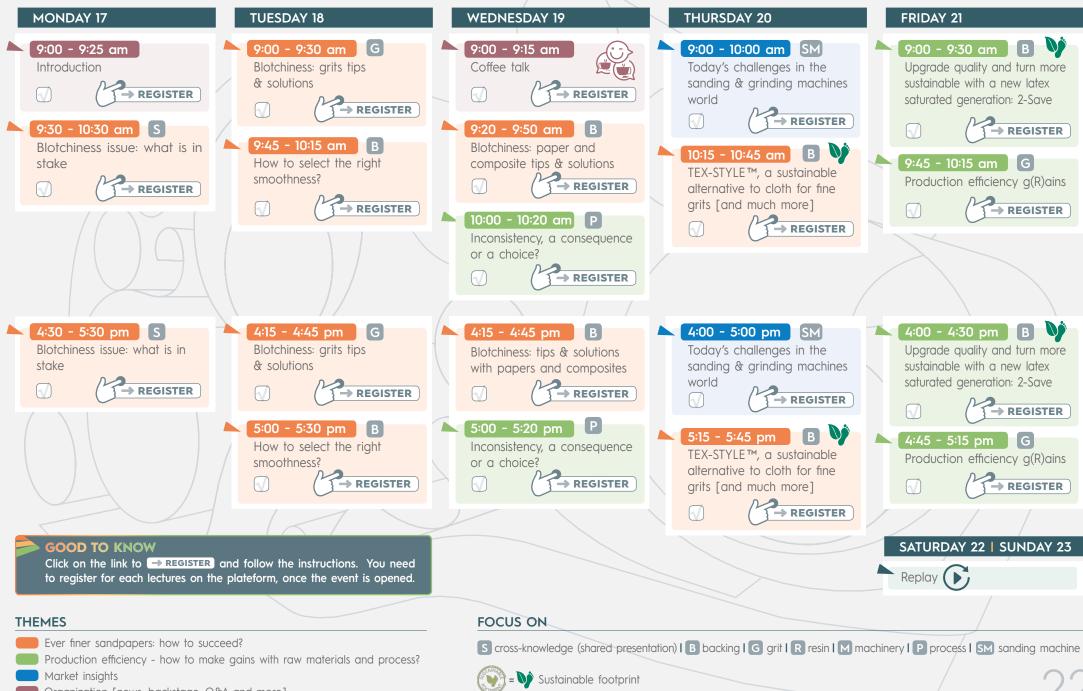
- 1. The vision of the co-organisers of this previously brand new event
- 2. The highlights that you won't want to miss
- **3.** The identity of your speakers and some of their secrets
- 4. A practical abc to ensure you get every ounce of benefit from the fair

Not to mention other, magical surprises to come!

See agenda to → REGISTER) p 22

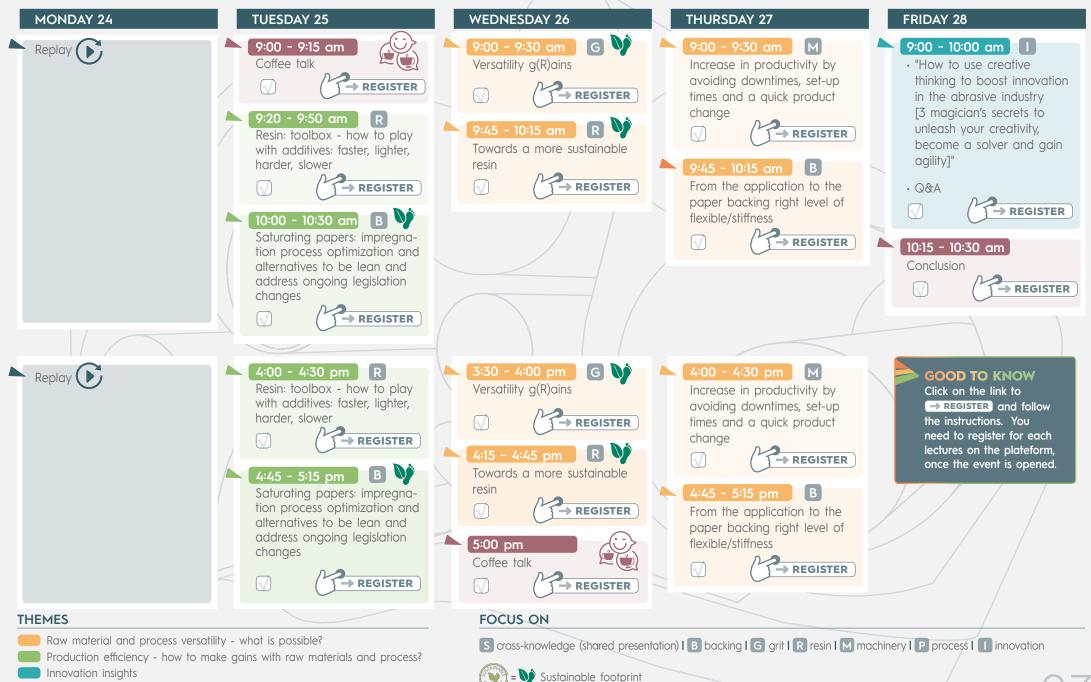


AGENDA)) 17 > 21 MAY [CEST TIME ZONE (PARIS TIME)]



Organization [news, backstage, Q&A and more]

AGENDA 24 > 28 MAY [CEST TIME ZONE (PARIS TIME)]





PREFERE RESINS

Please send an email to the <u>organizer</u> if you have any questions: dedicoated@ahlstrom-munksjo.com