



## A VIRTUAL TRADE SHOW, BUT CONCRETE BENEFITS



Prepare to experience some unique moments from 17 to 28 May next!

DediCOATED, the very first online trade fair devoted to the abrasives industry, reflects our determination to think outside the box and opens up new ways for you to progress, stand out and succeed. As well as offering you the chance to talk directly with our team of experts, the event will be the stage for numerous talks given by speakers from Ahlstrom-Munksjö and other actors from the profession. The themes addressed will range from current concerns in the market to the most promising trends to limit technical issues, such as how to deal with blotchiness in fine sandpapers or quality improvements of waterproof latex papers. An ideal way to generate a lively debate and a unique range of concrete responses and targeted solutions for your projects. Innovation will also be at the heart of a conference that promises to be magic!

Personally, I'm immensely proud to be part of a team pushing for such a bold and relevant initiative. I hope you will appreciate the variety and quality of the content of this fair entirely dedicated to you.

Tony Lesire  
*Sales and Marketing Manager*



## A VIRTUAL EVENT WITH A REAL AMBITION !

Initiated and organised by Ahlstrom-Munksjö's Abrasives business, the DediCOATED fair is centred on three strong values that we hold dear:

### 1 Innovation

Many trade fairs were cancelled last year. It spurred the Abrasive Business to organise its **Coffee Break Sessions** in 2020, a series of interactive themed webinars which attracted a wide audience among our Abrasives customers.

This success pushed us to take the idea even further. **So we decided to prepare a new type of meeting, that will provide an innovative and high quality experience: an online fair dedicated to the abrasives industry.** Never tried before in Europe, it is a disruptive step in a world that is very protective of the confidentiality of its know-how.

### 2 Expertise

Through a series of themed talks, DediCOATED will bring a «wide angle» vision of the coated abrasives market, while aiming to identify future directions. Most industries will be represented : **grits, resins, engineering, consulting...** A sanding machine manufacturer will also show up as a guest speaker. **The diversity and complementarity of the know-how and experience on offer** will mean there is something for each participant to take away to enrich its expertise, while also gleaning a wealth of information on the industry. Of course, close attention will be paid to **ensure data confidentiality is maintained between competing companies** during the event.

### 3 Exchanging and sharing

Several essential aspects of our approach are behind the creation of DediCOATED: **the desire to create close ties with our customers, to stimulate the sharing of ideas and expertise, to foster innovation and develop business**, among other things. The partners involved spontaneously expressed their wish to take part and will be focusing on one main common aim: **to bring you a maximum of added value.** Far from replacing a traditional trade fair, this initiative may well be the precursor of a new model of constructive event dedicated to our high-tech industry!

And if this event is crowned by success, Ahlstrom-Munksjö Abrasive, could strongly consider to organize a new edition for 2022: so notice is from now on given!



# WITH DEDICOATED we're going further than ever to support you

Your partner Ahlstrom-Munksjö has invented an innovative online trade fair packed with useful content and enriching meetings. Here's what you can expect...



## More added value

- › Covering a broad range of subjects, the numerous talks you can attend will provide plenty of food for thought, **material to inspire you and your technical experts**. Our team will be involved in seven of the talks, including one that we will be co-presenting with guests representing major market players. We'll be covering some key themes for the abrasives industry:
  - › **How to achieve ever finer sandpapers?**
  - › **Production efficiency: how can raw materials help to make gains?**
  - › **Raw material and process versatility: what is possible?**
- › In line with its commitment to the FEPA's SEAM initiative, in several of the talks Ahlstrom-Munksjö will of course be raising the issue of **sustainability, a decisive challenge for the future of our sector**.
- › To make sure you can access a maximum of content, all **our documentation** will be downloadable from our virtual booth.

## DEDICOATED MEANS...

- › **11 speakers**
- › Over **15 people** working on this project
- › The result of **280 hours of meetings** on Teams and an awful lot of coffee

## More inspiration

Keeping an open mind and eye out for opportunities to push boundaries is part of our make-up. That's why we've invited **two unexpected guests, who will both be leading sessions you won't want to miss:**

› **Marco Cassation from IMEAS**, a manufacturer of Ossana sanding machines, will be sharing his **vision of the market, what he sees as the strong trends and major challenges of today and tomorrow**. Expect an inspiring talk that will open up new perspectives!



› 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!



## More contacts

- › Whatever time zone you are in, there will be **experts from our team** present on our virtual booth to answer your questions. You can **make an appointment** to speak to them on the air's platform.
- › To add pace to the event and **recap the high points and check out what's still to come**, we've organized **3 coffee talks**, which will be co-led by **Butzi**, our master of ceremonies, and **Estelle Seibert**, the Abrasives BU marketing manager, who is in charge of organizing the fair.

› For more information about DediCOATED, don't hesitate to get in touch with Estelle Seibert and/or **download the guide to the fair**: in it you'll find all the info you need to **get 100% of the benefit of the event!**

