

## **Sustainable and Innovative - Leonhard Kurz promotes circular recycling economy**

Fürth/Germany, January 1st, 2021: Life Cycle Thinking is anchored in Kurz's corporate goals. The commitment to sustainability and the active advancement of the circular recycling economy is now clearly reflected in this year's appearance of the company at the all-digital CES innovation show.

Under the theme *Earth Attraction*, the global player from Fürth in Germany is showing product and design innovations, plus addressing sustainable and highly effective solutions for a variety of industries. The new design concept *Gravity Forces*, inspired by the elements of fire, water, earth and air, as well as environmentally friendly plastic decoration innovations, presented under the name *New Ground*, pay homage to nature, which Kurz aims to preserve. With *Circle of Life*, the company also shows its commitment to sustainability at all levels, from production to waste recycling.

The Kurz vision is a holistic recycling progression with a high degree of design freedom, while simultaneously being cost efficient. In order to make this idea a reality, the experts at Leonhard Kurz are continuously researching new products and processes.

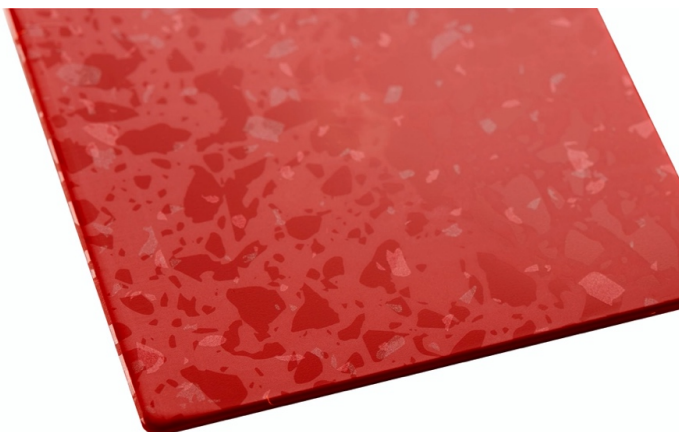
### **Sustainability competence along the entire value chain**

How can material and energy be saved without losing quality? At which points can waste be avoided in the future? The company asks itself questions like these continuously and sees itself as responsible along the entire value chain - in its own production processes, in the customer's application process, as well as the end product and recycling.

In the manufacture of decoration materials, the company relies largely on renewable energy - in Germany achieving 100 percent thanks to the company's own solar power capability. In addition, complete exhaust air treatment with energy recovery contributes to a resource-saving production process.

### **Kurz decorations do not limit the recyclability of products**

On the one hand, the extremely thin transfer decorations from Kurz generally do not impair the recyclability of plastic components, as various tests have shown. They also enhance the appearance of recycled materials; high-quality refined recyclates are in no way inferior to decorated new materials. The components made of recycled material can be used with Kurz decorations just as aesthetically and with the same versatility. There are no visual differences to parts made from new material, unless the customer so wishes. Then, with approaches such as *Speckle Design*, creative variants are available that visually underline the recycling concept.



To meet customer requirements, the *Speckle Design* creative variant emphasizes the recyclability of the recycled material. At first glance, it is clear that the high-quality refined components are made of recycled material and can also be easily returned to the recycling economy.  
(Photo: KURZ)

The application process at the customer can also be mapped in an environmentally friendly way - for example, using so-called dry chrome decoration instead of electroplating for metallic effects on surfaces. Both the hot stamping process and the In-Mold Decoration process, IMD for short, are dry and solvent-free. Since the IMD process combines two work steps in one - the production and the decoration of the component - it is also more energy efficient than other processes.

### **Avoid waste - or recycle with a unique recycling program**

At Kurz, the recycling of recyclable materials is of particular importance. Here it is important to find sensible and environmentally friendly solutions for reuse: For example, the company uses harmless stamping foil waste as a substitute fuel for energy. However, a milestone in recycling has now been achieved with

the in-house recycling program for PET carrier film waste from customers, for which a recycling plant was set up. The program is to be expanded step by step in the future.

In addition to people and the environment, Kurz's customers in particular benefit from the extensive commitment to sustainability. Thanks to this know-how, they can improve their own CO<sub>2</sub> balance and expand their competitive advantage.

### **Web landing page provides an insight into Kurz's commitment to sustainability**

In parallel to the online trade fair appearance at CES, in which the consumer electronics and automotive application sectors are in the foreground, Leonhard Kurz will also provide information on its latest innovations on an additional landing page at [www.plastic-decoration.com/CES](http://www.plastic-decoration.com/CES). Product images, videos and informative descriptions not only make the entire scope of the innovations understandable, but also demonstrate the Kurz commitment to sustainability at all levels.

**About the company:** The KURZ Group is a leading international company in hot-stamping and thin film technology. KURZ develops and produces decorative and functional layers applied to carrier foil for different industries, from the packaging and printing industry to the automotive sector and the electronics, card, and textile branches. KURZ supplies an extensive range of products for surface finishing, decoration, labeling, and protection against forgery, complemented by a comprehensive range of stamping presses and stamping tools. It also invests continuously in new technologies and develops innovative solutions for integrating functions into surfaces. The KURZ Group has more than 5,500 employees at over 30 sites worldwide, and produces under standardized quality and environmental standards in Europe, Asia, and the USA. A global network of subsidiaries, representatives, and sales offices ensures short paths and individual, on-site consulting.

[www.kurz-world.com](http://www.kurz-world.com)

#### **Press Contact:**

Lucie Mengel  
LEONHARD KURZ Stiftung & Co. KG  
Schwabacher Straße 482, 90763 Fürth/Germany  
Phone: +49 911 71 41-96 38  
E-Mail: [lucie.mengel@kurz.de](mailto:lucie.mengel@kurz.de)  
[www.kurz-world.com](http://www.kurz-world.com)