**Press release***Trade press*

**Sustainability@Kautex**

**Kautex Maschinenbau is presenting its sustainability vision and mission at K 2022 in Düsseldorf. Specific projects and the design of the booth A16/18 in hall 14 provide information about the company's commitment to the topic.**

*Bonn, October 17, 2022* – Sustainability has always been an important part of the corporate DNA for Kautex Maschinenbau. Especially in view of future global challenges, however, the topic is taking on an increasingly central role.

"Sustainability is not a hygiene factor for us," emphasizes Thomas Hartkämper, CEO and CSO. "On the contrary. For us, sustainable production processes and a consistent circular economy are crucial success factors in our industry. It is our firm belief that our customers have the best future prospects when they use innovative Kautex technologies to manufacture products of highest quality that are also sustainable. This also strengthens our own position as an innovation driver in the international plastics market. We see the key to our innovative strength in the exchange with our customers and partners."

**Vision and mission - goal and path**In its sustainability vision, Kautex Maschinenbau sets itself the goal of providing its customers with the best possible support in making their products better and more sustainable. The way to achieve this - the mission - is defined by the company as actively driving the establishment of the circular economy, always in line with the corporate mission, which states creating leading change and added value.

Further, Kautex clusters the topic of sustainability into four sub-areas based on the vision and mission: Environmental Sustainability, Individual Sustainability, Economical Sustainability and Social Sustainability. Specific projects and initiatives are assigned to each of these sub-areas and will be presented at the booth.

**Sustainability implemented in an exemplary manner**One project in which Kautex is actively involved in establishing the circular economy is R-Cycle. With the help of a digital product passport, recycling-relevant information is already recorded during the production of a plastic product and stored in the R-Cycle database. During recycling, this data can in turn be read out for optimal reuse. The pilot projects that Kautex has undertaken as part of the R-Cycle initiative can be seen at the Kautex booth and in the R-Cycle pavilion.

Furthermore, Kautex will present projects in various cooperations at the booth - with Braskem and with a partnership of PreZero, Erema and Baerlocher. In each case, it was successfully demonstrated that upcycling of post-consumer waste (PCR) with appropriate measures leads to ever better results. The compounds used were successfully processed at the Kautex Technical Center into monolayer blow molded products. Braskem's material was used to make a children's watering can, which will be given out as a giveaway at the booth.

**Not just built for the trade show**But the topic of sustainability is not only presented by Kautex in its vision, mission or the projects presented. It is also clearly recognizable in the design of the trade show booth.

Visitors can discover production solutions such as the innovative Skyreef platform via various digital solutions. With innovative augmented reality and virtual reality apps, Kautex enables direct access to all production solutions. In addition, the company broadcasts five livestreams daily from Bonn, Germany and Shunde, China and streams interactive panel discussions directly from the booth. Visitors who are unable to travel to the trade show thus have the opportunity to experience the trade show booth, the production solutions and the streams via the website <https://www.k-sphere.com/en/events/trade-fair/k-2022.html> - regardless of time and place.

Thanks to the digital solutions and streams, the content also remains available on the website after the trade show and can be used flexibly. For Kautex, this is a consistent step towards a more sustainable trade show presence, in order to reach trade show visitors during the event in the best possible way and to make optimal use of the resources deployed even after the event.

**About Kautex Maschinenbau**Over eight decades of innovation and service to its customers have made Kautex Maschinenbau one of the world's leading suppliers of extrusion blow molding technology. With its "Final Plastic Product Focus" philosophy, the company helps customers worldwide to manufacture sustainable plastic products of the highest quality.

Kautex is headquartered in Bonn, Germany, has a second fully equipped production facility in Shunde, China and operates regional offices in the USA, Russia, Italy, India, Mexico and Malaysia. In addition, Kautex Maschinenbau maintains a dense global network of service and sales bases.

**Contact**Please direct press inquiries by e-mail to [communications@kautex-group.com](mailto:communications@kautex-group.com).

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