



# Lifecycle Thinking

**Sustainability and recycling reliability  
for plastic surfaces**



# Forward thinking. Sustainable enhancement.

Find out more here



We are a Global Player who feels duty-bound to leave behind a better world for subsequent generations. True to our leitmotif 'Design for Recycling', we research products and processes for a holistic recycling loop. Our goal is to offer customers freedom of design at maximum efficiency. Teaming up with you, we develop trend-setting plastic decorations which do not affect the recyclability of your products and give you a sustainable competitive edge.

## Products maintain their premium appearance even after several consecutive life cycles

Decoration with a KURZ product involves transfer of only ultra-thin layers of metal or lacquer which do not affect recycling of the decorated end-product or component.

This maintains the recyclability of the plastic parts, regardless of decoration process. We have verified this in wide-ranging scientific tests.

Decorating strip made of new material with KURZ IMD decoration:



Gloss: 89 GE (measured at a reflection coefficient of 60°)

Decorating strip made of 100% recycled material with KURZ IMD decoration:



Gloss: 89 GE (measured at a reflection coefficient of 60°)

## Create desire with sustainable design

Recyclates can now be finished with our products at the same high quality and creativity as virgin material.

As your dedicated project partner in Design for Recycling, the harmonization of persons, nature, and the environment is already part of the creative process. We will pursue a mutual goal: unrestricted recyclability along the entire value chain, with maximum freedom of design and efficiency.

With over 120 years experience in surface decoration, we can also advise you on developing your own recycling concepts.

We utilize as much renewable energy as possible, up to 100 percent in Germany, generated by our own solar plants

We use dry chromium plating, for instance, instead of electroplating. Lower your carbon footprint by up to 95 percent with our innovative decoration process

Our decorations are thinner than a hair and make plastic parts lighter and more durable, another benefit for your environmental balance

With our solutions you will broaden your expertise in sustainability and boost brand loyalty

# Design for Recycling – on the road to closed recovered substance cycles

Recycling-friendly products are gaining importance. The aim is to transform plastics back into raw material after use, rather than dumping them into landfills and incineration plants. We provide our customers with unmatched support: KURZ supplies you with outstanding decoration products and their matching sustainable technology solution. With these, you can provide perfectly decorated products at competitive prices. We understand the challenges you face, and together with you would like to implement a sustainable, ecologically compatible value chain.

## Your advantages at a glance:

- **We take recyclability into account even during product development, and set appropriate standards: Design for Recycling**
- **Under Design for Recycling, we continuously develop our overall machine and process solutions**
- **KURZ decorations enhance the aesthetic value of your products without affecting the recyclability of products**
- **We do not use harmful processes or hazardous substances**
- **Our environmental standards bolster your environmental competence**
- **We use renewable energy**
- **We work only with certified suppliers**
- **We can trace all the components of our decorations**
- **You have one contact person for the entire value chain, worldwide**
- **You reduce your carbon footprint, since we produce around the world and eliminate transport routes between different suppliers and processors**

[www.plastic-decoration.com/en/](http://www.plastic-decoration.com/en/)

## Competitive edge: sustainable processes



Our sustainability innovations give you a competitive edge. Our entire value chain is oriented toward:

- Resilient finishing of your products
- Recyclability of components
- Conservation of resources and improvement of your ecobalance

We have implemented uniform environmental standards, which far exceed the legal regulations, at all of our production sites. We meet standards such as REACH, as well as quality management under DIN EN ISO 9001, energy management under DIN ISO 50001, and environmental management under DIN ISO 14001.

## Efficient production with in-register machines

Sustainability is always a matter of technology as well, so that products can be offered at competitive prices.

You need efficient and reliable machine solutions that are individually tailored. We configure our machines specifically for your applications. As an overall solutions provider, we make sure that machine, process, and material are in optimal alignment. Even on 100 percent recycled material, you will achieve perfect finishing that will thrill your customers. Moreover, our wafer-thin surfaces are reclaimed as defined by Design for Recycling.



## KURZ worldwide

The KURZ Group is an international leader in thin-film technology and supplies products for surface finishing and decoration. With over 5,500 employees at more than 30 sites worldwide, KURZ has an international presence and manufactures under uniform quality and environmental standards in Europe, Asia and the USA. Thanks to KURZ's many years of experience and the constant expansion of our portfolio, we can offer our customers a wide range of products – and all from one source. A global network of subsidiaries, representatives and sales offices ensures short paths and individual, on-site consulting.

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 Phone: +49 911 71 41-0  
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**USA**  
**Charlotte/Los Angeles/Chicago/  
 Lexington/New York**  
 KURZ TRANSFER PRODUCTS, L.P. (KTP)  
[www.kurzusa.com](http://www.kurzusa.com)

**China**  
**Hefei/Beijing/Chongqing/Kunming/  
 Shanghai/Shenzhen**  
 KURZ STAMPING TECHNOLOGY  
 (HEFEI) Co., Ltd.  
[www.kurz.com.cn](http://www.kurz.com.cn)

### Sales subsidiaries with logistic centers

**Australia**  
**Sydney/Adelaide/Melbourne**  
 LEONHARD KURZ (Aust.) PTY. LTD.  
[www.kurz.com.au](http://www.kurz.com.au)

**Brazil/São Paulo**  
 KURZ do BRASIL  
[www.kurz.com.br](http://www.kurz.com.br)

**Canada/Toronto**  
 KURZ TRANSFER PRODUCTS, L.P.  
[www.kurzusa.com](http://www.kurzusa.com)

**Chile/Santiago**  
 FSK S.A.  
[www.foilsk.com](http://www.foilsk.com)

**Czech Republic/Střelice u Brna**  
 KURZ Czech & Slovak s.r.o.  
[www.czkurz.com](http://www.czkurz.com)

**France/Paris**  
 KURZ FRANCE S.A.R.L.  
[www.kurz.fr](http://www.kurz.fr)

**Germany/Doebeln**  
 KURZ TYPOFOL GmbH  
[www.kurz-typofol.de](http://www.kurz-typofol.de)

**Great Britain/Watford**  
 LEONHARD KURZ (UK) LTD.  
[www.kurz.co.uk](http://www.kurz.co.uk)

**Hong Kong**  
 KURZ Hong Kong Ltd.  
[www.kurz.com.cn](http://www.kurz.com.cn)

**Hungary/Budapest**  
 LEONHARD KURZ South-East Europe Kft.  
[www.kurz.hu](http://www.kurz.hu)

**India**  
**New Delhi/Chennai/Calcutta/Mumbai**  
 KURZ (INDIA) PVT. LTD.  
[www.kurz.in](http://www.kurz.in)

**Ireland/Dublin**  
 LEONHARD KURZ IRELAND LTD.  
[www.kurz.ie](http://www.kurz.ie)

**Japan**  
**Osaka/Tokyo**  
 KURZ JAPAN LTD.  
[www.kurzjapan.com](http://www.kurzjapan.com)

**Mexico**  
**Mexico City/Guadalajara**  
 KURZ MÉXICO S.de R.L.de C.V.  
[www.kurz.com.mx](http://www.kurz.com.mx)

**Morocco/Casablanca**  
 KURZ North Africa  
[www.kurz-na.com](http://www.kurz-na.com)

**Netherlands/Nijmegen**  
 LEONHARD KURZ BENELUX B.V.  
[www.kurz.nl](http://www.kurz.nl)

**New Zealand/Penrose**  
 KURZ NEW ZEALAND  
[www.kurz.com.au](http://www.kurz.com.au)

**South Korea/Seoul**  
 Kurz Korea Automotive Corp.  
[www.kurz-korea.kr](http://www.kurz-korea.kr)

**Switzerland/Wallisellen**  
 KURZ PRÄGEFOLIEN AG  
[www.kurzag.ch](http://www.kurzag.ch)

**Taiwan/Taipei**  
 KURZ CHEERS, Inc.  
[www.kurz.com.tw](http://www.kurz.com.tw)

**Thailand/Bangkok**  
 KURZ (Thailand) Ltd.  
[www.kurz.co.th](http://www.kurz.co.th)

**Tunisia/Tunis**  
 KURZ North Africa  
[www.kurz-na.com](http://www.kurz-na.com)

## Fields of expertise

KURZ is always investing in new technologies. KURZ subsidiaries develop innovative solutions for functional integrations into surfaces as well as products for labeling and counterfeit protection along with the corresponding software. A comprehensive range of stamping presses and stamping tools rounds off the versatile KURZ product portfolio. Furthermore, KURZ subsidiaries use their expertise to provide future-oriented, custom-made complete solutions including project consultancy and machine and tool technology.

**Baier GmbH & Co. KG**  
[www.baier-praetetchnik.de](http://www.baier-praetetchnik.de)

**BURG DESIGN GmbH**  
[www.burg-design.com](http://www.burg-design.com)

**hinderer + mühlich GmbH & Co. KG**  
[www.hinderer-muehlich.de](http://www.hinderer-muehlich.de)

**ISIMAT GmbH**  
[www.isimat.de](http://www.isimat.de)

**KURZ Digital Solutions GmbH & Co. KG**  
[www.kurzdigital.com](http://www.kurzdigital.com)

**mprint gmbh & co. kg**  
[www.mprint.de](http://www.mprint.de)

**OVD Kinegram AG**  
[www.kinegram.com](http://www.kinegram.com)

**PolyIC GmbH & Co. KG**  
[www.polyic.com](http://www.polyic.com)

**SCHÖFER GmbH**  
[www.schoefer.at](http://www.schoefer.at)

**Steinemann DPE AG**  
[www.steinemann-dpe.com](http://www.steinemann-dpe.com)

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