

## THE MISSION

We understand our mission as follows:

- Increase the technical competence in the field of SMC and BMC in Europe through technical working groups, workshops, seminars, information brochures, press releases and other educational materials
- Establish SMC/BMC as the composite material with decisive designers and broaden the market for their application
- Increase the understanding and the acceptance of SMC and BMC and advise the advantages in comparison with competing materials
- Assist designers and manufacturers in the application of SMC and BMC in the transportation-, electrical-, construction-, sanitary-, and other industries
- Increase the awareness of the excellent environmental and recycling properties of SMC/BMC

## THE GOALS

Our goals are focused on two areas:

### External marketing:

- Promoting the use of SMC/BMC and their advantages
- Increasing the acknowledgement and awareness of SMC/BMC in the market
- Bringing knowledge on SMC/BMC to the educational institutions and their students (as the composite technicians of tomorrow)
- Providing and distributing technical information
- Performing of lobby-work at commissions and institutions

### Solving of common technical issues:

- Elaboration of concepts and solutions for technical items, which are of common interest
- Involvement in procedures/legislations causing effects on the SMC/BMC industry (IMDS, REACH)
- Elaboration of technical documentations and technical studies

### EXAMPLES FOR MARKETING ACTIVITIES

Seminars: Electrical seminars at Schneider Electric/France and at ABB/Italy  
Automotive seminars at PSA/France, Jaguar/UK, Daimler-Chrysler/Germany and at BMW/Germany  
Construction seminar at IBF-Fair/Czech Republic

Roadshows: Automotive road shows at Ford/Germany and Fiat/Italy

Fairs: Participation with a booth at JEC, VDI, Railway Interiors, AVK conference

Events: Lectures, papers and the SMC/BMC-car on various events

Universities: Presentations/workshops at universities in the course of plastics seminars, offer excursions

### EXAMPLES FOR “TECHNICAL” ACTIVITIES

Technical activities are performed and available for members:

Working groups:

IMDS, Eco-Balance, Alliance literature and tools

Workshop: “Sales of added value”

Studies:

Life Cycle Analysis, ADR and product labelling, Market statistics, Material database and comparison

### MARKETING TOOLS

A number of marketing tools are available:

Manual: Design manual (actually under rework) in 2004/2005 around 1.600 copies are requested

Website: Very often frequented: 80-100 visitors per day with average 7 min. access

Press releases:

Press releases about new applications distributed to a wide range of magazines

Presentation CD:

General presentation on SMC/BMC production, moulding and applications; available for members and events

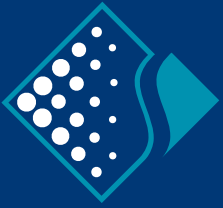
Brochures and technical documents:

Paper and CD-versions available

Posters:

Available for members and events

# AK



# Fundamentals about the European Alliance for SMC/BMC



## THE STATUS

The European Alliance for SMC/BMC is an industrial association of European companies and institutions involved in the field and product chain of SMC/BMC with a concerted commitment to SMC/BMC and the technological advancement of these materials.

The association was founded in 1993.

The European Alliance for SMC/BMC is not a legal entity; the association is actually organised under the legal umbrella of AVK e.V.

The registered office of the association is at:

European Alliance for SMC/BMC  
c/o Industrievereinigung  
Verstärkte Kunststoffe (AVK) e.V.  
(Federation of Reinforced Plastics)  
Am Hauptbahnhof 10  
D-60329 Frankfurt/Main  
Phone: +49 (0)69/271077-13  
Fax: +49 (0)69/271077-14

More information under:

[www.smc-alliance.com](http://www.smc-alliance.com)

## THE ORGANISATION

Official organs of the Alliance are:

- the general assembly of all members
- the steering committee as the coordinative organ

Regularly active institution is the marketing working group. This group conducts all “operative” marketing activities of the association likes:

- Organising and carrying out seminars, fair participations
- Preparing and giving papers on events, at universities and road shows
- Distributing press releases
- Drawing up and updating of manuals and other documentations
- All other marketing actions

Other working groups dedicated to special items are put in place case by case. Examples are:

- IMDS
- Eco-Balance

## THE MEMBERS

Member companies are active as

- SMC/BMC manufacturers and moulders
- Suppliers of resin, glass fibre reinforcements, additives and other raw materials
- Engineering companies
- Scientific institutes

Currently, the alliance consists of 20 members; today there are three different types of member status:

**Full membership** is open to all European companies directly involved in the product value chain of SMC/BMC (raw materials, compounds, moulded parts)

13 members

**Associated membership** is open to companies not being part of the value chain of SMC/BMC, but having an interest in SMC/BMC and applications

1 member

**Scientific institutes and universities** with an interest in the SMC/BMC sector can join as scientific members

7 members

## THE MEMBERS



### ASSOCIATED MEMBER:

Bertrandt Technikum GmbH

### SCIENTIFIC MEMBERS:

BIK – Bremer Institut für Konstruktionstechnik – Universität Bremen

Faserinstitut Bremen

FH Münster – Labor für Kunststofftechnologie und Polymerchemie

Fraunhofer Institut für Chemische Technologie  
Institut für Allgemeinen Maschinenbau und Kunststofftechnik – TU Chemnitz

Institut für Kunststoffverarbeitung – RWTH Aachen

Institut für Verbundwerkstoffe GmbH – Universität Kaiserslautern