GABON, Central West Africa ... biggest source of Okoumé unfolds multiple business opportunities for woodworking

GABON WOOD HUB

Gabon SEZ provides ready infrastructure and industrial Shed for furniture manufacturers

GABON ... Land of opportunities
We Transform you from Worried to Successful Manufacturer

Manufacturing Process Audit is as important as Financial Audit for any Furniture factory. Manufacturing Process Audit means a systematic study of each and every work done, whether it is small or big work, that is done in the process of the manufacturing of the furniture. This audit highlights the serious issues on the factory floor and suggests the way to optimize the working.

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- Customer Complaints, Delayed Dispatches
- Rework, Rising Labour Costs, Overtime
- On Time Delivery, Happy Customers, Continuous Growth

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West & Central Africa’s Leading Platform for Wood and Forestry Transformation

20 - 22 June 2018
Jardin Botanique, Libreville, Gabon

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Cairo International Convention & Exhibition Center
www.cairewoodshow.com

12 - 14 March 2019
Dubai World Trade Centre
www.dubaiwoodshow.com

Organized by:
GSEZ

www.gabonwoodshow.com
FROM THE EDITOR

Dear Reader,

We at Modern Woodwork GULF wish all our Readers in Gulf Eid Mubarak
Wish All of you A Prosperous & Blissful Eid

We are pleased to present June issue with Worldwide News, Views and Wood technology.

Current issue presents a bouquet of information: Just read on:

Gabon Woodshow round the corner - Readers should regard GABON WOODSHOW [to be held from June20-22] as the not to be missed opportunity, to visit this peaceful and prosperous country - Republic of Gabon, to know more about their SEZ and to explore the wood species abundantly available, some of them known as red gold from Gabon. Reach out to read the preview article for details.

Glimpses of Xylexpo 2018: Robotic Material Handling & Digital Systems were displayed at a massive scale by almost all leading Companies who manufacture great range of automatic machines. They had taken up huge Stands in Xylexpo 2018 that exhibited gigantic machines with far reaching prowess in technology. It was a grand spectacle not only for journalists like us but for factory owners and production managers who visited from all continents. Selected few post show reports by these World Leader Exhibitors are enough to offer a glimpse about the innovative new era of extraordinary level of technology that was launched in Xylexpo18.

Domotex Asia China floor in March 2018: Was as usual an impressive & Grand Show: Greater varieties of solid wood and engineered flooring and LVT floorings were observed. Beautiful types of inlay floorings, Artistic marquetry, parquetry and bigger promotion of WPC decking were the high points. Pleased to present a colorful report that contains fairly large number of new technologies and novel products.

Domotex USA 2019: A New Launch: Readers in general and carpet & flooring importers in particular will find the interview feature about Domotex USA 2019 as an opportunity offered towards expanding their horizon. Watch this space in next years for more details to come in regarding.

EXPERT ADVICE: World is witnessing an e-commerce revolution today with consumers shopping online for travel, gadgets, clothes, books or even for groceries on very large scale. Furniture is also available, to the delight of consumers, on specialized Furniture e-retailers’ website. Go on to read EXPERT ADVICE about How the furniture manufacturers should alter their working methods to ride this wave for their eventual profit.

Readers may find this interesting that Deutsche Messe has spread out its woodworking activities in Iran and Russia - besides LIGNA in Hannover. You will find dates & details of MEDEX Iran & SibWoodExpo - Russia in News Updates:

All these special as well as regular columns should have made the June Flip magazine an interesting and informative collection. Awaiting your feedback,

Shanti Mansabdar - Editor [Modern Woodwork India & Gulf]
editor@modernwoodworkgulfedition.com
www.modernwoodworkindia.com/gulfedition

4
### The WEINIG Group:
**Machines and systems for solid wood and panel processing**

Innovative state-of-the-art technology, comprehensive services and system solutions through to turnkey production lines: the WEINIG Group is your partner for profitable processing of solid wood and panels. WEINIG quality and profitability give small businesses and industrial operations a decisive edge in the global competition.

<table>
<thead>
<tr>
<th>SOLID WOOD</th>
<th>PANEL PROCESSING</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WEINIG</strong></td>
<td><strong>HOLZHER</strong></td>
</tr>
<tr>
<td>Planing, profiling, tools, sharpening</td>
<td>Edge banding</td>
</tr>
<tr>
<td>Cutting, scanning, optimization, gluing</td>
<td>CNC processing</td>
</tr>
<tr>
<td>Windows, doors, CNC technology</td>
<td>Vertical and horizontal cutting solutions</td>
</tr>
<tr>
<td>Finger jointing, formatting, edge profiling</td>
<td>Automatic panel handling</td>
</tr>
</tbody>
</table>

[www.weinig.com](http://www.weinig.com)
CONTENTS

June 2018
Vol. No 12  Issue No 2

08 GABON WOODSHOW: West and Central Africa’s Leading Platform for Wood and Forestry Transformation

10 GABON SPECIAL ECONOMIC ZONE, NKOK

15 Report Xylexpo 2018: Xylexpo 2018 reaffirms its role of innovation showcase

16 Xylexpo trade fair: Successful Weinig appearance in Milan

17 Siempelkamp highlights at Xylexpo 2018

18 Good business development at Dieffenbacher

19 Biesse at Xylexpo 2018

20 SCM celebrates a record edition of Xylexpo 2018

21 HOMAG at XYLEXPO 2018

22 Expert Advice: Shanti Mansabdar - How to make Furniture That is Ready for Digital / Online Market place

27 Woodworking Around the Globe: Domotex Report

35 MEDEX Iran (10 to 13 July 2018)

35 SibWoodExpo 2018 (11–14 September) in Irkutsk City
CONTENTS
June 2018
Vol. No 12 Issue No 2

DOMOTEX asia/CHINA FLOOR
Your key to new opportunities
20-22 March 2018 · 20th Edition
Shanghai · China

Exclusive Interview: SHANTI MANSABDAR & NOEL HOEKSTRA - DOMOTEX Sales Director, Hannover Fairs USA

LiGNA 2019 (27 to 31 May)

Magna Expo Mueblera Mexico

DOMOTEX asia/CHINA FLOOR's 20th Anniversary edition concluded March 22nd 2018

Exclusive Interview: Domotex Sales Director, Hannover Fairs USA

Hannover Fairs USA To Launch Domotex in the United States
Key Features of West & Central Africa

- 230 million hectares of forests in 5 crucial African countries: Gabon, Cameroon, Central African Republic, Democratic Republic of Congo, Equatorial Guinea
- 2nd largest mass of tropical rainforests in the world
- 16 million m³ of Roundwood production per year
- Exports to the giant markets that includes China, European Union and the USA
- 450+ million inhabitants

Initiative by:

www.gabonwoodshow.com
Gabon WoodShow is an initiative by Gabon Special Economic Zone to develop and transform the African region into a wood producing sector that will cater to the wood and woodworking industry worldwide. The coming edition of the show is expected to be visited by serious buyers from West, Central and North Africa region as well as from the European Union and the Middle East region.

Key Features of West & Central Africa

01 Promote your company and brands to a large and appropriate target market from the West and Central Africa region

02 Meet and conclude exclusive business deals with serious buyers during the show

03 Increase the scope of your business by meeting important partners (suppliers, manufacturers, trade and government associations)

04 Explore the opportunities of setting up your business in the most potential continent: Africa

05 Learn about the African wood industry trends, innovative products and favourable business conditions by interacting with industry experts

Event Information:
Date: 20 - 22 June 2018
Venue: Jardin Botanique, Librevill
Access: Business Professionals
GABON SPECIAL ECONOMIC ZONE, NKOK...

An integrated wood working industrial ecosystem with world class infrastructure

Republic of Gabon has embarked on a journey to provide amenable ecosystem and infrastructure to facilitate the secondary and tertiary processing of timber within Gabon after banning of exports of raw timber in 2010. In the same pursuit, Republic of Gabon in partnership with Olam International Limited, Singapore developed a Special Economic Zone, spread over 1126 ha at Nkok (20 Km from the capital city of Libreville). GSEZ SA has developed all modern infrastructure and utilities within Nkok SEZ.

Nkok SEZ has a dedicated 6 million litres water supply scheme for supplying industrial grade water. Water pricing is USD 0.86 per 1000 litre. Source of power for SEZ is 70 Mw duel engine power plant which can run both on gas and diesel. Electricity price is USD 0.09 / Kwh for industries. With good reserves of petroleum, raw material for Power Station is also not an issue in Gabon. Further, another High Tension line is under construction that will connect SEZ to a Hydro Electric Power Plant as well. Both, Quality and Quantity of power is suitable for all kind of industries. Sewerage network and Common Effluent Treatment Plant have been developed for the entire SEZ. 24/7 operational High Speed Fiber Optic Broadband Internet connectivity is provided by GSEZ SA within SEZ. Nkok SEZ has 45 lane kilometres of metalled internal roads with ample green areas and street lights.

Nkok SEZ has ISO 14001, ISO 9001 and ISO 18001 certified operation and maintenance for infrastructure and utilities.
Nkok SEZ enjoys all forms of connectivity. Nkok SEZ is located bang on RN 1 (national highway network). GSEZ SA has recently acquired a large saw mill, Somivab, along with its railway siding, which is located on Trans-Gabonais railway line. This railway siding is now part of common logistics facilities providing railway connectivity to industries in Nkok SEZ. For Water Connectivity, a quay with 200m long berth has already been constructed which connects the SEZ to Owendo Port as well as other parts of Gabon by water ways. Owendo Port is around 37 Km from Nkok SEZ by road, 24 Km by rail and 18 Km through waterway.

GSEZ SA, through its subsidiaries, has developed Mineral and General Cargo Ports in Owendo wherein Nkok SEZ industries has preferential tariff and services for inbound and outbound traffic.

GABON WOOD HUB... First Furniture Manufacturing Cluster in Central Africa

Nkok SEZ also has 60,000 square meters of ready to use sheds as Furniture Manufacturing Cluster to promote manufacturing of finished products i.e. furniture in Gabon. Shed are provided on rental model in module of 5,00 square meters to furniture manufacturers intending to start their unit in Furniture Manufacturing Cluster. The cluster also offers common facilities like:

**Kiln Drying:** Dedicated 1,000 cubic meter per month capacity Kiln Drying has been installed to serve furniture manufacturing units

**Show Room:** A show room spread over 9,000 square meters to showcase furniture manufactured in the cluster

**Packaging and Logistics:** 2,000 square meters packaging and 4,000 square meters logistics facility within cluster for customs clearance.

As of now, there are seven units working from this cluster. In order to provide initial impetus to Furniture Manufacturing Cluster, Republic of Gabon has placed an order of 1,70,000 bench and table to GSEZ SA for public schools across Gabon and GSEZ SA is offering all furniture manufacturing units in Nkok SEZ to supply for this order. So, for every furniture unit, it’s a confirmed order even before setting up of the unit.
GABON FOREST... sustainably managed timber resource

Boasting the second highest forestry potential in Africa, Gabon’s forests covers 22.8 million hectares, i.e. 88% of the country’s land surface. Over the past ten years, Gabon has gone through a profound process of reform affecting the forest and environment. A new forest law has come into force that emphasizes Sustainable Forest Management (SFM) as the overall approach in the forestry.

Forest Management plans are fully developed for 3.45 million hectares of forest in concessions and were under preparation for another 6 million hectares of forest in concessions as in 2011. An estimated 2.42 million hectares of the natural production PFE is under SFM, including 1.87 million hectares of forest were certified under the FSC, and even some of them also had ISO 14001 and Keurhout certificates as of June, 2010.

An estimated 2.42 million hectares of the natural production PFE is under SFM, including 1.87 million hectares of forest were certified under the FSC and even some of them also had ISO 14001 and Keurhout certificates.

Timber Species ... for furniture manufacturing

Gabon’s forests offer enormous possibilities with a logging potential of 12.5 million hectares with more than 400 species. Until 2010 i.e. before ban on export of raw logs, Gabon was the largest exporter of raw wood in the region, and its sales represent 20% of Africa’s raw wood exports. Gabon’s reserves of exploitable timber is estimated to upwards of 400 million CBM.

Hardwood Species like Sapelli, Sipo, Acajou, Andoung, Gheombi from Gabon are Pinkish Red to Brownish in colour and are similar to Genuine Mahogany (Swietenia macrophylla) in terms of colour, appearance and density. These timber species could very well serve as an alternative for Mahogany as it is listed in CITES.

Gabon’s forests offers enormous possibilities with a logging potential of 12.5 million hectares with more than 400 species. Until 2010 i.e. before ban on export of raw logs, Gabon was the largest exporter of raw wood in the region, and its sales represent 20% of Africa’s raw wood exports. Gabon’s reserves of exploitable timber is estimated to upwards of 400 million CBM.
Appendix II. These species are suited for luxury and high end furniture and joinery. This is the reason for their high demand in Europe and USA. Large volumes of sawn timber of these species are exported to China, Vietnam and Malaysia, as they are the biggest manufacturers & exporters of furniture to developed countries.

Wenge is the premier dark hardwood from the forests of Gabon and suitable for contemporary interiors as it blends quite well with glass and stainless steel. Due to its dark colour, it is well suited for straight/clean line furniture and is quite popular in Europe.

Iroko, Beli, Tali and Okan species can be considered as alternative species to provide teak like finish. These species are quite popular in Asia and Middle East for furniture and joinery. Tali and Okan are extensively used in furniture manufacturing in Vietnam, mainly for export and has helped Vietnam to become second largest exporter of furniture after China. Furniture made out of these species is very popular in Asian and American markets.

Light colour tropical wood species from Gabon includes Izombe, Movingui and Bilinga. These species have appearance similar to Merbau / Kwila and are suitable Gabon’s forests offers enormous possibilities with a logging potential of 12.5 million hectares with more than 400 species.
Kevazingo (Guibourtia Spp.) is the most expensive and coveted wood species from the forests of Gabon. Trunk diameter of 150 cm is quite common for Kevazingo. Live-edge table tops made from it is in high demand in China because of its natural beauty and its coherence with customs and beliefs of Chinese community world over.

Padouck is a dark coloured redwood found in Gabon; quite similar to Rosewood and suitable for outdoor furniture as well as joinery. Outdoor flooring, decking and garden furniture made out of it is exported to European markets. It is resistant to damage from weather elements. Padouck is also very popular in southern part of India due to its red colour and high density. Door and door frames made from Padouck are very popular in the South Indian markets.
XYLEXPO 2018 reaffirms its role of innovation showcase

“We have never seen so much automation and so many advanced systems in any other exhibition around the world!”. This was a recurring statement in the aisles of Xylexpo, the biennial international exhibition of technology and systems for the wood and furniture industry, held at FieraMilano-Rho last May 8 to 12. In terms of contents, the event has kept its promise: plenty of technology for secondary operation industries, from panels to solid wood; the best offer of furniture manufacturing systems; and the most advanced “Industry X.0” solutions.

The exhibition has been rewarded by a substantial flow of industry visitors, with 17,781 operators, 2.1 percent more than the previous edition. Among them, 5,032 came from abroad, 28.3 percent of total attendance, basically in line with 2016.

Of course, good results for Italy, with 12,749 industry professionals, up by 3.3 percent from the previous edition, accounting for 71.7 percent of total attendance.

On the whole, the expo center recorded 37 thousand accesses.

"With these figures we can say that Xylexpo has found its place in the more and more crowded and sometimes messy landscape of industry exhibitions”, commented Dario Corbetta, director of the exhibition."We have made a clear choice, namely to be a stage for “high technology”, and this approach has increased the participation of an even more selected and qualified audience, with decision-making power and adequate expertise”.

Such “repositioning” has drawn the attention of industry operators, who know well what Xylexpo can offer them in this new season.

By adding the fourth hall in this edition, we could define a more suitable layout matching the ambitions of Xylexpo 2018, which reached an extension of 34,785 net square meters and hosted 425 exhibitors (116 from 27 countries).

The dates of the next Xylexpo have already been fixed: Monday 25 to Friday 29, May 2020, changing the traditional Tuesday-to-Saturday timeframe.
Xylexpo was a very successful event for the Weinig Group. With a generally rather restrained visitor response in Milan, the market leader in machines and systems for solid wood and panel processing benefited from a high proportion of decision-makers and a high willingness to invest at its stand. On an area of more than 1,000 m2, the Weinig Group presented a total of 25 exhibits, all of which were presented live. Potential customers from over 60 countries were welcomed over the five days of the fair. Klaus Müller, Head of Marketing Communications and responsible for trade fairs at Weinig, was satisfied: “The atmosphere was very positive. We have scored particularly well as a full-service provider for the entire value chain and underpinned our leading international position with our two strong brands Weinig and Holz-Her.”

The focus of the trade fair presentation was the mega topic of digitization. The Weinig App Suite, the “digital window to the machine inventory”, met with great interest. With the extended functionality, the current version of the app offers even more practical value. In the “Virtual Reality Corner” visitors to the stand had the opportunity to look inside a high-performance window production line using 3D glasses. Cutting-edge technology, integrated production as part of the Weinig Solid Work Flow and the trend-setting standard Weinig W4.0 digital merged into a fascinating future scenario at the presentation.

At the end of the trade fair, the company management gave a very positive summary of the event: “The Weinig Group returns from Milan with a convincing result. Compared to 2016, we more than doubled order inflow in the Group”, said Chief Sales and Marketing Officer Gregor Baumbusch. Overall, 44 machines and systems were sold. After the excellent result at the Holz-Handwerk in Nuremberg, Weinig impressively continued its series of extremely successful trade fair appearances this year.
Siempelkamp highlights at Xylexpo 2018

The focus for Siempelkamp at Xylexpo 2018 in Milan is completely on new technologies for the production of superior-quality fiberboards. Rice straw is, in terms of quality, an equivalent alternative to wood as a raw material. Siempelkamp can now provide its customers with a “green” alternative to wood.

A core element of fiberboard production is Siempelkamp’s ContiRoll® which has been in use around the world for many decades. The latest Generation 9 and Generation 9 NEO enable fully automated and digitally controlled high-speed production of top-quality wood or rice straw fiber-boards.

Siempelkamp employs a process for the dry application of resin here using a newly developed continuous blending system. Glue consumption is lower than in the conventional gluing process as losses due to pre-curing are avoided. The EcoSifter from Siempelkamp is an innovative, reliable and energy-efficient fiber separator that can process all types of wood and alternative raw materials such as rice straw or rubber wood.

The EcoScan NEO enables inspection of uniform material distribution and detection of foreign bodies in a fiber mat. To achieve this, the EcoScan (a scanner based on the latest X-ray technology) performs a high-resolution basis weight measurement over the entire cross section directly after the pre-press. Moistening and preheating of the mat before the pressing process facilitates speedier heating of the mat in the press and, consequently, accelerates board production. The innovative NEO Blender is a wear-resistant and maintenance-friendly resin blender for rice straw and annual plants.

ContiBooster is the optimum and cost-effective solution for this purpose.

The EcoPulser from Siempelkamp employs a completely new, non-cutting and virtually wear-free process for reshredding wood chips and particles.

At up to 2,500 mm/s, the production speeds of the ContiRoll® also require efficient finishing. Cutting of the shortest boards must be ensured, and the replacement of a saw blade should not affect ongoing production. Siempelkamp’s 6-fold diagonal saw has been developed for maximum production capacity in continuous operation, while also reducing the dust emission rate.

Patented by the Siempelkamp subsidiary Strothmann Machines & Handling GmbH, Round-Track® technology is an innovation designed for in-house transportation of loads (e.g. plant components). The risk of an accident is practically zero, due to the flush mounting of the RoundTrack® systems. Trolleys and carriages can be equipped with lifting or rotating devices and also external starting aids (e.g. MoviMax from Strothmann).
Good business development at Dieffenbacher
Machinery and plant manufacturer sees improved earnings in 2017 and good order intake in 2018

In the first four months of 2018, the Wood Business Unit received 10 new plant orders, four of which were awarded to Dieffenbacher's Shanghai Wood-Based Panel Machinery (Dieffenbacher SWPM) site and six to its German headquarters. Two of these orders are for OSB plants, enabling Dieffenbacher to further expand its leading position in this product. The company now has 19 OSB references with continuous presses, eight of which have a press length of over 50 m.

Two additional orders were received in early 2018 for the processing of alternative raw materials. Two plants for the production of particleboard from rice straw were sold in China. For Dieffenbacher, these were orders number five and six for plants of this type. Having already supplied 100 continuous wood-based panel plants to China in conjunction with Dieffenbacher SWPM, Dieffenbacher is the clear market leader in the world’s most populous country.

In the category of individual machines, the CPS+ continuous press and the knife ring flakers of Dieffenbacher’s Bielefeld-based subsidiary B. Maier Zerkleinerungstechnik GmbH stand out. Since the beginning of the year, Maier has received 20 orders for knife ring flakers, with some of those orders including FlowOptimizer. Dieffenbacher has sold five new CPS+ presses in 2018. In total, 20 units were sold in three years after the introduction at Ligna 2015.

In the wood recycling sector, the latest order is from Nolte Holzwerkstoffe GmbH & Co. KG in Germersheim. A state-of-the-art Dieffenbacher waste wood processing plant is to be built there by mid-2019. A plant with a very similar processing concept began operating at Pfleiderer in Neumarkt in January. New and further developments in the areas of foreign objects’ detection and screening enable these recycling systems to achieve purity levels of over 99%.

The Composites Business Unit has also further expanded its leading position in the market for turnkey production lines for glass and carbon fiber-reinforced lightweight components. Since the beginning of 2018, Dieffenbacher has received eight orders for presses with pressing forces of 2,000 to 3,000 t. Four of these will include complete line automation and, thanks to smart networking, meet all Industry 4.0 requirements.
Biesse at Xylexpo 2018

The 3000 m² Biesse stand at Xylexpo 2018 received visitors from all over the world, which underscores the event’s international nature, European countries prevailed with some people from across the ocean being drawn by the great innovation that characterises the event. Meanwhile, Italy continues to see the fair as a key reference point for discovering what the market has to offer. Biesse noted a significant Italian presence at the stand, more than in the past, accounting for 38% of the total for incoming orders, evidence of the intense responsiveness of the Italian market.

Biesse has once again confirmed its incomparable push for innovation, offering automated solutions for companies of every size. Technology to facilitate everyday work is entering not just large factories but also small businesses that have recognised the great value Biesse machines have to offer.

Biesse’s investment in Xylexpo with a stand that focuses on automation and on the digitalisation of the factory has proven to be the right strategic decision. Companies of every sort showed great interest in the 4 automated solutions present on the stand, solutions capable of increasing efficiency and continuity in production, simplifying daily tasks.

Along the same lines, the implementation of the SOPHIA service platform, presented at Xylexpo as a solution for the digitalised factory, caught the attention of the many journalists at the stand.

The enthusiasm continues as Biesse focuses on the markets in Oceania and the United States for the next events on the schedule: AWISA in Sydney from 4 to 7 July and IWF in Atlanta from 22 to 25 August.

BIESSE S.p.A. – Biesse Group is a global leader in technology for processing wood, glass, stone, plastic, and metal. It designs, manufactures and distributes machines, integrated systems and software for manufacturers of furniture, door/window frames and components for the construction, ship-building and aerospace industries. Founded in Pesaro in 1969 by Giancarlo Selci, Biesse SpA has been listed in the STAR segment of the Italian Stock Exchange since June 2001, and is currently included in the FTSE IT Mid Cap index. It currently has 4100 employees in cities throughout the world.
SCM celebrates a record edition of Xylexpo 2018

SCM celebrates an edition of Xylexpo featuring big figures, international attendance, innovative technologies and highly specialised training. The Italian Group, a long-standing, reliable partner for the entire woodworking industry, with a high-impact exhibition booth of over 3,000 square metres, has been one of the main attractions at the event held at the Milan Rho Exhibition Centre.

A strong upward trend was recorded in orders, negotiations and contacts involving about 500 customers (half of them Italian, with a majority of Russian and French international customers), for an expected turnover of at least 30 million euro.

INNOVATION LEADERS R&D has always been a key asset for SCM - absorbing 7% of its turnover each year. The three awards received at XIA - Xylexpo Innovation Awards 2018. In the “Tooling machine” category, the winner was the minimax me 35 combined edge rounder-trimmer unit - combine edge rounding and trimming features in a single tool. For the “Finishing” section, the award went to SCM’s carving spindle unitfor unique three-dimensional finishing effects on panels. “With two routing units integrated into this sanding machine - commented the awarding commission - a wide variety of embossed elements can be achieved”.

“Work simple. Work digital”: was the concept underlying all SCM communication at the exhibition, the leitmotif of all the technological and digital innovations that were introduced.

This successful edition of Xylexpo is for SCM the crowning achievement of an outstanding year - characterised by impressive figures mentioned at the press meeting that attracted scores of journalists from all over the world. After an introduction by the Managing Director Andrea Aureli, who emphasised the exceptionally positive trend shown by the SCM Group, with a stronger, more widespread presence in the woodworking industry across all 5 continents, the Director of SCM, Luigi De Vito, presented an up-to-date SCM business overview - from the steadily increasing turnover figure, now close to 700 million euro, to the 3600 persons employed in Italian and international production facilities.

ADVANCED TRAINING. Bergantini also mentioned the Group’s continuous, significant commitment to training, now consolidated by dozens of training initiatives both in Italy and abroad.

“We are very happy with this 26th edition of Xylexpo: it was an opportunity for us to once again confirm our global leadership and, at the same time, to strengthen our partnerships in Italy and Europe”, commented Luigi De Vito, SCM Division Director.
HOMAG at XYLEXPO 2018

“Design meets digital”: On the way to the Smart Factory with the new HOMAG machine generation.

Since the end of March, HOMAG has a completely new image - with a new logo, a new look, and modern machine design. At the exhibition, HOMAG made digitalization and Industry 4.0 more tangible with automation solutions, from the first autonomous workshop concept to the Smart Factory.

Visitors to XYLEXPO in Italy could now see the innovative power of the machine’s operating system. HOMAG has also made product names a clearer structure like HOMAG edge banding machines under the name EDGETEQ and machines from the saw technology range now all carry the name SAWTEQ.

Live in action at the XYLEXPO trade fair was the first fully autonomous workshop. It consists of two fully automated cells. A small autonomously working helper links these cells.

An automated guided vehicle (TRANSBOT) which takes care of organizing part logistics between the cells. The “autonomous cell” is able to take full advantage of its flexibility in trade as well as in the industry, and opens up new options for production.

The ControllerMES production control system from HOMAG is the key to interconnected communication within the cell. It communicates universally with the individual control systems of the automated edge cell and the CNC robot cell, as well as the control system of the TRANSBOT.

The EDGETEQ S-500 edge banding machine offers maximum flexibility when combined with the LOOPTEQ O-600 return. The return conveyor and the edge banding machine are interconnected thanks to the woodFlex cell control system.

HOMAG was presenting an innovative system concept for processing batch size 1 and small series in furniture production. The EDGETEQ S-810 edge banding machine with automated return is a winner with an optimally aligned all-round solution for edge processing. To increase performance, workpieces can also be handled in pairs.

“Software as a service”: HOMAG presented intelliDivide at XYLEXPO. The new, cloud-based optimization software features significantly higher computing capacities and can therefore swiftly provide the user with several alternative optimization results.

Sanding has now become even more economical. You can now get more technology on a smaller budget with the entry-level SANDTEQ W-100 sanding machines.

HOMAG was presenting solutions for painting with automated parts handling and for handling small batch sizes. In close cooperation with the specialist Makor,

Please visit www.homag.com
Author

Mr. Shanti Mansabdar, a Chartered Engineer, has a vast practical knowledge and 40-year experience in wood-based industries. His wide range of professional experience include production & development of variety of wooden products, from furniture to cabinetry, guitars, wooden tiles, etc.

His firm offers consultancy services for new as well as existing woodworking factories, along with upgrading & re-engineering programs for the woodworking & joinery factories. Low cost automation & elimination of unwanted process & solutions to avoid production loss are key expert services.

The client list of woodworking & joinery factories extends from Dubai, Qatar, Muscat, Kuwait & Saudi Arabia, to Prominent Factories in INDIA.

shanti@woodconconsultants.com
How to make Furniture That is Ready for Digital / Online Market place

Digital Marketing or Online Marketing or E marketing is the process of marketing a product or service using the Internet. These Digital marketing websites / E retailers use a wide range of technologies to help connect businesses to their customers. This technology also has the tracking capabilities whereby manufacturer can keep a track of the customer movement and their viewing of specific products so they can comprehend the customer choice of the products. Customers also come to know the range of prices, and products that can go along with particular piece of furniture.

Digital marketing has been very trendy these days with elite buyers ordering furniture online on very large scale in main metro cities in Gulf countries. This trend should be booming in coming years and should extend in Two - Tier cities also. Gulf region Furniture manufacturers will have to be prepared to ride this wave of consumer demand by online Digital Marketing. It seems to have a big Furniture showroom will soon become outdated idea. This should also work in favor of manufacturers who are plagued by the rising costs of showroom rents and establishment
costs. Digital marketing has eliminated / reduced these costs drastically, as a result making the furniture business more attractive. Hence we can observe the speedy rise of E Retailer brands/ e - marketplaces like IKEA and Amazon etc. Many smart producers have floated their Digital marketing companies and web sites to join the trend. Those furniture companies who want to grow will have to adapt to this new marketing tool. 

Along with the advantages of the Digital marketing there are some precautions that needs to be taken by manufacturers before actually joining this Digital Bandwagon. The most important points to be noted are

- Good product design.
- Uniform quality, consistency and reliability.
- Quick adaptability for changes that customer needs.
- Short delivery time.
- Competitive pricing.
- Damage proof packing and logistics.
- Perfect quality and superior surface finish, because if you get customer complaints about quality - finish, it will be a costly affair to redress.

The e-market place / e-retailer websites are careful about their own brand image. As the brand image of the e-market place is at stake, it is observed that e-retailer websites apply stringent quality norms for participating manufacturers. Any rework / touchup /service visits to customers are always at the furniture manufacturers account. This becomes a costly affair for manufacturers in case of customer complaints.

**Good product design:**

Attractive product design is very crucial. The furniture should be smartly designed, knock down, sturdy and attractive. This will make the product more visible and appreciated. As customer base in not limited to one city only, the furniture should be available in various shades to match the diverse decor needs based on different individual choices.

**Uniform quality, consistency and reliability:**

The most essential criteria for successful Digital sales is Uniform quality, consistency and reliability. The customer watching the furniture online is missing the touch& feel of the products. He only trusts the displayed images, specifications, information and the credibility of the e-market place and your furniture brand if your Brand is already specified - established. Hence it becomes the responsibility of the manufacturer to guarantee that what is displayed is delivered.

When two different customers will order and buy the same product than it should be of same quality and finish. This happens when someone likes the furniture delivered to his friend and orders it. In this case he expects that he will receive similarly finished product. This needs a manufacturing process that guarantees uniform product.

Poor surface finishing / damages in transit / poor workmanship will be an expensive excercise as customer redressal has to be taken care by the furniture manufacturer.
Consistency plays a vital role as the same customer can order a similar product after few months and needs the same finish / colour / workmanship so that it can be coupled with the old furniture.

**Quick adaptability for changes that customer needs:**

Many times it happens that the customer is selecting many furniture products from the offered list and needs some changes in one or few products to fit in to the space available / or to cater to his specific requirement.

The book case is with wooden shelves. If the customer needs the shelves in Glass with lights, than in such case the manufacturers should be able to fulfill the requirement otherwise there are chances that the order may be lost. The factory should be equipped with techniques that will adapt small changes in the furniture products. A quick adaptation can become USP of the furniture brand. Rigidity in this may boomerang.

**Short delivery time:**

In case of digital purchasing the customer is paying for the furniture immediately, hence he expects a quicker delivery of the products to his home. Quicker the deliveries better will be the brand building process. Hence the furniture factory should have few sets of the furniture, offered on digital media, ready in the factory, duly quality checked and packed ready for dispatch. This will help in getting quick feedback thus the planning can be improved.
No compromise should be tolerated at any stage as it may result in heavy costs in case of rejection/repair. It will also damage the reputation and reliability index with the marketplace.

**Damage proof packing and logistics:**

The area where utmost care is needed is the Packing area. By making a good product you will win half of the target. The balance challenge is to take the product to customers' place without damage. This will require the use of various packing material available in the market. Products like Polyethylene film, Bubble film, PP Foam sheeting, Corrugated sheets, corrugated boxes, corner protectors, molded sheet thermocol, can be used for damage proof packing.

It will be better if tests are conducted for safe transportation of furniture and the design is modified accordingly. There are institutes that offer tests under various road conditions.

If all these precautions are taken care of, one will be able to have a thriving business on Digital marketplace.

**For any more guidance required please contact**

shanti@woodconconsultants.com

**Visit us at:**

www.woodconconsultants.com

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**Shade difference in Furniture**

**Competitive pricing:**

The furniture products are offered from different vendors on various market places. This will result in better choice for the customer to select from. The customer will compare the prices, designs, finish and aesthetics at a click of the mouse. With this the decision making process will be faster. This will make the furniture manufacturer to offer his product at competitive price which should assure the customer a good return on his investment.

**Ensure a foolproof quality:**

The manufacturing process should be followed strictly with a very good quality check at every process. Moisture contents, dimensions, joinery, surface finish, colour, texture etc should be perfectly checked.

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**Poor Joinery and finish**
AISIJI FLOOR

Aisijia flooring has been sticking to the brand philosophy of being innovative, aesthetic and healthy. Refining the product value of “science and technology, art and health” and following the five development concepts of “innovation, coordination, green, openness and sharing”. 80% of the core R & D team members own doctor and master degrees, some of them are Chinese overseas flooring experts with products covering SPC, WPC, V-SPC etc. For the time being, we have successfully developed more than 10 new varieties of products with hundreds of different kinds of flooring colors. Besides, we own more than 10 patents of independent intellectual property rights and undertake more than 20 national technical reforming projects. And now we are devoting to build an integrated business model of R&D, production and sales.

We export our products to more than 20 countries and regions in the world, and the United States, being as one of our largest demanding country. The development concept of our enterprise is “Integrity, Service, Brand, Quality” and the target is to build a great flooring business with all cooperators.

ANJI WEILONG MACHINERY CO. LTD.

Anji Weilong Machinery Co. Ltd. Since establish, adhering “To the quality of survival, To service development” as the tenet of enterprise. We know the only way to enhance client’s competitiveness is to improve the technology of machine. We are introducing overseas advanced technology and having a group of quality scientific and technological personal and well-trained skilled workers. To ensure the parameter and quality of machine could be equal to the same kind product in foreign developing countries.

Our Main product is Double-end Tenoner series, Crawler double end tenoner machine, CNC solid wood bandsawing feeding machine, wood house tenoning machine. They have many kinds of type to choose for processing different length material. Weilong is to produce machines with a single-mind, profession and fine details. Supply high-quality equipment and good after service to customers. Thanks for the trust and support from our new and old clients.
HIGHLIGHTS of DOMOTEX ASIA CHINAFLOOR
HIGHLIGHTS of DOMOTEX ASIA CHINA FLOOR
BERTI
Wooden Floorings

Cesare Berti was born in Villa del Conte, in the Padua Province. When he was only twelve he was already at work as an apprentice carpenter. He branched out on his own and started a small carpentry workshop.

Cesare Berti and the sons Giancarlo e Silvano established the “P.B. Parchettificio Berti”, which since the beginning counts over 100 employees. It’s the first company to employ the computerized lines for the choice of the parquet.

The name of company was changed to “Berti Pavimenti Legno”. The modern technology ensures works of extraordinary prestige, as some floors of the Kremlin Palace and the Windsor Castle.

The Berti Group is one of the main realities in the national and international panorama of the very valuable wooden floor. The line of business of the Group provides for the integration of two different cornerstones: the productive structure from one side, the distribution and the sale through a network of shops from the other side. For almost eighty years the wood, the absolute raw material of its art, marks the history of Berti.

DALIAN SHENGYU SCIENCE AND TECHNOLOGY
Parquet flooring

Dalian Shengyu Science and Technology Development was established in 2000, and located in the beautiful coastal city, Dalian. We select popular elements from all over the world, extract the essence of wood, and have molded a series of international styles. Our products are exported to Europe, America, Japan, Australia, Canada and other countries. It is necessary to have effective tools to do good work. Adhering to European precision manufacturing technology. We have introduced advanced production equipment from Germany, Japan, Taiwan and the domestic suppliers.

Dalian Shengyu Science and Technology Development Co, Ltd. is committed to provide the high quality products to our clients, which is supported by our advanced concepts, management, new technology, and perfect service. Being remarkable, being reputable is our persistent goal. We look forward to working with you hand in hand and striving to create a comfortable, elegant and different household life.

FLOATING AMONG THE WOODS
Resin embedded panels

Flooring and displaying: if you are looking for something new, different and beautiful, as well practical and functional, this coolboard is the perfect material to level up your design. Use as flooring or displaying, adding some LED lights shining though, you’ll be amazed by the sensational visual effect. Customized sizes and combinations are available.

According to clients’ requirement, this board can be customized to different sizes, thickness and colors. Our special surface treatment techniques can guarantee the surface hardness and overall strength meet the industrial standards. Options are available to combine with all furniture materials like metal, plastic, wood, etc.

We welcome new ideas and designs. We are looking forward to working with interior and industrial designers, to create and develop beautiful products with this new material.
GROUND CONTRO

Engineered flooring

Founded in 2005, Jiashan Online Lumber Co., Ltd. is a professional manufacturer for all kinds of multi-layer engineered flooring. Our history can be traced back to 1999 when we built plywood factory in Jisahan and focus on the plywood technology, which is very important for multi-layer engineered flooring.

As factory, we accumulate lots of experiences step by step that help us control high quality floors best. We have more than 400,000 SQM of all kinds of lamellas in our stock, which can guarantee the customer's different requirement and regular shipments.

Our floors sell to more than 35 countries world wide, such as European countries, Australia, South Africa, Japan, Israel, etc. In the future, we are focus on develop U.S.A. market and looking for partner. Our professional team develops more than 20 new colors every year.

All in all, welcome to visit our factory and you’ll find is a good choice!

PERGO WOOD PARQUET

The modern look of wood flooring

A modern floor needs that withstand modern life. So we make sure that our floors have a protective surface that protects as well as highlights the natural look. Add to that the Perfect Fold 3.0 click system that allows long planks to be installed by a single person another Pergo innovation that makes a real difference.

Like any Pergo floor, our new wood collection is designed for maximum durability. Whether you choose an oiled or lacquered floor, the new Pergo wood floors are designed to allow the natural character of wood to really shine through.

Choosing surface protection for a wood floor used to be a choice between look and functionality. But thanks to a new extra matt lacquer we can now offer the look of an oiled floor, but with the easy maintenance and protection of lacquer. The floor is treated with no fewer than seven layers of protective lacquer, resulting in the uniquely matt look of an oiled or even untreated wood floor.

The all-new Pergo wood floors come in the long plank format, in one impressively long version. A long plank helps make your room look more spacious and lends a stylish, contemporary feel to the whole interior. And now Pergo goes wider and longer than ever before. Or longest planks are 220 cm long and 22 cm wide- a view that, quite simply, has to be experienced.

Despite the long planks, our new wood floors are as easy as ever to install. Thanks to the Perfect-Fold 3.0 click system, planks can be installed by a single person.

JINAN AOL CNC EQUIPMENT CO. LTD.

Laser cutting machines

AOL is a famous CNC equipment factory located in Jinan, Shandong. AOL mainly produces Laser Engraving Machine, Laser Cutting Machine, Laser Marking Machine, Advertisement CNC Router, Marble CNC Router and CNC woodworking Machine etc. We as a high-tech enterprise, engaged in research, manufacture and sell the laser machine, CNC router and relevant advertisement products.

AOL has gained CE certificate, FDA and ISO certificate. Company successfully produces AOL series products of more than 50 sorts, which enjoy good reputation and support. Excellent quality and fast service makes our products spread all over the world as Europe, America, Middle East and South of Asia.
LED OIL
Finishing Oils

American Wood Oil LED Oil is high-quality finishing oil with unique characteristics. The Oil consists of a special mixture of oils, waxes resins and additives. As a result, American Wood Oil LED Oil is the first ever that instantly hardens and completely dries when exposed to LED lighting. The floor has an optimal load-bearing capacity immediately after treatment! Since American Wood Oil LED Oil is highly wear-resistant it is suitable for use in all areas and particularly suited for project-based use. The waxes provide a microscopically thin layer that protects the wood. This makes the floor less susceptible to wear.

Using the revolutionary American Wood Oil LED Oil leads to a superb end result. The impact on the environment is minimal and you save an incredible amount in expenditure. With LED technology you use 60% less energy than with traditional UV Lamps. Expensive extraction systems are unnecessary because these lamps do not release any harmful ozone. In addition, LED light bulbs have an incredibly long service life and they generate virtually no heat, which both have a range of associated production advantages. American Wood Oil LED Oil offers great advantages in terms of production, the environment as well as finance.

MAGNE BUILD
Under layer bonding for flooring

MagneBuild™ is the flooring specific building solution utilizing magnetic technology. It is not only innovative, but also addresses key flooring concerns including the need for adhesive bonds and seaming.

The MagneBuild™ System works across all flooring categories, giving the end user the ability to change from an LVT product, to a ceramic tile, to a carpet tile, to a hardwood floor, using the original magnetic underlayment! Keep in mind, there would be no floor prep necessary on a second or third install.

Aside from the ease of use, the interchangeability, and the aesthetic flexibility associated with the MagneBuild™ System, another valuable benefit, especially to a commercial environment, is the quantified time savings that it provides. Initial installations may require floor prep, of course, but future changes of floor covering at the same location using the magnetic foundation is where significant time savings would be realized. This will have great impact in commercial settings where down –time is a critical factor: hospitality, health-care, senior living, retail environments, restaurants, educational facilities, casinos- just to name a few.

INNOMASTER
Digital printed floorings

Everything Grows and so does Versatility. Innomaster believes that an enterprise should not just be a commercial organization, but also a social organization for improving human civilization as well. Everyone should have the right to pursue happiness, and a business corporation should be an organization for creating better things in life, and not just making products that are without souls.

Innomaster implants the souls of versatility into the essence of product-mix culture. Through our original and elegant Italian graphic designs, our digital printing technology leads us to think further than the unthinkable and takes us into a world of boundless possibilities.

Our insistence on luxury goes beyond luxury, and our persistence in individuality sets us apart from the rest. Innomaster regains the creative design and craftsmanship sprint in the flooring industry. And leads the field in developing beautiful products, and in satisfying the unique needs and desires of every customer.

Innomaster is having Original Italian design. Our Design Center in Italy utilizes highly professional photographic equipment with up to one hundred sixty millions (1,600,000) pixels to do the photo imaging. Thus we are able to retain in colorful details all the original grain patterns and textures of the wood.
QINGDAO DAWNSUN
GREAT MACHINERY
Veneer slicing machine

We are the professional production of floor substrates and laminated board manufacturer.

Having strong efforts on mechanical skills, stable and reliable quality, our company have devoted ourselves to research and produce a series of lengthways veneer slicers. We have solved such technical problem as back cracking and contamination, which affected veneer quality greatly before. The success of our series of products has made up for the blankness in this field in china. Cited as one of the state

SCANDI FLOORING
Wooden floorings

SCANDI FLOOR wood flooring products embraces the best traditions of Scandinavian woodworkers, which involves love of nature, patience, aspiration to achieve the highest quality and most consistent product possible. Brand originates from family wood processing and manufacturing traditions that have been passed down through two generations.

SCANDI FLOOR brand combines the best old traditions with the latest technological advancements. The expertise and the achievements in mechanical engineering, tool making, painting varnishing and technology of adhesive materials are being accumulated within our company and used in our daily practices. Scandinavian design is characterized by purity, unity, simplicity and implies the use of natural materials with focus on light and nature.

Scandinavian nature has always been an excellent inspiration for fashion, art and interior design. Nothing like natural wood floor warmness will complement any home décor. Finished in a great array of colors of nature featuring smooth contours and playful accent colors or with a light finishing touch this collection represents the great balance of engineered and organic materials.

SAWYER
Thin-Cutting Horizontal Band Resaw

Hoon Hsiang each machine will provide various performance that meets rigorous requirements for all types of band sawing operations. Quality constructed throughout to assure high performance after years of operation. The rugged construction of the machine frame gives maximum stability when performing heavy-duty cutting. Dynamically saw wheels provide extremely smooth running. All parts are precision machined, combined with fine crafts.

11’th Five-Year Scientific Development Plans, we also participated in making the product industry standards. Additionally, we have more than decades of production experiences in producing various sizes of knife grinders, used widely in wood processing and paper making industries.

Our company has provincial enterprise technology center and large woodworking technology research center. We are Shandong High Technology Enterprise, have passed through ISO9001: 2008 Quality Management System Certification.
INNOVATIONS 4 FLOORING
Drop Lock system

14F is a high-tech company focused on the development of patents and flooring installation-locking solutions. The company’s goal is to revolutionize the global flooring industry through freedom of choice and game changing innovations offered at a reasonable fee compared to the total manufacturing cost price of products.

14F is the original creator and provider of a truly innovative one piece drop-lock solution, protected by a sound international patent portfolio. Based on a threefold locking mechanism, 14F’s system is suitable for all materials including luxury vinyl tiles, rigid core flooring (RCF), multi-layer flooring (MLF), laminate and wooden flooring panels.

The 14F team consists of highly experienced international flooring industry professionals with backgrounds in leading global flooring companies as well as in the areas of R & D and patent processes.

“Our one piece drop-lock system, is fast becoming the industry standard as it offers a quicker, more cost-effective way to manufacture drop-lock solutions in a sustainable way and installation is so easy, anyone can do it!”

SHANGHAI MINGKE
Steel belts for Press

Shanghai Mingke Process Systems Co. Ltd. is specialized in manufacturing & supplying high strength steel Belts & isobaric type Double Belt Presses. Mingke steel belts consist of imported top quality steel material in combination with European belt technology and knowhow. Our steel belts are applicable for various industries, such as: Wood Based Panel Industry (double belt press & Mende lines), Chemical Industry (single / double belt flaker & pastillator), Rubber Industry (drum vulcanizer – Rotocure), Food Industry (tunnel type bakery oven & IQF conveyor), etc.

Our steel belt services contain Longitudinal Welding, Cross Welding, Surface Grinding, Welding Area Treatment, Levelling, Edge Trimming, Crack & Bump Repairing, Disc Patching, Shot Peening, V-true Bonding, Perforating, etc. Mingke independently R&D manufactured Double Belt Press is the first set of isobaric type press made by China.

Steel belt for Woodworking industry requires higher tensile strength, hardness and better surface toughness and thermal conductivity. Furthermore, the surface must be uniform and the thickness tolerance must be small, and also the straightness and flatness must be high. Mingke company offer a considerable amount of Woodworking steel belts for continuous rolling line presses, its stable operation quality, good after-sale service and cost-effective make Mingke a good reputation in this field.

UNIKOLEGNO FLOORS
Wooden Floorings

Discover the magic of wood, an extraordinary gift of nature to furnish the home in a way that is unique and full of charm. The magnificent elegance of the grain, the exquisite detail of the knots and finishes, the warm and embracing colours of the different wood types create an emotion that is always fresh, able to renew itself day by day.

The fine quality of the natural raw materials combined with most sophisticated working processes and the most modern technologies create wonderful Unikolegno floors, a symbol of exceptional aesthetic value. Designed and made entirely in Italy with due regard for the environment, these are masterpieces of reliability, design, style and practicality. The study two or three-layer real wood structure and the perfect finishes ensure total stability and beauty designed to last and increase over time. A combination of exclusive models, noble essences, fashionable colours and refined treatments produces exquisite wood floors that can be fully customized. Over 600 finishes give the utmost freedom of choice, to make the most of the properties of the different wood types.
Hanover/Tehran. Deutsche Messe brings its wood working industry expertise to Iran. MEDEX – the international trade fair for wood working and wood processing, materials, accessories, furniture and laminate flooring - will have its premiere event presented at the Permanent Fair Ground in Tehran from July 10th to 13th 2018 in partnership with Deutsche Messe. Deutsche Messe’s partner for the event is the Iran Furniture Manufacturers & Exporters Association (IFA) – which also includes importers of furniture production machines along with the requisite raw materials and accessories. “We see great business potential for this international cluster fair, with its market-oriented topic portfolio taking place in the early part of the Persian calendar year,” said Christian Pfeiffer, Global Director of LIGNA and Woodworking Events at Hannover-based Deutsche Messe.

Deutsche Messe AG, represented by its Russian subsidiary, Deutsche Messe RUS, is partnering with Sibexpocentre OJSC, East Siberia’s leading trade fair company, to co-organize Sibexpocentre’s long-standing SibWoodExpo show. The first SibWoodExpo under the partnership will be held from 11 to 14 September 2018 at SibExpo Centre in Irkutsk City. SibWoodExpo, which celebrates its 25th anniversary this year, is an international trade fair for the forestry and primary wood processing industries. “SibWoodExpo is the number one sourcing platform for Siberia, especially when it comes to forestry equipment, harvesting systems and sawmill technology,” explained Christian Pfeiffer, Global Director LIGNA and Woodworking Events at Deutsche Messe. “Together with our Russian partner, Sibexpocentre OJSC, we will leverage our long-standing wood industry expertise and worldwide network to further develop and grow the show.”
This year’s Magna Expo Mueblera - consisting of two international flagship fairs, Magna Expo Mueblera Industrial and Magna Expo Mobiliario e Interiores - delivered top-notch results. The double-header event featured 210 exhibitors from around the world. Together with their local Mexican counterparts, these companies showcased a stunning array of innovative products and solutions at Mexico City’s Centro Citibanamex convention and exhibition center.

“Magna Expo Mueblera was more international than ever,” commented Christian Pfeiffer, Deutsche Messe’s Global Director LIGNA and Woodworking Events. “The new tradeshow format proved to be a resounding success

Jürgen Köppel, the CEO of Leitz GmbH & Co. KG and President of the European Federation of Woodworking Machinery Manufacturers (EUMABOIS):“As the CEO of a German tooling systems company and President of Eumabois I was delighted to witness Deutsche Messe’s success in applying the trade show expertise it has accumulated over many decades to further boost the appeal and level of professionalism of Magna Expo Mueblera. I am confident that this highly professional international trade show and its supporting program of seminars on topical issues, such as the latest technology trends, will help bolster Mexico City’s standing as a trade fair location well beyond Mexico’s borders.

One of the big highlights of the fair was the supporting conference program featuring high-caliber speakers and detailed coverage of hot topics such as the latest in CNC technology, and automation and current design trends in the furniture industry.

The next Magna Expo Mueblera will be held in Mexico City from 16 to 18 January 2019.
DOMOTEX asia/CHINAFLOOR’s 20th Anniversary edition concluded March 22nd 2018

Shanghai. DOMOTEX asia/CHINAFLOOR’s 20th Anniversary edition concluded March 22nd 2018, achieving new milestones in international visitor and exhibitor numbers and increased participation with VIP programs and onsite events.

Record International Exposure

The show exceeded anticipated registration numbers for international guests and exhibiting companies, making 2018 the largest turnout in DOMOTEX asia/CHINAFLOOR history. This year’s edition grew to an impressive show space of 160,000 sqm and welcomed over 60,000 visitors from 104 countries. Attendees from South Korea, USA, Japan, India, and Malaysia made up the top-5 international countries. From the total number of 1,418 exhibitors, 281 came from outside of China.

“The greatness of this exhibition was visible this year in regards to participation”, said Susanne Klaproth, Director of DOMOTEX Worldwide. “It’s a good feeling to see our brand earning more international attention and respect. Especially in Asia, we foresee enormous potential for the platform, as construction and flooring projects will continue to increase in the region”.

20th Anniversary Gala Dinner

Hundreds of industry guests attended the kick-off party of DOMOTEX asia/CHINAFLOOR. The event celebrated the fair’s 20th Anniversary with entertaining performances and honorable speeches, retelling stories and reminiscing on the fruitful years past.

Nanxun – VIP Hosted Buyers Delegation

Wood flooring experts from Australia, Italy, Malaysia, New Zealand, Panama, and the United States were welcomed to China for an official business ceremony in Nanxun.

The International Carpet Delegation

Organized by COVER Magazine, 23 international buyers were led on a special tour through the Carpet W-Halls of the fair to increase onsite engagement and business collaboration with top Chinese carpet and rug exhibitors.

The Successful Return of Luxury Brands

The second edition of the Luxury Brands Carpet Show was
yet again a fan-favorite, especially as the pavilion grew in space to feature more of the industry’s high end luxury rug designers from around the world. Curated by COVER Magazine, the pavilion was set up as a gallery style viewing area that naturally led visitors to each company’s carpet art. In China, as the taste for extravagant interior design and flooring decoration intensifies, Luxury Brands will continue to increase in popularity, buyer potential, and excitement for the display’s extravagant hand-made rug designs.

**Creativity Boost @ InnovAction & Cadex**

The 2018 InnovAction Flooring Campaign launched 400 products and materials from the Carpet, Resilient, and Wood sectors. Voting for the show’s Top-10 Best Products took place two weeks before opening and was judged on style, quality, and durability by two of the industry’s leading international media publications, Floor Covering Weekly and HALI. Onsite, InnovAction exhibitors were found within three specialty display areas, all of which designed by globally renowned architect, Kostas Chatzigiannis. Each pavilion gave the halls a different flare and introduced award-winning concepts, such as but not limited to the French Cobble Stone collection from Dalian Shumaike, GEMP heavy-duty, industrial flooring from Widehigh Technology, and the dense fiber Flock Carpet from Jiashan Bohua.

The winners of the 2018 Top-10 Best Products at DOMOTEX asia/CHINAFLOOR were: Armstrong (China), Zhejiang, Kingdom Plastics Industry Co. Ltd., Audiga Building Material Jiangsu Co. Ltd., Widehigh Technology Co. Ltd., Jiangsu Kali Carpet Co. Ltd., Jiashan Bohau Flocking Fabric Co Ltd., Weihai Shanhua Carpet Co. Ltd., FG-Frym Industry Co. Ltd., Dalian Shumaike Floor Manufacturing Co. Ltd., and Dunhua City Ruifuyuan Wood Industry. To see these companies and their products, please visit domotexasiachinafloor.com

With the growing demand for in China for stylish interiors – the cadex interior design and architecture conferences quickly identified this market swell and rode its wave to a 50% increase in participation from 2017. Over 8,000 visitors attended the 4 conference sessions and 20 design salons which touched on topics such as creative workspaces.

Looking forward to seeing you next year, March 26th–28th, 2019! For more information, visit www.domotexasiachinafloor.com

**About DOMOTEX Worldwide:**

DOMOTEX HANNOVER (January 11-14, 2019) is the world’s leading floor covering trade show. Deutsche Messe AG Hannover organizes the show.

DOMOTEX asia/CHINAFLOOR (March 26-28, 2019 in Shanghai) is the largest international flooring show in the Asia-Pacific region. VNU Exhibitions Asia, Build Your Dream and Hannover Milano Fairs Shanghai, a subsidiary of Deutsche Messe, jointly organize the show.

DOMOTEX Turkey (April 24-27, 2018 in Gaziantep) serves the Turkish and Middle Eastern markets. Hannover Messe International Istanbul, a subsidiary of Deutsche Messe, organizes the show.
HANNOVER FAIRS USA to launch
DOMOTEX in the UNITED STATES
- World’s Top Trade Show for Floor Coverings to
debut in Atlanta from February 28-March 2nd, 2019

DOMOTEX has been supporting the carpet and floor covering industry for almost 30 years with trade shows in Germany, China, Turkey and now the launch of DOMOTEX USA. DOMOTEX USA will focus on the American supply chain, providing a platform for flooring manufacturers to meet with buyers, and for professionals to address major issues facing the industry.

We at Modern Woodwork have covered Domotex Asia Chinafloor in Shanghai, China in March 20-22, 2018. We had a valuable opportunity to interview Noel Hoekstra, DOMOTEX Sales Director, Deutsche Messe, Hannover Fairs USA, during the Show.

Readers in India should find the information given by her about the very first DOMOTEX Fair in USA, to be held in 28th Feb - 02nd March 2019 at Atlanta, USA on THE WOOD PORTAL & in following exclusive interview.

Exclusive interview:
SHANTI MANSABDAR - Editor - Modern Woodwork, NOEL HOEKSTRA - DOMOTEX Sales Director, Deutsche Messe, Hannover Fairs USA

Q. By SHANTI MANSABDAR, Editor, MODERN WOODWORK: Welcome Ms. Noel for this Domotex edition in China. It was just recently announced that you are going to launch new edition of Domotex in USA. It seems that first edition will be coming in 2019. Will you please explain more about this first edition of Domotex USA?

Answer by NOEL HOEKSTRA, DOMOTEX Sales Director: Yes, we are very proud to announce the first edition of Domotex USA, which will taking place Feb 28th - March 02, 2019, in World Congress Center, Atlanta. We expect to attract a lot of world manufacturers as exhibitors and expect to bring in audiences from North America including Canada & Mexico as visitors.

MODERN WOODWORK: We feel the USA is a big market for flooring for manufacturers from China, India or Indonesia. We guess you will be looking for a lot of participants from all these countries.

NOEL HOEKSTRA: Yes, Atlanta & the State of Georgia are home to many of the US manufacturing companies, but we will also bring similar companies from around the world including Germany, Turkey, China & other countries.

MODERN WOODWORK: Will the Domotex USA show invite people mostly from North America as visitors or will buyers from South America also be visiting?

NOEL HOEKSTRA: Primarily people will be visiting from the U.S., Canada, Mexico and to some extent from South America.

MODERN WOODWORK: We feel the choice of Atlanta is very appropriate as Atlanta has very nice facilities available and it is centrally located for the flooring business.

NOEL HOEKSTRA: Exactly, that was one reason we chose Atlanta; many of the US market buyers are located on the east coast and in the central part of USA. All the major builders and buyers, plus housing manufacturers are coming from the southeastern area of USA. Atlanta is easily reached by everyone; 75% of US population can reach Atlanta in 2 hours.

MODERN WOODWORK: Wish you all the best for Domotex USA and we hope that the fair will turn out as big as Domotex Hannover or Domotex Asia Chinafloor.
Hannover Fairs USA announced today that it will debut DOMOTEX USA focused on the American residential floor covering industry in Atlanta, Georgia from February 28-March 2nd, 2019 at the Georgia World Congress Center in Atlanta.

Launched in 1988 in Hannover, Germany by Deutsche Messe, one of the world’s top trade show organizers, DOMOTEX is the world’s foremost showcase for floor coverings innovation. DOMOTEX USA will consist of exhibition space, conferences and education, featuring flooring and flooring innovations in one easy three-day trade show in America’s flooring capital, Atlanta.

Exhibitors will display the latest machine-made carpets, wall-to-wall carpeting, textile floor coverings, handmade rugs, resilient floor coverings, design flooring /luxury vinyl tile (LVT) and laminate flooring, parquet and wood flooring, as well as application and installation technologies designed for the residential flooring marketplace.

“Many industry representatives have been asking us for years to launch the DOMOTEX brand in the North American market, as there has not been a flooring trade fair in the Eastern U.S. that demonstrates the quality and breadth of the world’s leading carpet and flooring show, the DOMOTEX Hannover,” said Dr. Andreas Gruchow, Member of the Management Board, Deutsche Messe AG, Hanover.

DOMOTEX USA will target North American-based professionals, including wholesalers and retailers of Carpets, Floor Coverings, Wood Flooring, LVT and other innovative flooring products for Flooring Retailers, Home Builders, Developers, Floor Installers and Home Improvement & Buying Groups. DOMOTEX USA will be organized and managed by Hannover Fairs USA (HFUSA), the U.S. subsidiary of Deutsche Messe.

“Launching DOMOTEX USA in Atlanta makes perfect sense because we can offer industry players across the Midwest, Northeast and Southeast the chance to both visit exhibitors on the show floor and to tour the area’s manufacturing facilities,” said Raymond Bianchi, Vice President, Events & Business Development at Hannover Fairs USA.

DOMOTEX USA is an extension of Deutsche Messe’s worldwide portfolio of flooring events. With its premiere in February 2019, DOMOTEX USA leverages the power of the DOMOTEX global brand in North America, complementing the floor covering shows in Hannover, Shanghai and Turkey.

“With the introduction of DOMOTEX in Atlanta, we will showcase residential flooring innovations from the center of North America’s floor covering marketplace, adding another vital Deutsche Messe event to our North American portfolio of shows,” said Larry Turner, President and CEO of Hannover Fairs USA.

For exhibition and sponsorship sales, please contact Noel Hoekstra at nhoekstra@hfusa.com. Ray or Noel can be reached by phone at (773) 796-4250. www.DomotexUSA.com and social media sites.
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