

EUMEPS Power Parts Newsflash 3/2014



Dear members of the EPS community,

After some months of intense work we proudly present a great new name of a well-known material: airpop®, engineered air!

You know it as EPS – Expanded Polystyrene. Or Styropor®. Or Styrofoam®. Or another name - there are many around in Europe.

But why give a new name to a 60-year-old, internationally established material like EPS? Simple: because the name airpop immediately brings to mind what the material is made of – It's air. A lot of air. 98% air, to be precise.

And just a tiny fraction is made of synthetic material, which expands to 50 times its own volume. To protect everything that needs to be protected: our children's heads, TVs, fresh fish and thousands of other things.

**We have to confess:
Since 1952 our industry
has sold nothing but air!**

But before your customers claim their money back tell them that we teach air to save energy. We teach air to reduce CO2. We teach air to protect people. And food. And goods.

airpop® engineered air is protective, it is a trouble shooter, a comfort cover, a money saver. And it is green: It saves valuable resources and it is recyclable. In short: airpop is the smartest way of engineering air.

**Join us at interpack in
Duesseldorf from 08.05.-
14.05.2014 at Hall
07a/D30.**

There is much more to know about the campaign for power parts applications.

Dive into the world of airpop® by visiting our campaign landing-page at www.airpop.com. There you find many more information on airpop®, more good reasons for its use and more motives. And a film, which you should not miss out.

You want to become part of the airpop® community?

Drop by the airpop® booth during the interpack fair in Duesseldorf. On 9 May at 10:30 hrs we will officially launch the new brand. You are very welcome to join us there.

Or, get in touch with a.schaefer@eumeps-powerparts.eu to get more information on how to join the network.

DISCLAIMER

The sole responsibility for the content of articles in this newsletter lies with the authors. If you have any remarks on EUMEPS Power Parts Newsflash please contact a.schaefer@eumeps-powerparts.eu Bad Homburg, 8.5.2014

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