

# DediCOATED 3.0

DIGITAL EVENT 100 % DEDICATED  
FOR COATED ABRASIVE MANUFACTURERS

*Connect, meet, (re)discover, learn*

04 > 10 OCTOBER 2023



## PROGRAM & DISCOVERY TOUR



## WELCOME BACK TO dediCOATED 3.0!

After the enormous success of the first trade show, we are delighted to present the program for the new DediCOATED 3.0, the world's **only virtual trade show for manufacturers of coated abrasives**.

This trade show will give you easy access to manufacturers of backing materials, grains and resins, makers and technical consultants, all willing to share their expertise and working together to offer you a 360° approach with high added value. Our objective remains the same as the first trade show: to bring you solutions, inspire you, and enrich your expertise... and of course, discuss and share ideas. And the whole with the efficiency offered by a virtual event.

In 2021, our main theme was "Passion". The world of abrasives is a fascinating combination of cutting-edge technologies and know-how. **This year, our theme will be "Attention"**. We believe that today, more than ever, it is essential to pay close attention to everything we do. **Attention to the planet, to the way our products are made, to new products and trends, as well as to our relationships with partners and customers**. And this is what will emerge from the digital sessions we have been carefully preparing for you over the last few months. In addition, we're convinced that this attention combined with the power of collective intelligence can make GREAT projects. That's why together we're creating a unique fresco on the theme of **Sustainability & abrasives**.

*Check out the program, available now!  
We hope you enjoy the trade show.*

*The DediTeam*



# SUMMARY

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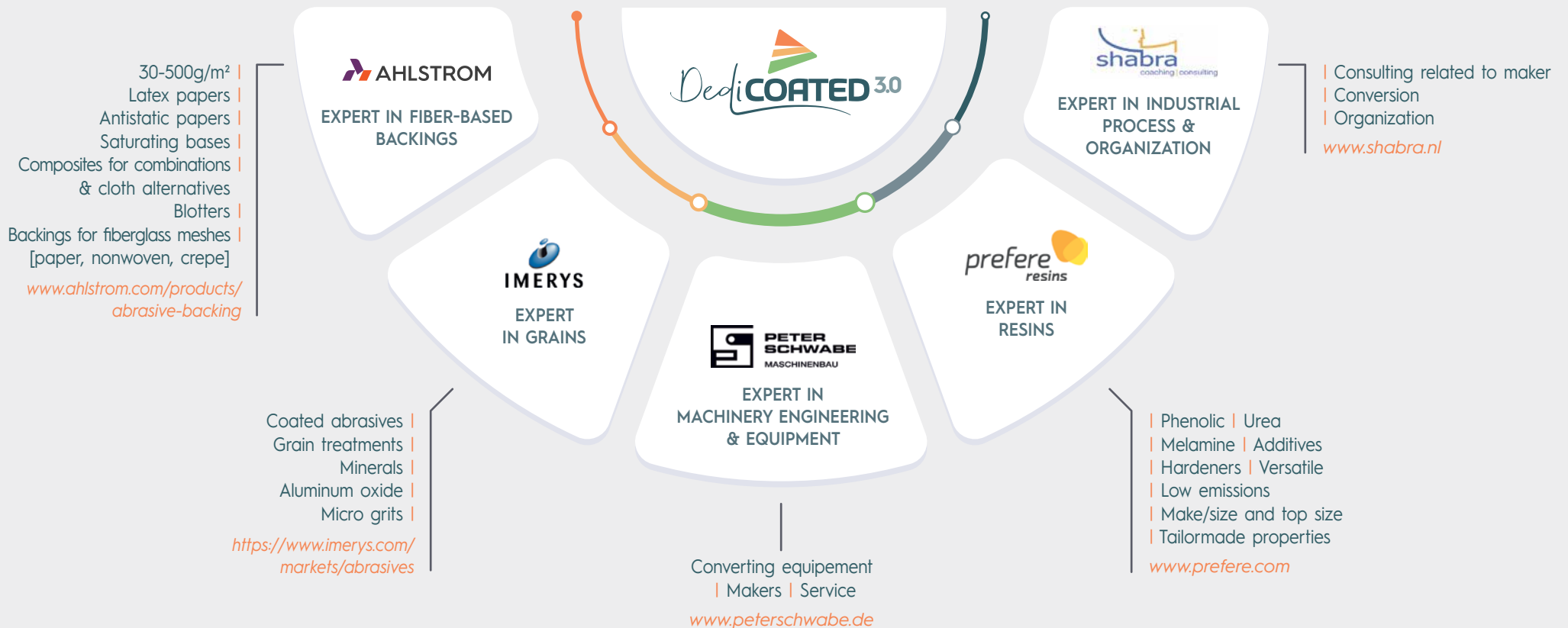
WHAT  
TO DISCOVER?



# 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.

## YOUR PARTNERS



### GOOD TO KNOW

Interested in a holistic approach? Then the joint talk about sustainability with all suppliers in the same virtual room is for you. OCT 4. Registration via the agenda page 22



# VALUABLE MEETINGS & INSPIRING CONFERENCES



## MARKET INSIGHTS

Learn about the future of wood-based panels and surfacing materials with our guest speaker from Afry

*See more page 9*



## TECHNICAL LECTURES

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

*See more page 7*



## SUSTAIN-ACTIVITY IN MOTION

Contribute through the abrasive community

*See more page 8*



## PRIVATE MEETINGS

With your business contacts for individual answers

*See more page 17*



# HIGHLIGHTS TO FOLLOW

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



## 3 FOCUS

### # 1

#### BOOST PERFORMANCE & MAKE THE DIFFERENCE

7 LECTURES

- 1-TOP 5 questions | Asked to raw material and maker suppliers
- 2-Paper workshop P.L.A.Y | Paper, Learning, Abrasive application, YEE-HAW!
- 3-Sol-Gel | a new innovative platelet technology

### # 2

#### FOCUS ON SUSTAIN-ACTIVITY



4 LECTURES

- 1-A 360-degree approach towards sustainability
- 2-Paper Life Cycle Assessment case study
- 3-Monocrystalline | a sustainable alternative to SiC
- 4-How can different departments contribute at a time to performance & sustainability in their actions?

### # 3

#### VALUABLE MARKET INSIGHT WITH OUR GUEST SPEAKER



360

Key trends on the particle board market By AFRY



#### SUSTAIN-ACTIVITY

Follow this symbol to identify lectures focusing on :

- ▶ ready-to-use raw-materials and new solutions to impact positively LCA of the finished abrasives.
- ▶ how suppliers take actions to minimize footprints CO<sub>2</sub> emissions and go more sustainable



#### GET STARTED IN SUSTAINABILITY

- ▶ Create a shared vision around sustainability with the community and give your keyword to create a common picture generated through IA.

See agenda p 22

# SUSTAIN- ACTIVITY

*A lasting collective  
artwork*



## HELP TO **CREATE A COLLECTIVE FRESCO**

The keyword at this fair is "attention", specifically the attention we need to pay to our planet and our wish to protect and preserve it. In our different talks, we will be exploring the opportunities available to us in the abrasive world in terms of technical innovation and, above all, sustainability.

Because **EVERY contribution**, however small, counts, and because **TOGETHER** we're sure that we can have a positive impact on our world.

And to celebrate and give concrete expression to that momentum, we are offering you the chance to take part in creating a collective artwork.

We're asking you to suggest a word that evokes **Sustainability & abrasives**, and based on them we will use artificial intelligence to create an original fresco. This creation will symbolize all of the attention that we collectively pay to this issue in our industry and will be unveiled at the Conclusion.

To send us your word, we invite you to go on the platform during the event, in the space reserved to the collective fresco.

**Between us, we too can create great things together and help to make our world more sustainable.**

### **DON'T MISS THE CONCLUSION**

*To see the collective fresco and win a surprise prize to mark the occasion.*





## THE FUTURE OF **WOOD-BASED PANELS AND SURFACING MATERIALS**

Get a basic understanding of the different particleboard types, MDF/HDF and surfacing materials, related developments as well as an up-to-date market outlook .

AFRY will address the following questions:

- ▶ What are the demand drivers for wood-based panels and surfacing materials?
- ▶ How is demand for panel and surfacing demand projected to develop?
- ▶ Who are the leading producers?
- ▶ How is the production and capacity going forward?
- ▶ How will this impact sanding operation in general?

#wood-based panels | #market outlook | #surfacing trends

More about AFRY:  
<https://afry.com/>

**AFRY**  
ÄF PÖYRY



### MEET DR. THOMAS WALTHER

Monday 9 October at 10am and 4pm CEST via the agenda page 22.



# 13 FAMOUS SPEAKERS ON STAGE FOR YOU!

Specialized experts in the various coated abrasives components



**LOIC GENETAY**

Plant Manager Arches

*Ahlstrom*



**TONY LESIRE**

Head of Sales & Marketing  
Abrasive BU

*Ahlstrom*



**ILYASSE OUANNOU**

Technical Customer Support

*Ahlstrom*



**FRANCIS POIROT**

Technical Director

*Ahlstrom*



**ESTELLE SEIBERT**

Marketing Manager

*Ahlstrom*



**PAULINA VELEZ**

Manager, Climate Change  
& Life Cycle Assessment

*Ahlstrom*



**AGATA DEMBNA**

Technical Support  
Manager Abrasives

*Imerys*



**THOMAS KRUMREI**

Technical Support  
Manager Abrasives

*Imerys*



**JOACHIM WOLFF**

Technical Support  
Director Abrasives

*Imerys*



**ERTAN SAHIN**

Key Account Manager  
Abrasives

*Imerys*



**KARL-HEINZ GROOTENS**

Managing Director

*Peter Schwabe*



**CLEMENS GARTNER**

Application Expert Abrasives

*Prefers Resins*



**TON HINTZEN**

Managing Director

*Shabra Consulting  
& Coaching*



WHAT ARE THE  
MAIN TOPICS?



# BOOST PERFORMANCE AND MAKE THE DIFFERENCE

Boost your performance and make a difference through a better understanding of the subtleties of paper/resin/grits production and machinery. Our experts answer 5 key questions to give you an insight into procurement, product selection and technical factors.

## PAPER 5 key points to understand about PAPERS to make the difference

- 1- What is unique about the abrasive paper production process?
- 2- How do you convert €/kg into €/m<sup>2</sup> and what can we learn from this conversion?
- 3- What happens if we reduce grammage by 15%?
- 4- What are latex papers for?
- 5- How does the latex porosity influence the remoistening of paper backing?

*#abrasive paper backings | #conversion | #EUR/kg - EUR/m<sup>2</sup> | #grammage & paper characteristics | #porosity & remoistening*



## RESIN 5 key points to understand about RESINS to make the difference

- 1- What are the different resin types and their key specificities?
- 2- How to dry and cure a resin properly?
- 3- What is the reactivity time?
- 4- How to play easily with additives?
- 5- How to make resins sustainable?

*#resin | #basics | #drying process | #gel-time | #toolbox | #additives | #lignin #footprint | #sustainability*



## MACHINERY 5 key points to understand about MACHINERY to make the difference

- 1- Which conditions in the production process are particularly challenging for the machines?
- 2- How can the highest energy efficiency be achieved in the drying process?
- 3- Can all common products be manufactured in one production line?
- 4- What is about flexibility and fast changing process?
- 5- What is needed to produce challenging products (P2000-P3000, open coat)?

*#maker | #production line | #machines | #efficiency | #optimization | #savings #abrasive portfolio | #specific units*



## GRIT 5 key points to understand about GRITS to make the difference

- 1- Where are grain produced?
- 2- What is the portfolio?
- 3- How to make sure I have good quality grain?
- 4- What are the main quality criteria for abrasive grains?
- 5- How to increase the performance of an existing grain?

*#grits | #portfolio | #quality | #treatments | #sustainability*



See agenda to [JOIN](#) p 22



# BOOST PERFORMANCE AND MAKE THE DIFFERENCE

## **PAPER** Paper workshop P.L.A.Y. (Paper, Learning, Abrasive Application/YEE-HAW!)

Explore some characteristics of abrasive paper backings. Understand correlations between barrier | surfaces | smoothness | bulkiness | fine grits | remoistening and press specific questions. The whole in edutainment mode. If you want to empower with self reasoning, look for refreshing and energizing time, get new ideas to solve remoistening and blotchiness issues, you will love the didactic games and fun devices that will allow you to learn in a relaxed atmosphere.

*#barrier | #surfaces | #smoothness | #bulkiness | #fine grits | #remoistening | #blotchiness*



**SPEAKERS**

Francis Poirot | Estelle Seibert

## **GRIT** Sol-Gel - ALODUR SGZ, a new innovative platelet technology

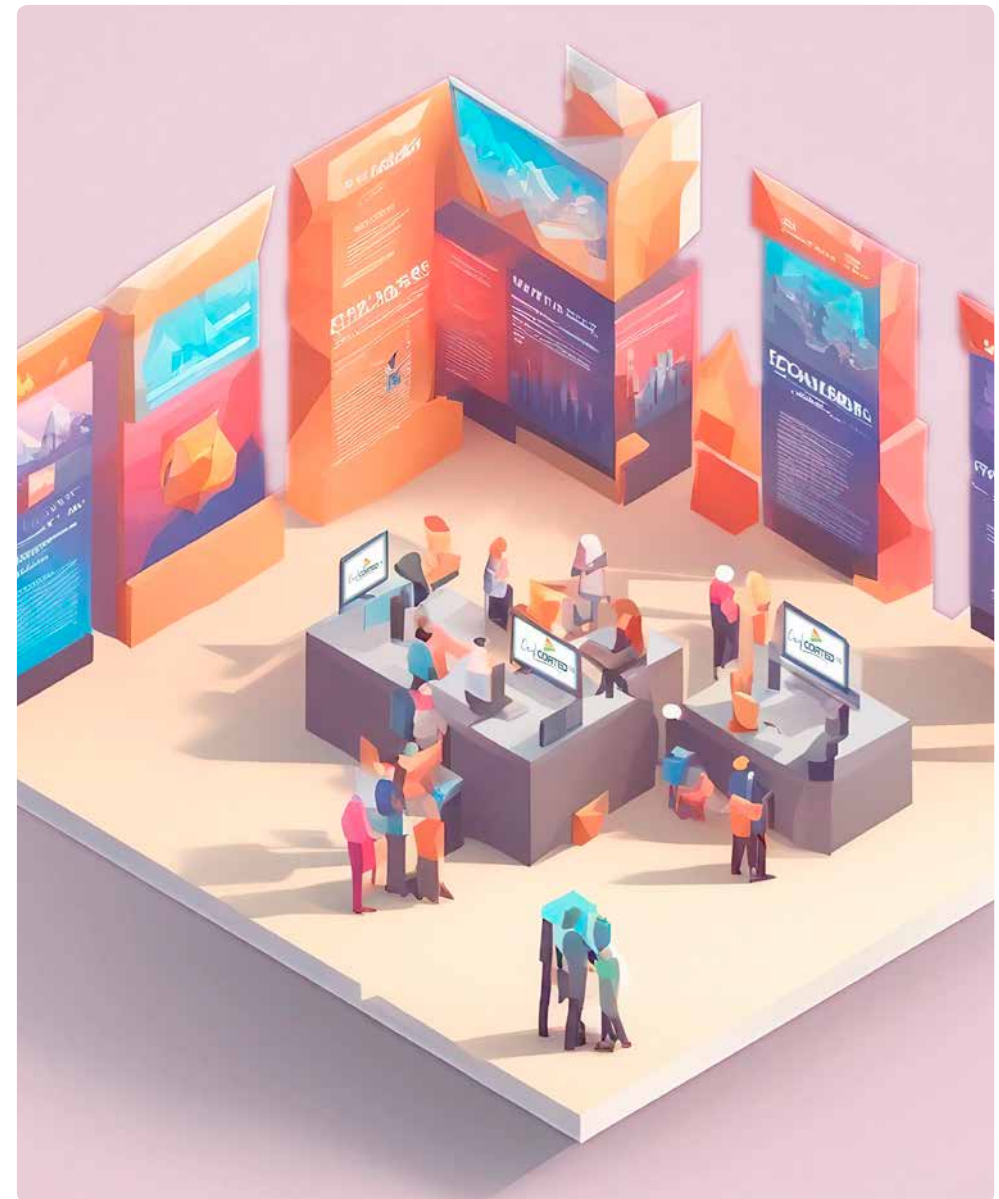
A new generation of Sol-Gel grain - ALODUR SGZ - is coming to the market. Learn more about the product, its unique platelet shape, superior grinding behavior and what to take care of when using it in your production.

*#Alodur SGZ | #Solgel | #platelet shape*



**SPEAKER**

Agata Dembna



See agenda to [JOIN](#) p 22



# FOCUS ON SUSTAIN-ACTIVITY

## SHARED A 360-degree approach towards sustainability

Discover a holistic approach to sustainability throughout the abrasives supply chain, which challenges key suppliers on their sustainability pillars - environmental, economic and social - to pinpoint how these pillars can form the backbone of the ecosystem and support your green transition.

*#sustain-ACTIVITY | #RSE | #natural resources | #biosourced and circular raw-materials | #carbonfootprint | #water | #energy management*



### SPEAKERS

Thomas Krumrei | Loïc Genetay | Ton Hintzen | Karl-Heinz Grootens | Clemens Gartner



## PROCESS How to boost process and make the difference in sustainability ?

Make the difference with 5 ideas experienced by our consultant to roll-out in your organization to outperform results.

- ▶ Focus on sales
- ▶ Focus on production
- ▶ Focus on Finance
- ▶ Focus on R&D
- ▶ Focus on all organization

*#sustainability | #performance*



### SPEAKER

Ton Hintzen

## GRIT Monocrystalline - a sustainable alternative to SiC

Discover a sustainable alternative to SiC in wood-working applications; One of the Sustainability projects at IMERYS is the replacement of Silicon Carbide by a new specifically for Coated Abrasives developed Fused Aluminum Oxide type. Join us to learn more about it.

*#grits | #sustainability | #fused aluminium oxide | #silicon carbide*



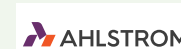
### SPEAKER

Ertan Sahin

## PAPER LCA : The case study of TEX-STYLE™

Meet the experts to get a high-level introduction and understanding of LCA and CFP, and raise your awareness of the latest buzzwords relating to the green transition. This is also an opportunity to find out about an ongoing case study on abrasive paper backing, including the methodology we are following and the different challenges we need to resolve.

*#Life Cycle Assessment (LCA) | #Carbon Footprint of Products (CFP) | #cradle-to-gate, gate-to-gate or cradle-to-grave | #TEX-STYLE™*



### SPEAKERS

Ilyasse Ouannou | Paulina Velez



Sustainable footprint



See agenda to [JOIN](#) p 22

NOTES .....

.....

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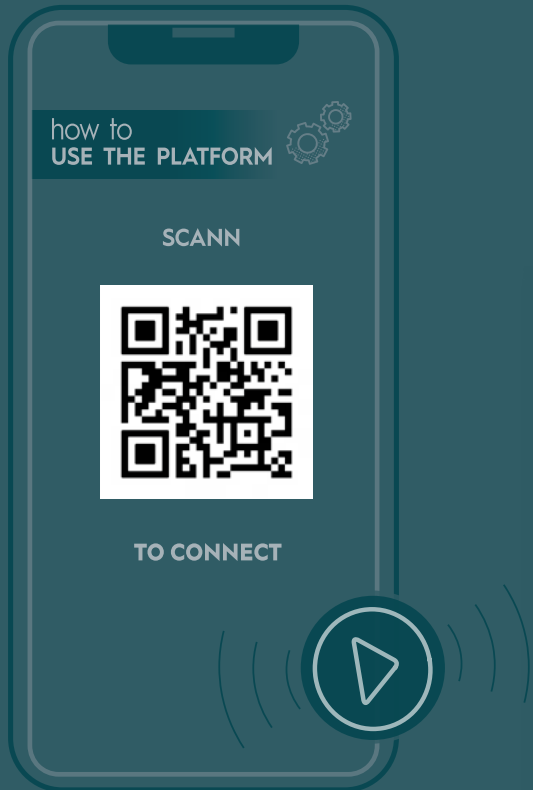
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HOW TO ENJOY  
THE SHOW?



# A 4-STEP PROCESS TO FOLLOW THE EVENT!



## STEP 1

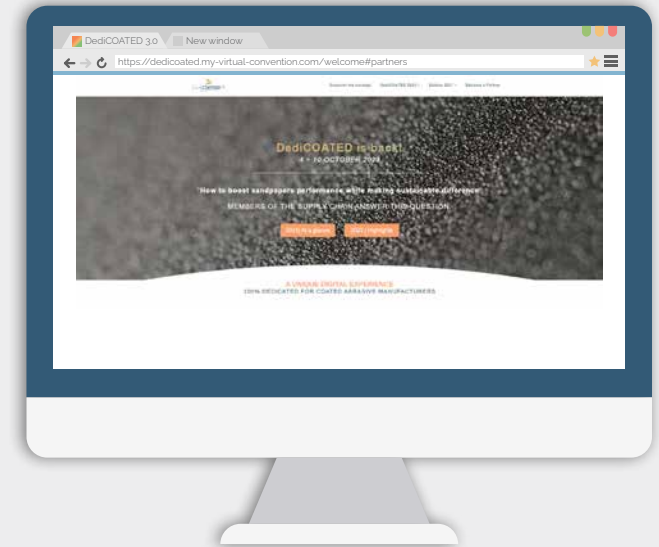
From September 11th

### REGISTER TO THE EVENT:

[www.dedicoated.com](http://www.dedicoated.com) / Free  
Registration start on this website from  
September 11th.

### 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

### CHOOSE AND REGISTER TO THE DIFFERENT LECTURES

- ▶ Select and register to the session you want to join clicking "join" from the detailed program you'll receive after event registration or from the lecture hall when the event starts.
- ▶ You will receive an email confirmation for each lectures and get the possibility to save it in your agenda.
- ▶ When the lecture 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.







# A 4-STEP PROCESS TO FOLLOW THE EVENT!



## STEP 3

### ENJOY THE EVENT

The event opens on October 4th, 9 am CEST. You'll access the platform from the website.

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!

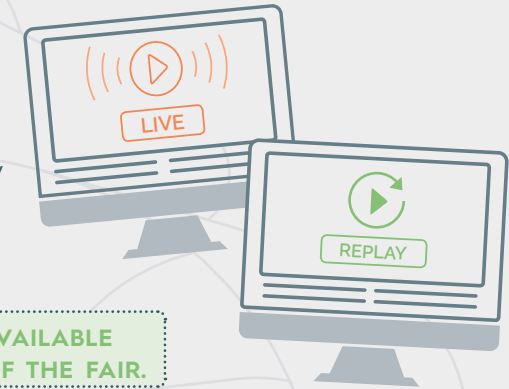
### FOLLOW THE LECTURES LIVE

- ▶ Use the confirmation link or go directly in the lecture hall
- ▶ Ask questions comments thanks to:
  - **The question tab** to the moderator and the speaker only
  - **The chatbox** to share your thoughts with the abrasive community

### WATCH THE REPLAYS

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

**NB: REPLAYS WILL ONLY BE AVAILABLE DURING THE DURATION OF THE FAIR.**

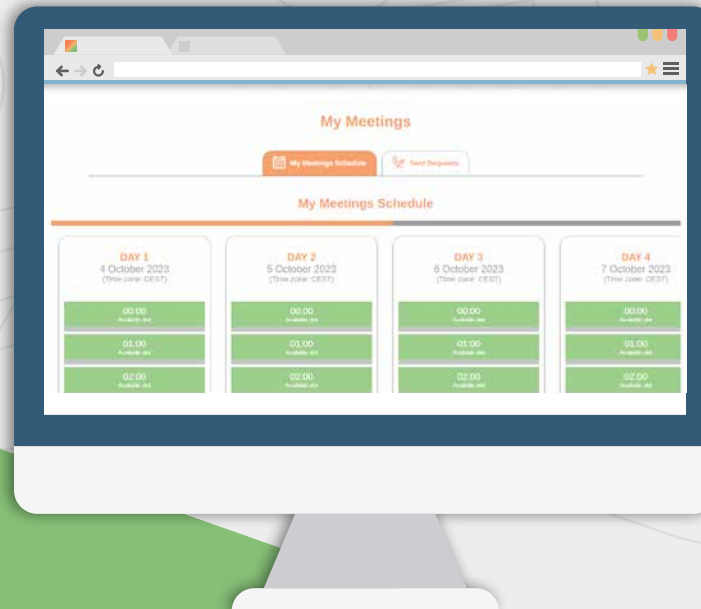


## STEP 4

### FROM THE PLATFORM, MAKE APPOINTMENTS WITH YOUR SALESCONTACT ACCORDING TO HIS AILABILITIES

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

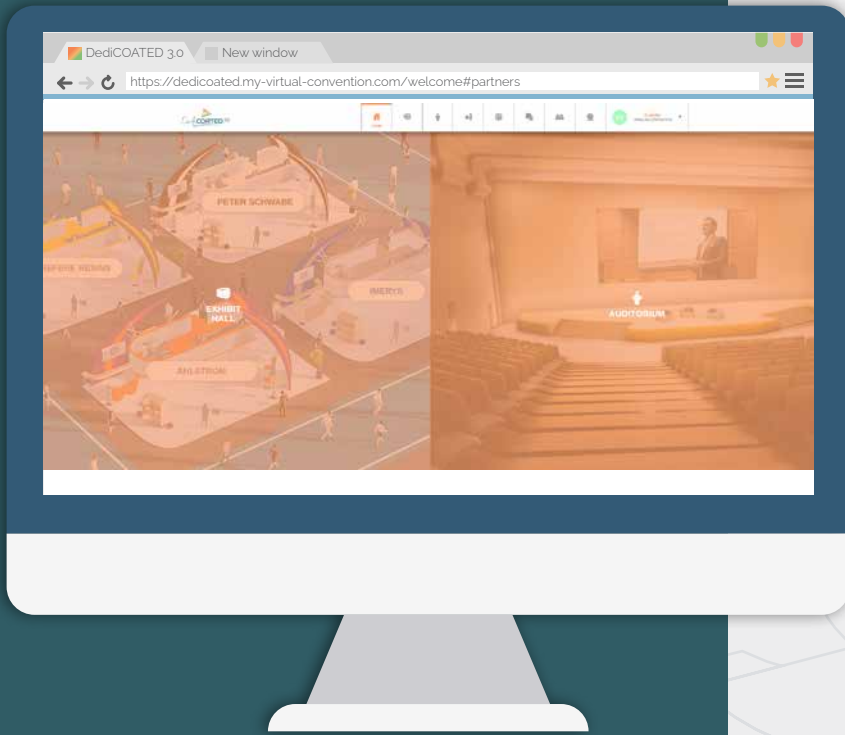
Be careful, the hours are displayed in CEST time zone (Paris time).



Please send an email to the [organizer](mailto:dedicated@ahlstrom.com) if you have any question: [dedicated@ahlstrom.com](mailto:dedicated@ahlstrom.com)

# MAKE YOUR CHOICE

→ STROLL or LISTEN TO LECTURES

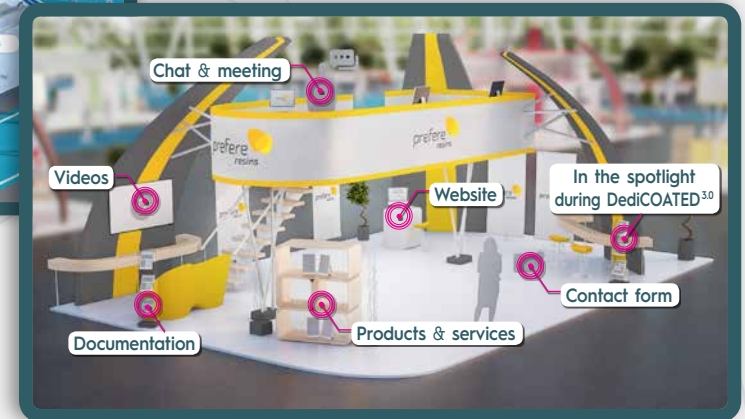


## → EXHIBITION CENTER

• VISIT BOOTH

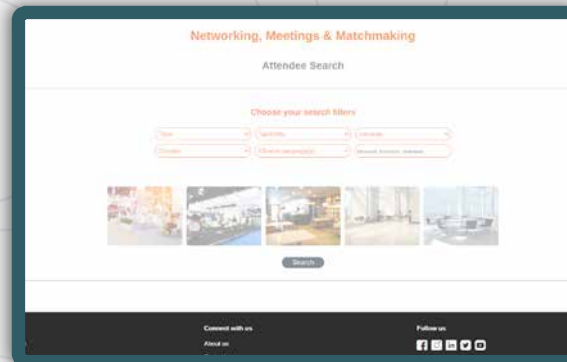


• ON THE STAND YOU CAN CLICK AND ACCESS TO

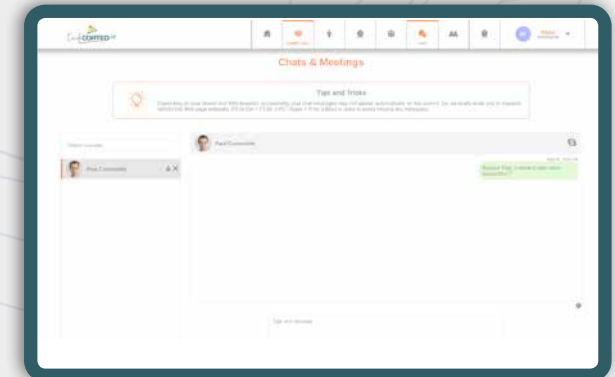


## → NETWORK

• MAKE SEARCHES & MATCHMAKING



• CHAT





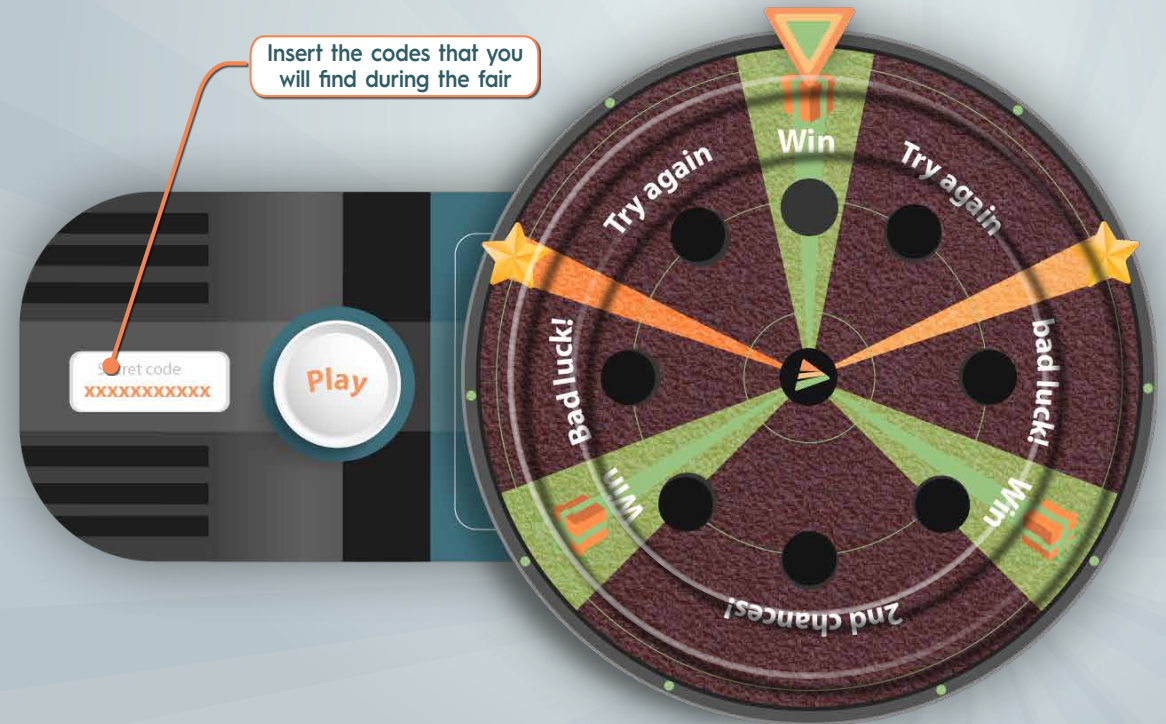
# PLAY AND WIN



## 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": **PNBAQ5M8** 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.



WHAT IS THE  
SCHEDULE?

# YOUR *Dedi*COATED<sup>3.0</sup> ADVENTURE STARTS HERE!!

At 9 am on 04 october, 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 brand new event
2. The highlights that you won't want to miss
3. A practical abc to ensure you get every ounce of benefit from the fair and get Sustain-ACTIVITY started

See agenda to [JOIN](#) p 22



# AGENDA 04 > 10 OCTOBER [CEST TIME ZONE (PARIS TIME)]

## WEDNESDAY 04

9:00 - 9:15 am

Introduction



9:20 - 10:20 am

S



A 360-degree approach towards sustainability



10:30 - 11:20 am

G

5 key points to understand about GRITS to make the difference



3:30 - 4:30 pm

S



A 360-degree approach towards sustainability



4:40 - 5:30 pm

G

5 key points to understand about GRITS to make the difference



### THEMES

-  Boost performance and make the difference
-  Focus on Sustain-ACTIVITY
-  Valuable market insight with our guest speaker
-  Organization [news, backstage, Q&A and more]

### FOCUS ON

- S cross-knowledge (shared presentation) | B backing | G grit | R resin | M machinery | P process | I insight

## THURSDAY 05

9:00 - 9:50 am

B



LCA - case study of TEX-STYLE™



10:00 - 10:50 am

R

5 key points to understand about RESINS to make the difference



11:00 - 11:30 am

G

Sol-Gel - ALODUR SGZ, a new innovative platelet technology



3:00 - 3:50 pm

B



LCA - case study of TEX-STYLE™



4:00 - 4:50 pm

R

5 key points to understand about RESINS to make the difference



5:00 - 5:30 pm

G

Sol-Gel - ALODUR SGZ, a new innovative platelet technology



## MONDAY 09

9:00 - 9:50 am

M

5 key points to understand about MACHINERY to make the difference



10:00 - 10:50 am

I

The future of wood-based panels and surfacing materials



11:00 - 11:50 am

B

Paper workshop P.L.A.Y. (Paper, Learning, Abrasive Application YEE-HAW!)



3:00 - 3:50 pm

M

5 key points to understand about MACHINERY to make the difference



4:00 - 4:50 pm

I

The future of wood-based panels and surfacing materials



5:00 - 5:50 pm

B

Paper workshop P.L.A.Y. (Paper, Learning, Abrasive Application YEE-HAW!)



## TUESDAY 10

9:00 - 9:50 am

P



How to boost process and make the difference in sustainability?



10:00 - 10:30 am

G



Monocrystalline - a sustainable alternative to SiC



10:40 - 11:30 am

B

5 key points to understand about PAPERS to make the difference



11:40 - 12:00 am

Conclusion



3:00 - 3:50 pm

P



How to boost process and make the difference in sustainability?



4:00 - 4:30 pm

G



Monocrystalline - a sustainable alternative to SiC



4:40 - 5:30 pm

B

5 key points to understand about PAPERS to make the difference



### GOOD TO KNOW

Click on the link to  and follow the instructions. You need to register for each lectures on the platform, once the event is opened.

## THE SUCCESS OF THE FIRST EDITION



### THE VIEW FROM SOME PARTICIPANTS IN THE FIRST EDITION

★★★★★

*The whole structure and organization is impressive: a great effort and job done!*

— PAOLO CIPOLLINA,  
Nastroflex R&D Manager

★★★★★

*I personally think the lecture contents and the selection of the speakers are both great. The lectures cover a broad range of topics and in the meanwhile, there are some fun elements built in to keep the audience focused and entertained.*

— KUITIAN (KT) TAN,  
Ph.D. Group  
Leader/Principal Scientist



**WE CAN'T WAIT to see you and get your contribution to make this second edition a success.**





# Dedicoated 3.0

DIGITAL EVENT 100 % DEDICATED  
FOR COATED ABRASIVE MANUFACTURERS

## ENJOY YOUR EVENT!

Please send an email to the organizer if you have any questions:  
[dedicated@ahlstrom.com](mailto:dedicated@ahlstrom.com)