

Trends & Innovation news dedicated to abrasive producers [by Ahlstrom]



## Explore an endless galaxy of abrasive discoveries

### EVENT

**The DediCOATED fair is back to connect you to the abrasive world**

### OPPORTUNITIES

**The «INFINITY» project goes ahead!**

### MARKET

**Metallography: a precise discipline that requires state-of-the-art polishing**



*In line with our efforts to remain at the forefront and explore new worlds, we have used Artificial Intelligence to create this document and the visuals for DediCOATED.*

# THE DediCOATED VIRTUAL TRADE SHOW is back to connect you to the world of abrasives

After the success of the 1st edition of the DediCOATED fair, it was clear that Ahlstrom would have to follow it up with a new edition of this one-of-a-kind event. Book your slot between 4 and 10 October to make your direct connection to the abrasives industry.



- » sustainability and the attention we need to pay to protect our planet;
- » manufacturing and the attention it requires;
- » the commitment to innovation, and the everyday focus on the questions raised by our partners.

## A format adapted to your expectations

As Tony Lesire, Head of Sales & Marketing – Abrasive BU puts it: «As we see it, building tomorrow's successes means setting up exchanges and meetings and facilitating co-construction through participatory «collective intelligence» workshops and more open sharing between customers and partners.»

To achieve that ambition, we are proposing an effective format combining content relevant to you and an intense program of events. Organized events during the fair will include:

- » Talks by experts,
- » Virtual meetings,
- » Virtual stalls
- » A wheel of fortune and the surprises that go with it.

The edition packs a lot into a 4-day program to make the most of your time. All the talks are scheduled twice a day so that no-one misses them. Finally, there will be an even stronger participatory and interactive element this time round.

So to get all the content details and sign up, make a note now of the date, 11 September, when this unmissable fair will be officially launched.

When it was launched in 2021, DediCOATED, which focused on a few important values - innovation, expertise and the exchanging of ideas - fulfilled all of its promises:

- » to allow people to come together in a new way;
- » to stimulate collective intelligence;
- » to bring you a maximum dose of added value.

The success of that event guaranteed there would be a second edition online from 4 to 10 October, and this time we will be covering some new topical subjects.

## Complementary profiles for shared objectives

Bringing together experts from every part of the abrasives production chain (backing / grit / resin manufacturers, process maker, consultant), this fair will offer a wide-angle vision of the coated abrasives market, with the aim of helping you identify new openings to develop your business.

Changing needs also mean high expectations. The theme and common thread running through this edition is **Attention**, and we will be seeking to bring you solutions on:



## THE SUCCESS OF THE FIRST EDITION



## HIGHLIGHTS OF THE NEW EDITION

### CONFERENCE 360

For a mix of complementary points of view on sustainability and an overall vision, join us and interact with the experts.

[Program details on page 4;](#)

### «MONOCRYSTALLINE»

Talk by a grit supplier on how innovations in raw materials are contributing to sustainability;

### PAPER PLAY WORKSHOP

When interactivity makes a unique talk.

[For more information, see page 5;](#)

### MARKET INSIGHT BY AFRY

Get an understanding of the different wood based panel types (particleboard, MDF/HDF) and surfacing materials, related developments as well as an up-to-date market outlook.



## AHLSTROM'S SPEAKERS



**Estelle SEIBERT**  
MARKETING  
MANAGER

Organizer  
& moderator

» **EXPERIENCE:** 19 years in the paper and coated abrasive industry with a creative approach in content/ event organization.

« Create and live unique momentum with customers, colleagues and partners, really gives meaning to my work. »



**Loic GENETAY**  
PLANT  
MANAGER  
ARCHES

Speaker

» **EXPERIENCE:** Long experience in operations management, with particular expertise in the continuous improvement of processes and organizations, to ensure sustainable business performance.

« I'm always happy to share how we can improve our performance and impact by thinking out-of-the-box and trying to challenge what we've been used to doing for years, in order to be even better. »



**Francis POIROT**  
HEAD OF PRODUCT  
DEVELOPMENT  
& TCS

Speaker

» **EXPERIENCE:** More than 30 years' experience in the paper industry and 15 years of technical customer support in the coated abrasive with a specific attention to bring the customer's voice in the heart of the plant.

« I am excited to discuss with a wide panel of people about our new technology to create new business and innovation opportunities on the market. »



**Tony LESIRE**  
HEAD OF SALES  
& MARKETING  
ABRASIVE BU

Speaker

» **EXPERIENCE:** 30 years of experience in sales B-to-B and passionate about paper & composites based abrasive materials.

« Always eager to meet and share with customers and co-suppliers to support all stakeholders in future industrial challenges. »



**Ilyasse OUANNOU**  
TECHNICAL  
CUSTOMER  
SUPPORT

Speaker

» **EXPERIENCE:** Life Cycle Assessment.

« Can't wait to take part in such an event. »



**Paulina VELEZ**  
MANAGER, CLIMATE  
CHANGE & LIFE  
CYCLE ASSESSMENT

Speaker

» **EXPERIENCE:** Carbon accounting, life cycle assessment

« Life cycle thinking and collaboration between stakeholders in the value chain are key to advancing on sustainability. »