

Rubber Street's tenth appearance

Road to everywhere

Leverkusen – The rubber industry will again have an attractive place to meet at the “K” plastics trade fair this year: *Rubber Street*, organized by synthetic rubber pioneer LANXESS together with Dr. Gupta-Verlag publishers as its media partner, makes its tenth appearance in 2010.

"The idea for this 'showcase of the rubber industry' was developed back in 1979 and implemented by Bayer for the first time at 'K' 1983," recalls Udo Erbstößer, head of Trade and Technical Press at LANXESS Corporate Communications. "LANXESS subsequently adopted the concept and held up the tradition, because *Rubber Street* has proven its worth. It has since become one of the first stops at the trade fair for many rubber specialists." The reason is that the starting point has changed very little since 1983: while “K” tends to focus predominantly on the processing and technology of thermoplastic materials, rubber processors still increase their chances of being suitably acknowledged by the professional public if they combine their trade fair exhibits under one roof.

"As in 2007 and the years prior to it, *Rubber Street* will again be in the immediate vicinity of the LANXESS stand," says Erbstößer. "That creates a win-win situation for all participants. We offer our partners a platform that is recognized and visible from far and wide, as well as a service package with a number of expert services ranging from integrated stand design and construction all the way to providing a communications infrastructure. Lastly, participating rubber processors naturally also benefit from the attractive force of one of the world's largest synthetic rubber manufacturers, one expressly committed to advancing rubber materials. In return, LANXESS can refer visitors to the *Rubber Street* exhibitors to show which considerable technical challenges can be mastered today in practice

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using sophisticated rubber raw materials and additives," explains Erbstößer. In addition, the close exchange with end customers can give decisive impetus to the continuous optimization of LANXESS raw materials. "Forums like *Rubber Street* are a good opportunity to find out what the market wants. They help us to better tailor our products and services to our customers and promote their success," adds the LANXESS expert.

Of course, visitors also benefit from the concept: "Nowhere else at the trade fair will visitors find rubber know-how so concentrated as it is in this area," says Udo Erbstößer.

LANXESS is a leading specialty chemicals company with sales of EUR 5.06 billion in 2009 and currently around 14,300 employees in 23 countries. The company is represented at 42 production sites worldwide. The core business of LANXESS is the development, manufacturing and marketing of plastics, rubber, intermediates and specialty chemicals.

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