

**"Finally glasstec again!"**

**Kuraray presents sustainable exhibition stand at glasstec 2022.**

"Finally glasstec again - finally experience real trade fair feeling again" says Messe-Düsseldorf GmbH. And probably all exhibitors and visitors who were there. A total of 940 exhibitors from 47 nations were also happy about a "real" trade fair.

So there was a confident mood at the fair, which was described as good throughout. Equally positive was the flow of visitors, which most exhibitors found very satisfactory.

A highly visible "eye-catcher" at Kuraray in Hall 10 was the green overgrown rear wall of the booth with real plants, which visibly conveyed the Group's sustainability concept and attracted a lot of attention: *"Growth and responsibility towards people and the environment are fundamental principles of all Kuraray employees' actions worldwide. We are committed to the principles of Responsible Care and are aware of our responsibility for future generations. We develop products and technologies that improve the quality of life and help find solutions to current global challenges."* reads the core statement on the sustainability strategy of the globally operating company based in Tokyo, Japan.

In addition, five large glass panes with SentryGlas® and Trosifol® safety films formed the core of the product presentation - the largest pane measured 3.80 meters!

Also on display was the new product "BirdSecure", a bird protection film in which a dot pattern is applied directly to the respective film. The BirdSecure variants were developed as alternatives to screen-printed glass and offer shorter delivery times for replacements after glass breakage.

All Kuraray employees were very satisfied with the number of visitors and discussions at the booth after the show. The circle of interested parties spanned numerous customers, international corporations in the role of building owners, and globally active architectural firms, with whom the green wall was particularly well received.

The centerpiece of "glasstec 2022" was once again the special show "Glass Technology Live" with this year's title "Next in Glass". The focus here, as at many of the exhibitors' stands, was on the future topics of energy efficiency and sustainability, to which Trosifol and SentryGlas products from Kuraray also contributed numerous solutions.