



## Press Release

Complete Excellence

### **ASK Chemicals to Present Innovative Technologies, Systems and Services at GIFA 2015, the World's Leading Trade Fair for Foundry Technology**

**Hilden, April 29, 2015 – As one of the world's largest suppliers of foundry consumables, ASK Chemicals will be occupying 800 square meters of exhibition space at the international foundry trade fair GIFA 2015 in Duesseldorf, showcasing the efficient interaction of its innovative product portfolio in combination with the company's high level of service expertise. Interested attendees can visit our booth A22 in hall 12 to find out about the full range of services and areas of application.**

This year's GIFA is considered a yardstick for trendsetting innovations and underlines the importance of efficient production for foundry operations. In this setting, ASK Chemicals – well known as a long-term partner for the industry – will also be attending to exhibit its innovative technologies and its clear customer focus.

With innovative and technologically advanced systems that make a comprehensive contribution to process reliability, ASK Chemicals will once again be demonstrating its role as a driving force behind the complete development and production process for cast parts. In recent years, it has succeeded in introducing significant innovations in the fields of organic and inorganic high-performance binder systems, coating systems and riser and filter systems. With its wide range of foundry aids and additives, the company makes a decisive contribution to helping the foundry industry meet the environmental and economic requirements of the future.

Visitors will be able to have a closer look at the exhibition space at booth A22 in hall 12. Multimedia displays will guide interested attendees through topics such as "Innovation and technology," "Processes and their productivity," "Global solutions" and "Added value through services." Case studies will show how ASK Chemicals products are used, as well as their potential applications. Using a core shooting machine from Lüber, ASK Chemicals will demonstrate live the performance capability of INOTEC™ technology and explain how it is used.

Excellence as a supplier is standard procedure at ASK Chemicals. The key to this is our technical service team as well as our international service labs and R&D teams. ASK Chemicals attaches great importance to close professional links with customers and the ability to provide them with on-site support, as well as extensive market knowledge and a distinct emphasis on service among its employees.

"We are very much looking forward to this year's exhibition," comments Jörg Brotzki, Executive Vice President for the European region. "With our range of innovative products and valued services, as well as our innovative process and global presence, we offer foundries a high level of efficiency and reliability in production. Of course, sustainable solutions also play a defining role for us at all times. That is something we will convey vividly and strikingly as part of our appearance at the trade fair."

At GIFA, visitors are invited to attend the hourly live demonstrations with a LUEBER core shooting machine at the ASK Chemicals stand. There, visitors will be able to find out about the capabilities of INOTEC™ technology.



In addition, the ASK Chemicals stand will host live core shooting simulations with Arena Flow®, also taking place regularly. Arena Flow®, now also available for Windows, is currently the only software on the market that can simulate the movements of the sand grains and the air flow inside the tools, as well as the interactions between them.

At the GIFA Forum and the NEWCAST Forum, ASK Chemicals will be making the following presentations:

„High Value Added Cast Parts - Advanced Feeding Systems and Metallurgical Improvements“

Speaker: J. Prat, ASK Chemicals España, Castro Urdiales/Spain  
Tuesday, June 16, 12:30 pm

„Productivity and Ecology Considerations of High Production CB Processes“

Speaker: J. Archibald, ASK Chemicals LP, Dublin Ohio /USA  
Wednesday, June 17, 11:30 am

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**Images for press release**



**Fig. 1:** ASK Chemicals will be present at the GIFA at booth A22, hall 12 from June 16 to June 20, 2015.



## About ASK Chemicals

ASK Chemicals is one of the world's largest suppliers of foundry chemicals, with a comprehensive product and service portfolio of binders, coatings, feeders, filters and release agents, as well as metallurgical products including inoculants, Mg-treatment and inoculation wires and master alloys for iron casting.

ASK Chemicals is represented in 25 countries with 30 sites, 20 of which operate their own production, and employs approx. 1,400 people worldwide. With research and development in Europe, America and Asia, ASK Chemicals sees itself as the driving force behind industry-specific innovations and is committed to offering customers a consistently high level of quality. Flexibility, quickness, quality and sustainability, as well as cost-effective products and services are of key importance.

## Contacts for Journalists

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