Wie sich HiTherma als flexibler Spezialist für komplexe Thermoformteile etabliert hat.

Warum Swissplast in Deutschland akquiriert. Wie Arbo Plastic mit Biofolien neu startet.

Und was die Leichtbau-Messen Composites Europe und Foam Expo versprechen.

www.k-profi.de
Title
K-PROFI

Short profile
K-PROFI helps plastics and rubber processors in high-wage countries to make their production more efficient, save costs and keep abreast of the competition. In order to achieve this, the modern specialist magazine K-PROFI taps into trends from the plastics and rubber market and reports on innovations from the polymer engineering segment so as to provide new ideas, expertise and solutions for plastics processors. K-PROFI features exclusively researched reports from successful plastics processors for new ideas that help readers with their long-term strategies, insights into the practical benefit of trends and useful information that facilitates the decision-making process.

K-PROFI features portraits of companies and staff, reports on production sites and installations, offers profiles of movers and shakers, achievements, skills and strategies. K-PROFI has an objective take on companies and executives, concepts, models, setups and success criteria. Trend reports analyse important developments in the industry and journalists’ reports help plastics and rubber processors find out more about interesting suppliers and partners for procurement, mould engineering, production, sales and qualification. The magazine is published in German.

Target group
K-PROFI is a specialist magazine mainly for key executives (managing directors, technical directors, procurement managers) in the plastics processing industry of Germany, Austria and Switzerland. This includes engineers, technicians and sales experts working in executive positions in the plastics and rubber processing industry. KI (Kunststoff Information Verlagsgesellschaft mbH) is responsible for the address management.

Publication frequency
8 x per year (for more information, see Dates and Topics)

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ISSN
2195-2434

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9th volume 2020

Subscription price
Free of charge for annual registration

Organ

Membership/Participation
IVW

Publishing company
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www.k-profi.de, info@k-profi.de

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ISSN
2195-2434

Recipient groups
(including 12,000 key executives from plastics processing companies)

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>87%</td>
<td>Plastics and rubber processors</td>
</tr>
<tr>
<td>4%</td>
<td>Retailers/distributors for raw materials, machinery, equipment, moulding tools</td>
</tr>
<tr>
<td>4%</td>
<td>Raw material producers</td>
</tr>
<tr>
<td>2%</td>
<td>Manufacturers of plastics machinery, ancillary equipment, moulding tools</td>
</tr>
<tr>
<td>1%</td>
<td>Consultants, construction and engineering offices</td>
</tr>
<tr>
<td>1%</td>
<td>Institutes, associations, universities</td>
</tr>
<tr>
<td>1%</td>
<td>Others</td>
</tr>
</tbody>
</table>

Source: Kunststoff Information Verlagsgesellschaft mbH

Volume analysis
Total volume = 576 pages

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>67.6%</td>
<td>Editorial section (398 pages)</td>
</tr>
<tr>
<td>32.4%</td>
<td>Advertisement section (178 pages) comprising:</td>
</tr>
<tr>
<td></td>
<td>22.0% Format ads (127 pages)</td>
</tr>
<tr>
<td>5.5%</td>
<td>Supplies (32 pages)</td>
</tr>
<tr>
<td>4.9%</td>
<td>Publisher’s ads (28 pages)</td>
</tr>
</tbody>
</table>

Based on: issues 11-12/2018 to 10/2019, 8 issues
Advertisement formats and rates (Rates are in EUR and do not include VAT)

<table>
<thead>
<tr>
<th>Format</th>
<th>Type area (w x h)</th>
<th>Trim size* (w x h)</th>
<th>b/w</th>
<th>4c</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>178 x 241 mm</td>
<td>210 x 280 mm</td>
<td>4,695</td>
<td>6,300</td>
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<tr>
<td>1/2 page vertical</td>
<td>86 x 241 mm</td>
<td>102 x 280 mm</td>
<td>2,400</td>
<td>3,285</td>
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<td>1/2 page horizontal</td>
<td>178 x 118 mm</td>
<td>210 x 135 mm</td>
<td>1,635*</td>
<td>2,465*</td>
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<tr>
<td>Junior page</td>
<td>117 x 179 mm</td>
<td>133 x 196 mm</td>
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<td></td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>56 x 241 mm</td>
<td>72 x 280 mm</td>
<td>1,245</td>
<td>1,805</td>
</tr>
<tr>
<td>1/3 page horizontal</td>
<td>178 x 77 mm</td>
<td>210 x 93 mm</td>
<td>630</td>
<td>1,020</td>
</tr>
<tr>
<td>Lateral page</td>
<td>–</td>
<td>50 x 280 mm</td>
<td>1,635</td>
<td>2,465</td>
</tr>
<tr>
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<td>56 x 181 mm</td>
<td>–</td>
<td>1,425</td>
<td>1,805</td>
</tr>
<tr>
<td>1/4 page horizontal</td>
<td>178 x 57 mm</td>
<td>–</td>
<td>630</td>
<td>1,020</td>
</tr>
<tr>
<td>1/4 page compact</td>
<td>86 x 118 mm</td>
<td>–</td>
<td>630</td>
<td>1,020</td>
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<tr>
<td>1/8 page vertical</td>
<td>56 x 88 mm</td>
<td>–</td>
<td>630</td>
<td>1,020</td>
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<tr>
<td>1/8 page horizontal</td>
<td>86 x 57 mm</td>
<td>–</td>
<td>630</td>
<td>1,020</td>
</tr>
</tbody>
</table>

Rate per mm

- 1 column, 56 mm wide: 7.50
- 1 column, 45 mm wide: 3.95

Special advertisements (Other formats, bound inserts, glued-on inserts, etc. on request)

- below the editorial: 178 x 77 mm: 2,860
- below the table of content: 86 x 97 mm: 1,935

Inserts (Maximum size 204 x 274 mm, up to 25 g)

- Per 1,000 inserts: 265
- for 15,300 copies: 4,055

Classified advertisements (Minimum height 30 mm)

- Rate per mm: 1 column, 45 mm wide: 3.95
- Rate per mm: 1 column, 56 mm wide: 7.50

Discounts

For orders within 12 months (insertion year)

Series discount

- 3 insertions: 5%
- 6 insertions: 10%
- 8 insertions: 15%

*Trim size formats, please add 3 mm bleed per paper edge

Trim size surcharge for 1/3 page: 550 EUR

All trim size ads require 3 mm trim allowance (bleed)

- Junior page: 178 x 118 mm
- 1/3 page vertical: 178 x 77 mm
- 1/3 page horizontal: 178 x 118 mm
- Lateral page: 50 x 280 mm

- 1/4 page vertical: 56 x 181 mm
- 1/4 page horizontal: 178 x 57 mm
- 1/4 page compact: 86 x 118 mm

- 1/8 page vertical: 56 x 88 mm
- 1/8 page horizontal: 86 x 57 mm

- 1/2 page vertical: 178 x 118 mm
- 1/2 page horizontal: 178 x 118 mm
- Junior page: 117 x 179 mm

Banking information:
Taurus Sparkasse, IBAN: DE20 5125 0000 0001 0584 36, SWIFT/BIC: HELADEF1TSK

Conditions:
Net 30 days after invoice, VAT ID: DE 284 976 419
Bezugsquellen-/Lieferantenverzeichnis

Das A bis Z der Kunststoff- und Kautschukbranche

3D CT Messdienstleistung
Sauter Engineering + Design GmbH
Computertomografie CT
Bemusterung D300xH700mm
schnell + preiswert + präzise
sauter@sautercar.com

Aus- und Weiterbildung
SKZ
Weiterbildung für Kunststoff-Profi
Tel.: +49 931 4104-164, Fax: -277
training@skz.de
www.skz.de

Elektrostatische Systeme
Eltex-Elektrostatik-GmbH
Blauenstraße 67–69, 79576 Weil am Rhein
Tel.: +49 7621 7905-422
info@eltex.com, www.eltex.com

Feuchtemessgeräte
brabender Messgeräte
Tel.: +49 203 99819-0
sales@brabender-mt.de
AQUATRAC*-3E, AQUATRAC*-Station

Gleitmittel/Wachse
VOELPKER
Völker Spezialprodukte GmbH
Fabrikstraße 1, D-38193 Völpke
www.voelpker.com

Heißkanalregeltechnik
Gammaflux
Peter Sander Straße 61a
55252 Wiesbaden, Mainz-Kastel
Tel.: +49 6134 94890-0
Fax: +49 6134 94890-25
Info@gammaflux.de
www.Gammaflux.com

Hydraulikzylinder
AHP MERKLE®
Neloppelstr. 39, 79288 Göppingen
Tel: +49 7665 4208-0
mailbox@ahp.de
www.ahp.de

Kältetechnik
INDUSTRIEKÄLTEANLAGEN TIEFTEMPERATURTECHNIK STEUERUNGSTECHNIK
L&R Kältetechnik GmbH & Co. KG
Hachenstr. 90a, 59846 Sundern-Hachen
Tel.: +49 2935 9652-0, Fax: DW –501
www.lr-kaelte.de, info@lr-kaelte.de

Masterbatches
ARGUS Additive Plastics GmbH
Oberer Westring 3-7, 33142 Bünning
www.argus-additive.com

FWB GmbH
Feuchtweg 27, 52382 Niederzier
Tel.: +49 2428 81984550
Fax: +49 2428 81984559
kontakt@fbwgmbh.de, www.fbwgmbh.de

Normalien
HASCO Hasenederleve GmbH + Co KG
Römerweg 6, D-58513 Lüdenscheid
Tel.: +49 2351 957-0
Fax: +49 2351 957-237
info@hasco.com, www.hasco.com

Polyurethananlagen
CANNON Deutschland GmbH
Moselstraße 27, 63452 Hanau
Tel.: +49 6181 9003 70
www.cannon-deutschland.de

Spezialsilos
KREYENBORG GmbH & Co. KG
Tel.: +49 2597 93997 0
info@kreyenborg.com, www.kreyenborg.com

Ultraschallschweißen
www.cemas-germany.com

Die nachhaltige Verbindung
Seemoosholzstrasse 14, CH-9320 Arbon
Tel.: +41 71 680 0805
info@swiss-sonic.ch, www.swiss-sonic.ch

Ultraschall-Schweißmaschinen
www.frimo.com
Tel.: +49 5470967 0

Zerkleinerungstechnik
Herbold Meckesheim GmbH
RECYCLING TECHNOLOGY
74909 Meckesheim, Industriestr 33
Tel.: +49 6226 932-0,
Fax: +49 6226 932-495
herbold@herbold.com, www.herbold.com

TRIA GmbH
Carl-Friedrich-Benz-Str. 1
D-47877 Willich
info@triaplastics.de
www.triaplastics.de

Rates
Basic entry per issue: EUR 40.
Each additional line per issue: EUR 8.
Logos are calculated by the line print height. Key words themselves are not subject to charges.
Minimum duration 1 year
with a minimum height of 5 lines per key word

Discounts
For entries:
with 3 key words  5%
with 6 key words  10%
with 9 key words  20%

Invoicing
Invoices are issued on an annual basis, plus VAT, in each case after appearance of the first advertisement of the year, with a page proof from this first issue. The term extends automatically by an additional 12 months if not terminated 6 weeks prior to expiry.

Printing guidelines
The benefit of the list of suppliers and thus your sales success depend to a great extent on a clear structure and layout.
> Start of advertisement with the company logo or name (in bold print)
> Uniform typesetting
> Short and concise key word index
> One key word only per product
> Restriction to a great extent to real headings
> No trade name in the key word

Examples containing 5 to 12 lines
 exclusivity and unique, tailor-made formats

Many benefits thanks to high quality and clearly defined focus on plastics processors

Success criteria for readers: Technology, materials, cost and efficiency

---

### Trade Fair Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Jan / Feb</th>
<th>March / April</th>
<th>May</th>
<th>June</th>
<th>July / August</th>
<th>September</th>
<th>October</th>
<th>Nov / Dec</th>
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<tr>
<td>1 - 2</td>
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</tbody>
</table>

| STRATEGY | Markets, financing, analyses, purchasing, location factors |
| TECHNOLOGY | Suggestions and ideas for more efficiency: injection moulding, extrusion, compounding, recycling, thermoforming, blow moulding, foaming, mould engineering, standards, hot-runner technology, process technology, automation, temperature control, cooling, drying, conveying, mixing, metering, surface technology, decoration, finishing, QA, measurement, I&C technology, testing |
| INTERVIEWS | Interviews with interesting industrialists |
| PORTRAITS | Success stories of highly profitable processors |
| MATERIALS | Trends and benefits of new applications: standard polymers, engineering plastics, high-performance plastics, dyes, master batches, additives, fillers, reinforcing agents, compounds, regrind, recycled material, biopolymers, TPE, elastomers, PU, GRP, CRP, thermoset materials |
| PRODUCTS | New machines, equipment, moulds, materials, software, applications, installations, and services |
| EVENTS | Reports on trade fairs and other events |

<table>
<thead>
<tr>
<th>TRADE FAIR PREVIEWS</th>
<th>Kuteno</th>
<th>Fakuma Trends &amp; Tendencies</th>
<th>Fakuma New &amp; Live: Exhibits</th>
</tr>
</thead>
<tbody>
<tr>
<td>TRADE FAIR REVIEWS</td>
<td>MedTeCLive</td>
<td>VDI PIAE</td>
<td>Kuteno</td>
</tr>
<tr>
<td>PROFILES</td>
<td>Dedicated people with a passion for the plastics industry</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MARKETPLACE</td>
<td>Suppliers / classified ads</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

### Trade Fair Information

- **JEC**: 12.-14.05.
- **KPA Ulm**: 23.-24.06.
- **Kuteno**: 01.-03.09.
- **KPA Rheda-W.**: 16.-17.09.
- **Motek**: 05.-08.10.
- **Wire/Tube**: 07.-11.12.
- **MedTecLive**: 30.06.-02.07.
- **Compounding / Plastics Recycling / Extrusion / Polymer Testing World**: 07.-08.10.
- **Hannover Messe**: 13.-17.07.
- **VDI PIAE**: 28.-29.07.
- **Fakuma**: 13.-17.10.
- **Composites Europe**: 10.-12.11.
- **formnext**: 10.-13.11.
- **Compamed**: 26.-19.11.

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### Sales Information

- **Publication date**: 17 February, 2020
- **Advertising deadline**: 28 January, 2020
General Terms and Conditions for Advertisements and Third Party Supplements in Newspapers and Magazines of Kunststoff-Profi Verlag GmbH & Co. KG

Article 1
“Advertising Order” in the sense of these general terms and conditions shall mean the contract regarding the publication of advertisements or third party supplements (e.g. inserts containing advertising material) of an advertiser or any other person placing advertisements in a printed matter for the purpose of distribution.

Article 2
The Publisher shall execute Advertising Orders exclusively under the instant terms and conditions. Terms and conditions of the customer deviating from the instant terms and conditions do not apply. Uncontrollable circumstances with respect to the Publisher’s own terms and conditions of sale or purchase are herewith explicitly rejected. Subject to individual agreements, the Publisher will not be bound for any legal obligations. Upon request, we will keep your proofs for longer than six months. RGB colours will be converted to CMYK colour mode. If you request our detailed printing guidelines, please send a request to: produktion@k-profi.de

Article 3
Advertisements that are not recognizable as such due to the editorial design shall be clearly marked by the Publisher by adding the word “Advertisement”. The Publisher reserves the right to refuse Advertising Orders – or individual retrievals within the framework of a contract – if such content violates laws or official regulations, or if the publication of such advertisements cannot be reasonably expected in the respective issue. The Publisher shall also apply for orders that are placed with branch offices, reselling offices or agents.

Article 4
In case of doubt, advertisers have to be freed for publication within one year upon the conclusion of the contract. If at the framework of such conclusion of contract a right for returning individual advertisements is granted, the order has to be completed within twelve months starting from the publication of the last advertisement, given that the test advertisement was retrieved and published within the deadline specified in sentence 1 of this Article.

Article 5
Advertisements of orders to be published exclusively in certain issues or in certain places in the printed matter have to be received by the Publisher due in case, so that the Customer can be informed before the advertisement deadline if the order is not executable in the respective manner. Canceled advertisements are published in the respective category without the necessity of an express agreement in this respect.

Article 6
Advertisements that are not recognizable as such due to the editorial design shall be clearly marked by the Publisher by adding the word “Advertisement”. In case of reasonable doubt in the Customer’s own interest, the Publisher shall be entitled to make the publication of further advertisements subject to the prepayment of the amount and the settlement of still open invoiced amounts also during the term of an advertising contract, irrespective of the original agreed term of payment.

Article 7
If the Publisher refuses to execute Advertising Orders – or individual retrievals within the framework of a contract – in accordance with the Publisher’s usual, objectively justified principles because of its content, its origin or its technical form, such content-violates laws or official regulations, or if the publication of such advertisements cannot reasonably be expected in the respective issue. The Publisher shall also apply for orders that are placed with branch offices, reselling offices or agents.

Article 8
In case of completely or partially illegible, incorrect or incomplete printing of the advertisement the Customer is entitled to claim a repair or replacement of the order, complaints have to be made within four weeks upon receipt of the invoice and the confirmation copy – except in cases of obvious deficiencies.

Article 10
Claims for damages of the Customer against the Publisher shall be excluded regardless of the legal basis, particularly due to delays, or partial delinquency of third party’s proprietary rights and tortious acts, unless the Publisher, its representatives or vicarious agents act intentionally or grossly negligently thereby causing a contractual obligation that is essential for achieving the purpose of the contract, or in case the claims for damages arise because a guarantee is as quality to assure. In the extent that the Publisher is in fault on the merits, the claim for damages shall be limited to the foreseeable damage. This limitation of liability shall not apply in case of intent or of the occurrence causing the damage was caused through gross negligence on the part of the Publisher, its representatives or vicarious agents. All claims for damages against the Publisher shall become statute-barred after 12 months following the point in time at which the Customer learnt or should have learnt about the circumstances founding the claim. The Publisher shall not apply for orders that are placed with branch offices, reselling offices or agents. In case of box number advertisements, the Publisher shall apply the care of a diligent businessman regarding the safekeeping of the Customer’s orders. The invalid provision shall be replaced by statutory provisions, unless the parties reach an agreement that fulfills its purpose. The invalid provision was retrieved and published within the deadline specified in sentence 1 of this Article.

Article 11
The Customer is entitled to claim a repair or replacement of the order, complaints have to be made within four weeks upon receipt of the invoice and the confirmation copy – except in cases of obvious deficiencies.

Article 12
Claims for damages of the Customer against the Publisher shall be excluded regardless of the legal basis, particularly due to delays, or partial delinquency of third party’s proprietary rights and tortious acts, unless the Publisher, its representatives or vicarious agents act intentionally or grossly negligently thereby causing a contractual obligation that is essential for achieving the purpose of the contract, or in case the claims for damages arise because a guarantee is as quality to assure. In the extent that the Publisher is in fault on the merits, the claim for damages shall be limited to the foreseeable damage. This limitation of liability shall not apply in case of intent or of the occurrence causing the damage was caused through gross negligence on the part of the Publisher, its representatives or vicarious agents. All claims for damages against the Publisher shall become statute-barred after 12 months following the point in time at which the Customer learnt or should have learnt about the circumstances founding the claim. The Publisher shall not apply for orders that are placed with branch offices, reselling offices or agents. In case of box number advertisements, the Publisher shall apply the care of a diligent businessman regarding the safekeeping of the Customer’s orders. The invalid provision shall be replaced by statutory provisions, unless the parties reach an agreement that fulfills its purpose. The invalid provision was retrieved and published within the deadline specified in sentence 1 of this Article.

Article 13
In case of the Publisher does not effect an advance payment, the invoice shall be submitted immediately, however, if possible 14 days upon publication of the advertisement. The invoice shall than be payable within the deadline specified in the price list, which deadline starts with the receipt of the invoice, unless the individual case a different term of payment or an advance payment has been agreed upon. Possible discounts for early payments are granted in accordance with the price list. The Publisher may choose to postpone the further execution of the respectively pending order until payment was effected and to request that the remaining advertisements are paid upon advance.

Article 14
In case of reasonable doubt in the Customer’s own interest, the Publisher shall be entitled to make the publication of further advertisements subject to the prepayment of the amount and the settlement of still open invoiced amounts also during the term of an advertising contract, irrespective of the original agreed term of payment.

Article 15
Any further claims for price reductions for such contracts shall be excluded, if the Publisher has informed the Customer about the possibility of a price reduction in connection with the published contents, and shall hold the Publisher harmless against all claims from third parties in this respect.

Article 16
The Publisher guarantees that he possesses all rights necessary for placing an advertisement. The Customer is responsible for the contents of the instant publications and for all data provided. The Customer alone is responsible for clarifying all questions regarding trademark rights, copyright or name rights of the competitor as well as questions regarding the price quotations or previous service hitherto before placing the order. In case of serious failure, the Publisher is liable for the Customer, the Customer undertakes to observe the obligation to publish information required in accordance with telecommunication secrecy. It is not allowed to publish untrue data or untrue or incomplete data; or it is particularly not allowed to publish advertisements the contents of which incite racial hatred, grossly or trivialize violence or are sexually offensive in the sense of Art. 111 of the German Criminal Code StGB, or contents that are pornographic, glorify or trivialize war, that are suitable to incite to violence or to support war (Art. 100 StGB), or to have reference to crimes with such contents. The Publisher does not assume responsibility for the contents, particularly for the truthfulness of their content, of the advertising contents. The Customer is entirely liable in case of claims asserted by third parties against the Publisher in connection with the published contents, and shall hold the Publisher harmless against all claims from third parties in this respect.

Article 17
In case of completely or partially illegible, incorrect or incomplete printing of the advertisement the Customer is entitled to claim a repair or replacement of the order, complaints have to be made within four weeks upon receipt of the invoice and the confirmation copy – except in cases of obvious deficiencies.

Article 18
Claims for damages of the Customer against the Publisher shall be excluded regardless of the legal basis, particularly due to delays, or partial delinquency of third party’s proprietary rights and tortious acts, unless the Publisher, its representatives or vicarious agents act intentionally or grossly negligently thereby causing a contractual obligation that is essential for achieving the purpose of the contract, or in case the claims for damages arise because a guarantee is as quality to assure. In the extent that the Publisher is in fault on the merits, the claim for damages shall be limited to the foreseeable damage. This limitation of liability shall not apply in case of intent or of the occurrence causing the damage was caused through gross negligence on the part of the Publisher, its representatives or vicarious agents. All claims for damages against the Publisher shall become statute-barred after 12 months following the point in time at which the Customer learnt or should have learnt about the circumstances founding the claim. The Publisher shall not apply for orders that are placed with branch offices, reselling offices or agents. In case of box number advertisements, the Publisher shall apply the care of a diligent businessman regarding the safekeeping of the Customer’s orders. The invalid provision shall be replaced by statutory provisions, unless the parties reach an agreement that fulfills its purpose. The invalid provision was retrieved and published within the deadline specified in sentence 1 of this Article.

Article 19
Advertisements that are not recognizable as such due to the editorial design shall be clearly marked by the Publisher by adding the word “Advertisement”. In case of reasonable doubt in the Customer’s own interest, the Publisher shall be entitled to make the publication of further advertisements subject to the prepayment of the amount and the settlement of still open invoiced amounts also during the term of an advertising contract, irrespective of the original agreed term of payment.

Article 20
In case of completely or partially illegible, incorrect or incomplete printing of the advertisement the Customer is entitled to claim a repair or replacement of the order, complaints have to be made within four weeks upon receipt of the invoice and the confirmation copy – except in cases of obvious deficiencies. The Publisher shall not apply for orders that are placed with branch offices, reselling offices or agents. In case of box number advertisements, the Publisher shall apply the care of a diligent businessman regarding the safekeeping of the Customer’s orders. The invalid provision shall be replaced by statutory provisions, unless the parties reach an agreement that fulfills its purpose. The invalid provision was retrieved and published within the deadline specified in sentence 1 of this Article.

Article 21
In case no invoice or at the above provisions be or become invalid, this shall not affect the validity of the remaining provisions. The invalid provision shall be replaced by statutory provisions, unless the parties such an agreement that fulfills the purpose originally intended by the invalid provision.
The daily updated visitor information to the Fakuma 2020 in Friedrichshafen. Daily updated from October 13th to 17th.
Advertisement formats and rates (Rates are in EUR and do not include VAT)

<table>
<thead>
<tr>
<th>Format</th>
<th>Type area (W x H)</th>
<th>Bleed (B x H)</th>
<th>Package deal</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>178 x 241 mm</td>
<td>210 x 280 mm</td>
<td>10,045</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>86 x 241 mm</td>
<td>102 x 280 mm</td>
<td>5,350</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>178 x 118 mm</td>
<td>210 x 135 mm</td>
<td>–</td>
</tr>
<tr>
<td>Junior page</td>
<td>117 x 179 mm</td>
<td>133 x 196 mm</td>
<td>–</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>56 x 241 mm</td>
<td>–</td>
<td>3,620</td>
</tr>
<tr>
<td>1/3 page horizontal</td>
<td>178 x 77 mm</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>1/4 page vertical</td>
<td>56 x 181 mm</td>
<td>–</td>
<td>2,805</td>
</tr>
<tr>
<td>1/4 page horizontal</td>
<td>178 x 57 mm</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>1/4 page compact</td>
<td>86 x 118 mm</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>1/8 page vertical</td>
<td>56 x 88 mm</td>
<td>–</td>
<td>1,505</td>
</tr>
<tr>
<td>1/8 page horizontal</td>
<td>86 x 57 mm</td>
<td>–</td>
<td>–</td>
</tr>
</tbody>
</table>

Package deal for all five trade show days.
Change of ad motifs per day of publication is possible.
Special advertising formats on request.

Advantages

› Daily updated content on five days of the fair
› Ensure maximum attention for your advertisement on five days
› 27,500 printed editions (5 days x 5,500 editions)
› Active distribution to event visitors directly at the entrances
› Offered with your breakfast – at many hotels
› 90,000 flipping editions to newsletter subscribers (5 days x 18,000 recipients)
› Editorial coverage live at the event

Banking information:
Taunus Sparkasse, IBAN: DE20 5125 0000 0001 0584 36, SWIFT/BIC: HELADEF1TSK

Conditions:
Net 30 days after invoice, VAT ID: DE 284 976 419
K-AKTUELL.de keeps plastics and rubber processors up to date at all times on product innovations and daily industry news.

K-AKTUELL.de provides indispensable know-how for visitors to trade fairs and events, informing them about interesting live exhibits. Processors are kept up to date by the editorial office during trade fairs with continuous live blogs.

K-AKTUELL.de provides a clear overview: with a clear structure and practical features – such as break-down by technology or application and target product.

K-AKTUELL.de informs key executives: as a joint offering from K-PROFI, KI – Kunststoff Information and KunststoffWeb, K-AKTUELL.de has an enormous reach addressing thousands of key decision makers.

K-AKTUELL.de is the ideal advertising platform to get your message across in the plastics industry – optimally accompanied by weekly newsletters and individual e-mail blasts.

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**Invoicing and terms of payment**

All prices are all-inclusive in EUR (plus VAT) and valid for a duration of one month (banner) or each transmission (newsletter, blast).

Invoicing in advance at the time of first appearance, due date 30 days net. Advertising agencies receive 15% commission. Our General Terms of Business apply (www.K-AKTUELL.de/AGB).

**Data format and delivery**

At least 7 working days before the ad appears to: anzeigen@k-profi.de

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**Technical information**

Banner formats: JPEG, GIF

Image formats (Newsletter): GIF, JPEG, PNG or HTML5 banners and AdServer Include. MP4 video on request. Flash/SWF advertising media are not recommended, fallback graphic at additional charge.

Target page link: indicated separately for GIF/JPG/PNG/MP4, integrated in advertising media for HTML5/SWF (click tracking is not possible).

Attention: the display of GIF animations in Outlook (from version 2007) is not animated. Instead, the first single image/slide is displayed.
K Top banner
- Half-size: 238x60 pixels, EUR 790 / month
- Full-size: 468x60 pixels, EUR 1,420 / month
  Positioning: at the top edge of every page
  Maximum file size: 250 kB

R Side banners
- Small: 300x150 pixels, EUR 460 / month
- Medium: 300x200 pixels, EUR 790 / month
- Large: 300x300 pixels, EUR 1,090 / month
  Positioning: at the right-hand side of every page
  Maximum file size: 250 kB

M Content breaker
- Maximum size: 600x100 pixels, EUR 2,550 / month
  Positioning: at position 3 in the article lists as well as underneath the full texts
  Maximum file size: 250 kB

N News breaker
- Maximum size: 600x100 pixels, EUR 460 / month
  Positioning: only on the home page down from position 5 in the article lists
  Maximum file size: 250 kB

L Layer
- Maximum size: 600x400 pixels, EUR 3,000 / month
  Positioning: Popup layer in case of first page view for closing. Only displayed once within 24 hours by the user (in case of initial website access).
  Animation available on request.
  Maximum file size: 250 kB

E-mail-blasts
- Individually designed newsletter
  with your content only and on your target date, maximum width 600 pixels
  Standard issue: EUR 3,000
  maximum 3 images and 1 web link, single-column layout, running text only
  Superior issue: EUR 3,800
  maximum 6 images and 5 internet links, single or double-column layout, with sub-headlines and bullet points

* In rotation with maximum two other banners in the same position

Other formats are available on request

Only one banner in rotation per page is displayed on smartphones. Due to technical reasons, half-size banners are shown slightly enlarged, and full-size banners slightly smaller.
By the way: K-PROFI is perfectly enhanced by its internet service K-AKTUELL.de, featuring weekly newsletters and personalised e-mail blasts featuring weekly newsletters, personalised e-mail blasts and by K-PROFI täglich featuring daily visitor information during Fakuma 2020.