

PRESS RELEASE

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AVK and SMC BMC Alliance launch SMCCreate 2022 Design Conference.

The European Alliance for SMC BMC and the AVK expert task force SMC/BMC are announcing they will organize together SMCCreate 2022, a unique conference about design in SMC and BMC composite materials. This conference will provide valuable insights in the entire product design process from idea to part manufacturing, targeted both at experienced designers and at designers that are new in applying these versatile materials.

SMC and BMC are composite materials ideal for making light and intricate parts that combine structural performance with a smooth surface finish. For that reason, SMC and BMC are increasingly used in a broad range of end-use applications and markets.

Companies that have been using SMC and BMC solutions have a lot of expertise available, which can help designers to be more successful in bringing products to market. Therefore, the European Alliance for SMC BMC and the AVK expert task force SMC/BMC would like to organize together this design conference, allowing designers to learn from the experts, apply gained insights into their own designs, and broaden their horizon for new part developments.

Using SMC BMC in your part design

Within the time of only 1.5 day, the **SMCCreate 2022** conference will cover a wide range of subjects, all relevant for designers in their selection of materials solutions that provide performance, cost efficiency, manufacturing ability and sustainability. In particular:

- How can SMC BMC help you to design great parts, bringing a combination of unique shapes and functional performance?
- How can SMC BMC help you to improve sustainability?
- What are the key steps in the design process, starting from initial idea to full production series manufacturing?
- What are the typical design challenges and solutions?
- How to best design for optimal manufacturing?

- Which are the tools available for designing in SMC BMC: design software, material data, tooling considerations?
- Practical examples of designs and components made in SMC BMC
- What's new in the world of SMC BMC?

Date and Location

The **SMCCreate 2022** Conference will be organized on April 6-7, 2022 in the Hilton Hotel in Antwerp (Belgium). Program details and registration link will be provided soon.

"We would like to reinforce that SMC and BMC materials are innovative, cost effective and sustainable, bringing major benefits for consumers and end-users," comments Joan Montobbio, Chairman of the Alliance Board. *"This conference will provide valuable insights on how to take care of every aspect of the design process."*

"These two European organizations have been involved in SMC and BMC already for many years, truly combining through their members a lot of industry experience", adds Elmar Witten, Managing Director of AVK. *"Learning from the experts at first hand, will help designers to develop unique products that bring value and can be manufactured cost effectively in larger series."*

AVK expert task force SMC/BMC

AVK, the German Federation of Reinforced Plastics, is the professional German association for fiber-reinforced plastics and composites. It represents the interests of manufacturers and processors both in Germany and at the European level. Its range of services includes specialized workgroups, seminars and conferences as well as the provision of market-specific information (www.avk-tv.de).

The aim of the AVK expert task force SMC/BMC is coordinating procedures regarding SMC and BMC material optimization.

In Germany, AVK is one of four support organizations of GKV, the General Association of the Plastics Processing Industry. Within Europe, it is a member of the European umbrella association for composites, EuCIA (European Composites Industry Association). AVK is a founding member of Composites Germany.

European Alliance for SMC BMC

The European Alliance for SMC BMC is an industry association of European companies involved in the SMC and BMC technology, promoting the benefits of SMC BMC

Composite solutions through:

- Connecting key stakeholders in the supply chain
- Providing details on typical end-uses
- Explaining the features and associated benefits
- Making available design information to engineers and designs
- Facilitating the information exchange at selected events

More information about the European Alliance for SMC BMC on <https://smcbmc-europe.org/>.

The European Alliance is an association operating under the umbrella of EuCIA in Brussels, Belgium.

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