

»Who offers what?« – Acquire new customers successfully

The largest business directory within the German plastics press, published monthly. This is your promising opportunity for new contacts with a simple and affordable advertisement.

Email: media@hanser.de

Your order for your entry

We hereby place an order to include our company in »Who offers what?« of the magazine **Kunststoffe** at a price of € 7.00 plus VAT per print line under the following product categories (with keyword):

Under Number keywords, in groups A to H (see next page).

Under Number new keywords, whose admission we hereby request (with grouping):

Term until revoked – minimum term 12 months.

Your entry text (max. 26 characters per line)

1 st line		(e.g. company name)
2 nd line		(e.g. street/p.o.box/town)
3 rd line		(e.g. telephone/fax)
4 th line		(e.g. additional names, brands)
etc.		(e.g. additional names, brands)
Date		
Signature*		

Invoicing: quarterly in advance, € 7.00 plus VAT per print line, after publication of the first quarterly issue.

*Please also in block capitals.

Calculation example

Flame Retardants	(keyword free of charge)
The plastics company	(1st line)
Association	(2nd line)
Department	(3rd line)
New York, NY 10018	(4th line)
Telephone: 12345/67-890	(5th line)
Sample Product	(6th line)
= 6 lines of 7 Euro each	€ 42.- + VAT

The utility value of the business directory - your sales success – depends largely on a clear structure and a clear external form. We therefore adhere to the following guidelines, which we have developed in consultation with the German plastics associations:

Classification of each keyword only in the relevant group • Short and concise keyword designations • Only one keyword for one product • Extensive restriction to genuine generic terms • No brand name in the keyword • Offer text begins with the company name • Additional texts (brand names and other characteristics) afterwards • Uniform typeface, no versal script and block capitals • No company logos.

The product keyword list is used to categorize and make your entry easier to find in our **business directory**. You can select as many keywords as you like under which your company should be listed. The price for the company entry varies depending on the number of keywords used.

The product keyword list is also used to index your **content formats** on our experts portal. We want to keyword all online content such as native ads, whitepapers or product highlights on the website so that they can be found more easily via search engines, that they appear in the appropriate sections on our website and are displayed alongside related editorial articles. **Please mark a maximum of 15 terms.**

Your company:

A. Chemicals, Auxiliaries and Raw Materials

- ☐ Additives
- ☐ Additive Batches
- ☐ Additive Concentrates
- ☐ Bioplastics
- ☐ Compounds
- ☐ Colors, Liquid
- ☐ Color Concentrates (Batches)
- ☐ Color Pastes
- ☐ Dyes and Pigments
- ☐ Flame Retardants, General
- ☐ Fillers, General
- ☐ Fillers, Mineral
- ☐ Lubricants for Plastics
- ☐ Granulates, PVC (Compounds)
- ☐ Curing Agent for Epoxy Resins
- ☐ Epoxy Resins
- ☐ Master Batches
- ☐ Pigments, Colored
- ☐ Polypropylene Compound
- ☐ PVC Additives
- ☐ PVC Pastes
- ☐ PVC Powder Mixtures
- ☐ Toughening Agents for PVC
- ☐ Stabilizers
- ☐ Stearates
- ☐ Thermoplastics
- ☐ Processing Aids, General

B. Plastics Processing (Services), Contract Processing

- ☐ Compounding
- ☐ Coloring
- ☐ Engraving through Photoetching
- ☐ Cold Grinding
- ☐ Grinding
- ☐ Grinding, Pilot Quantities
- ☐ Post-Processing (PUR)
- ☐ Polymethyl Methacrylate
- ☐ Plastics Testing
- ☐ Recycling
- ☐ Regrinding
- ☐ Radiation Cross-Linking
- ☐ Mold Structuring
- ☐ Thermoplastic Elastomers

C. Semi-Finished Plastic Products

- ☐ PE-HMW and PE-UHMW
- ☐ Sheets
- ☐ Polyethylene Semi-Finished Goods
- ☐ Polyethylene Panels
- ☐ Polyurethane Foams (PUR)
- ☐ PVC Profiles
- ☐ Belt Guides

D. Finished Plastic Products

- ☐ Profiles, General
- ☐ Injection Molding Parts, General
- ☐ Technical Injection Molding Parts
- ☐ Gear Wheels

E. Machines, Equipment, Tools and Accessories for Plastic Processing

- ☐ Extraction Systems
- ☐ Coating Units
- ☐ Briquetting Presses
- ☐ CAD, CAM, CIM
- ☐ Dosing Systems, General
- ☐ Dosing Equipment
- ☐ Dedusting Systems
- ☐ Extruders
- ☐ Extruder Downstream Equipment
- ☐ Filter Systems
- ☐ Conveying Systems, Pneumatic
- ☐ Film Haul-Off and Winding Machines
- ☐ Film Blowing Lines
- ☐ Film Stretching Plants
- ☐ Laminated Paper Sleeves and Rings
- ☐ Hot Runner Technology
- ☐ Heaters, Electric
- ☐ Heating and Cooling Equipment
- ☐ HF Welding Machines
- ☐ HF Welding Tools
- ☐ Infrared Heaters
- ☐ Embossing Calenders
- ☐ Cold Runner Systems
- ☐ Cooling Systems
- ☐ Cooling Units, General
- ☐ Lacquer Drying Lines and Ovens
- ☐ Laser Welding Systems
- ☐ Grinding Mills, Fine
- ☐ Mixers
- ☐ Standard Elements
- ☐ Presses, Hydraulic

- ☐ Melt Pumps
- ☐ Augers and Cylinders
- ☐ Cutters and Winders for Films
- ☐ Cutting Mills
- ☐ Welders and Machines for Semifinished Goods
- ☐ Hot Air Welders
- ☐ Welding Machines for Films
- ☐ Welding Machines, Hot Gas
- ☐ Welding Machines, Hot Air
- ☐ Welding Machines, Heating Element
- ☐ Welding Machines, Infrared
- ☐ Welding Machines, Laser
- ☐ Welding Machines, Rotation
- ☐ Welding Machines, Ultrasound
- ☐ Welding Machines, Vibration
- ☐ Silo Discharge Aids
- ☐ Clamping Cones
- ☐ Injection Molds
- ☐ Coaters
- ☐ Spreading Devices for Bulk Goods
- ☐ Temperature Controllers
- ☐ Temperature Control Units
- ☐ Thermocouples
- ☐ Thermoforming Lines
- ☐ Separators
- ☐ Dryers, Granulate
- ☐ Ultra-Drying Chambers
- ☐ Packaging Machines
- ☐ Pre-Heating Ovens
- ☐ Heat Protection Plates
- ☐ Warming and Drying Chambers
- ☐ Rollers, General

- ☐ Tool Making
- ☐ Winders
- ☐ Gear Pumps
- ☐ Shredders

F. Analyses, Measuring and Testing Technology, including Accessories and Services

- ☐ Leak Testing Systems
- ☐ Inspection, Analysis, and Sorting of Raw Materials
- ☐ Laboratory Extruders
- ☐ Laboratory Kneaders
- ☐ Laboratory Machines
- ☐ Laboratory Presses
- ☐ Laboratory Roller Mills
- ☐ Measuring, Instrumentation, and Control
- ☐ Thickness Measuring Equipment
- ☐ Color Measuring Equipment
- ☐ Temperature Measuring Equipment
- ☐ Test Equipment for Rheological Properties
- ☐ Test Inks for Surface Tension

G. Auxiliaries for Plastic Processing

- ☐ Parting Agents, General

H. Automation

- ☐ Image Processing