



TECHNOLOGY MATTERS

DESMA HOUSE FAIR

26–27 Sept **2022** | Achim, Germany

WELCOME TO ACHIM!

Pioneering the World
of Footwear Creation

AUSSTELLERVERZEICHNIS

DIRECTORY OF EXHIBITORS



Herzlich willkommen zur DESMA-Hausmesse 2022!

Endlich! Nach langer Pause dürfen wir nun wieder die internationale Schuhwelt im Rahmen unserer Hausmesse in Achim begrüßen. Die zahlreichen Anmeldungen zu unserer Hausmesse 2022 zeigen uns, dass die traditionsreiche Veranstaltung nach wie vor zu den wichtigen Events der internationalen Schuhbranche zählt.

Mehr als 50 Aussteller aus dem In- und Ausland haben sich angemeldet. Zudem erwarten wir rund 700 Besucherinnen und Besucher – Kunden, Partner, Lieferanten und Freunde von DESMA. Sie alle können sich unter dem Motto „Technology matters“ über die Weiterentwicklung der Direktansohlung, neue Automatisierungstools und Lösungen zur industriellen Schuhfertigung informieren.

Ein globaler Megatrend ist die Nachhaltigkeit – ein zentrales Thema auf unserer Hausmesse. Wir zeigen Ihnen zum Beispiel, wie Sie mit der Technik der Direktansohlung und unterstützenden Automationslösungen Schuhe präzise und in konstanten Prozessen und somit ressourcen- und umweltschonend produzieren können. Als weiteres, besonderes Highlight präsentieren wir Ihnen unsere nach modernsten LEAN-Produktionsmethoden konzipierte „Fabrik der Zukunft“. Sehr gern stellen wir Ihnen unsere neue Produktionsstätte vor, die wir Mitte 2020 in Betrieb genommen haben.



TECHNOLOGY MATTERS
DESMA HOUSE FAIR

Darüber hinaus informieren Sie unsere Experten über die neuesten Entwicklungen aus dem Hause DESMA, erläutern neue Verfahren, Maschinenkonfigurationen und Technologien. Vorträge, Präsentationen, Diskussionen und Produktions-Vorführungen warten an vielen Messeständen und auf der zentralen Bühne auf Sie.

Wir freuen uns sehr auf Ihre Fragen, Ideen und Anregungen. Sie sind uns Ansporn, täglich besser zu werden und unseren Kunden wirtschaftliche sowie zukunftsorientierte Lösungen anbieten zu können. Ganz besonders aber freuen wir uns auf das persönliche Wiedersehen nach dieser langen, außergewöhnlichen Phase des Abstandes.

Mit unseren besten Grüßen

Ihre

CHRISTIAN DECKER

KLAUS FREESE



Welcome to the DESMA House Fair 2022

Once more Achim is the focal point of the international footwear industry and we have the pleasure of welcoming you to our company again. We are really looking forward to seeing you there and are proud to be the meeting place for so many representatives of our industry.

More than 50 exhibitors from Germany and abroad have agreed to take part. We expect to see around 700 visitors to the fair – customers, partners, suppliers and friends of DESMA. Under the heading “Technology matters”, they can all find out more about the latest developments in direct soling, new automation tools and solutions for industrial footwear manufacturing.

Sustainability is currently a global megatrend and will accordingly play a central role at our House Fair. For instance, we will show you how you can use direct soling technology together with automation solutions to produce shoes precisely and consistently, thus saving resources and minimising environmental impact. Another special highlight will be the presentation of our “Factory of the Future”, designed to reflect state-of-the-art LEAN production methods. It went into operation in mid-2020 and we are more than happy to have the chance to show it to you.



TECHNOLOGY MATTERS
DESMA HOUSE FAIR

Our experts will be there to inform you about the latest developments from DESMA, to explain new processes, machine configurations and technologies. There will be lectures, presentations, discussions and production demonstrations at many of the fair stands and on the central stage.

We look forward to hearing your questions, ideas and suggestions. They spur us on to become better every single day so that we can offer our customers cost-effective and pioneering solutions. But we are particularly looking forward to seeing you again in person after this unusually long enforced absence.

Our very best regards,

A handwritten signature in blue ink, appearing to read 'C. Decker', with a stylized, flowing script.

CHRISTIAN DECKER

A handwritten signature in blue ink, appearing to read 'K. Freese', with a bold, blocky script.

KLAUS FREESE

PROGRAMM | PROGRAM

PROGRAMM DER HAUSMESSE | HOUSE FAIR AGENDA

2022-09-26	MONTAG	MONDAY
10.00	Messebeginn	Start of exhibition
10.30	Offizielle Begrüßung 4	Welcome Opening 4
13.00–17.00	DESMAology Footwear Innovation Conference 2	DESMAology Footwear Innovation Conference 2
17.00–17.30	Pressekonferenz 2	Press Conference 2
17.30	Ende des Messetages	End of exhibition day
17.00–18.00	Abfahrt der Busse 1 zu „Meyer-Bierden“	Bus departure 1 to “Meyer-Bierden”
18.00	Get-Together-Event bei Meyer-Bierden	Get-Together-Event at Meyer-Bierden

2022-09-27	DIENSTAG	TUESDAY
09.00	Messebeginn	Start of exhibition
09.00–15.00	DESMAology Footwear Innovation Conference 2	DESMAology Footwear Innovation Conference 2
16.00	Ende der Messe	End of exhibition

Get-Together-Event Veranstaltungsort Get-Together-Event Location

„Gasthof zur Linde“ (Meyer-Bierden)

Grüne Strasse 3 | 28832 Achim-Bierden

Tel. +49 4202 23 64

www.meyer-bierden.de

PLAN | MAP OF EXHIBITION GROUND

DESMA HAUSMESSE 2022 | DESMA HOUSE FAIR 2022



Erfrischungen/Snacks sind während der Hausmesse in der Cafeteria **6** erhältlich.

Refreshments/snacks are available in the cafeteria **6** during the House Fair.

DESMAology FOOTWEAR INNOVATION CONFERENCE

DESMA HAUSMESSE 2022 | DESMA HOUSE FAIR 2022

MONTAG | **MONDAY** 2022-09-26

LINK TO
DESMAology 

STREAM 1
ROOM 0.21 / 0.22

2 on the map

-
- 13.00 DESMA** **DESMA 4.0 – world shoe market**
Christian Decker (DESMA)
- 13.30 SHOETURE SCENARIO 1** **How automation will be the main driver of creativity**
Daniel Cocking (Lacesless) | Christian Decker (DESMA) | Jesse Giacomo | Johan van Dyck (Huntsman) | Alexander Behm (Karl Mayer Stoll) | Nicoline van Enter (Footwearology)
-
- 14.30 30 MINUTE BREAK**
-
- 15.00 HYPERGANIC** **Accelerating design to feet: from months to days through algorithmic engineering**
*Markus H Finke (Hyperganic)
Daniel Shirley (Puma)*
- 15.30 SHOETURE SCENARIO 2** **How “AI-tomation” will be the next big leap for footwear**
*Kedar Benjamin
Shafae Ali
Markus H Finke (Hyperganic)
Nicoline van Enter (Footwearology)*
- 16.00 HENKEL** **3D printing: How building a robust ecosystem ensures high-impact solutions for footwear manufacturing**
Maarten Adolf (Henkel AG & Co. KGaA)
- 16.30 SHOETURE SCENARIO 3** **How 3D printing can be a feasible and profitable tool for footwear manufacturing**
*Cornelius Schmitt (Zellerfeld)
Maarten Adolf (Henkel)
Nicoline van Enter (Footwearology)*



STREAM 2

ROOM 0.23 / 0.24

2 on the map

13.00 **DESMA**
Christian Decker

**DESMA 4.0 –
world shoe market**

13.30 **DESMA**
Caroline Blanc (DESMA)
c.blanc@desma.de

**amir®c: revisiting
manufacturing process**

14.00 **OJLC**
Orlando Costa
ojlcosta2@gmail.com

**PU recycling,
closing the cycle**

14.30 **30 MINUTE BREAK**

15.00 **RHENOFLEX**
Dr. Gunter Scharfenberger
G.Scharfenberger@
Rhenoflex.com

**Rhenoprint technology –
sustainable. customized.
and digital.**

15.30 **ALOFT**
Pedro Barros Castro
castro@we-aloft.com

**Aloft sphere
sole bubble technology:
an approach to a more
comfortable and self-
adaptative outsole design**

16.00 **VIBRAM**
Anna Nosova
anna.nosova@vibram.com

**Vibram
Engaged with rubber**



STREAM 1
ROOM 0.21 / 0.22

2 on the map

09.00 PFI/ISC

Ellen Waßmann
e.wassmann@hdsl.eu

**“Panta rhei” –
everything flows**

**09.30 SHOETURE
SCENARIO 4**

Caroline Blanc (DESMA)
Janne Kytтанen (3DTI)
Ryan Hunt (Shloop)
Nicoline van Enter
(Footwearology)
Adrian Hernandez
(Simplicity Works)

**How local-for-local
manufacturing will
change the way we
create and sell shoes**

10.30 30 MINUTE BREAK

**11.00 SHOETURE
SCENARIO 5**

Nicoline van Enter
(Footwearology and NEFFA)
Aniela Hoitink (NEFFA)
Wilfred Kleesman
(Twine Solutions)
Gabriele Riedmann de Trinidad
(Platform 21)

**How new sustainable
materials will enable new
manufacturing systems
and supply chains**

12.00 60 MINUTE LUNCH BREAK

**13.00 SHOETURE
SCENARIO 6**

Duncan van Norden
(Footwearology)
Nicoline van Enter
(Footwearology)
Christine Ax
Rolf Rainer

**How we can extend the
lifespan of worn shoes
on an industrial scale**



STREAM 1
ROOM 0.21 / 0.22

2 on the map

**14.00 SHOETURE
SCENARIO 7**

David Filar (Endtstate tbc)

Kostika Spaho

(Ica and Kostika)

Nicoline van Enter (Footwearology)

**How blockchain and
cryptos could provide new
business models for on-
demand manufacturing**

15.00 TRANSITION TO FDRA CONFERENCE



STREAM 2

ROOM 0.23 / 0.24

2 on the map

09.00 HUNTSMAN

Johan Van Dyck
johan_van_dyck@
huntsman.com

Polyurethanes as the material of choice for footwear

09.30 DOW

Govind Gupta
GGupta@dow.com

Lightweight & sustainable polyether soling solutions

10.00 COIM

Andrea Luraghi
Andrea.Luraghi@
coimgroup.com

The newest sustainable complete solution for polyurethane footwear applications

10.30 30 MINUTE BREAK

11.00 FAGUS

Marvin Göke
marvin.goeke@
fagus-grecon.com

Shoe production automated and efficient

11.30 TECHLAST

Fernando Ferro
Fernando.Ferro@techlasts.com

A new approach to the footwear industry

12.00 60 MINUTE LUNCH BREAK

13.00 CONCENTROL

Ángel Rodríguez
arodriguez@concentrol.com

Experimental factorial design applied to footwear release agents

13.30 ACMOS

Dr. Holger Klyszcz-Nasko
hknasko@acmos.com

Support sustainability in shoe production footwear



STREAM 2
ROOM 0.23 / 0.24

2 on the map

14.00 TAG CHEMICALS

Andreas Kemper

Andreas.Kemper@

tag-chemicals.com

Advantages and challenges of water based release agents in the shoe production

14.30 SYMPATEX

Dr. Rüdiger Fox

Ruediger.Fox@sympatex.com

The key to shoe “onshoring” is automation – how an automotive approach could help us to face the global challenges

All presentations will be held in English.
All presentations are protected by copyright.
Please contact the speakers for further information.

HALLENPLAN | HALL PLAN

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| 2 RÖCHLING | 14 ACMOS |
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| 4 KECK | 16 ALOFT |
| 5 AIPOL | 17 FAGUS |
| 6 MINERVA BOSKOVIC | 18 CONCENTROL |
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| 8 COIM | 20 BOMIX |
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| 10 FORTUNA | 22 FRAMAS |
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HALLENPLAN | HALL PLAN

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KOSTENLOSES WLAN | FREE WIFI



SSID: *housefair*
PASSWORD: *housefair*

FOTO UND VIDEO | PHOTO AND VIDEO

BITTE BEACHTEN SIE:

Während der Veranstaltung werden von DESMA Fotos zu Zwecken der Öffentlichkeitsarbeit gemacht.

PLEASE NOTE:

During the event, DESMA will take pictures for marketing purposes.



ACMOS CHEMIE KG

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A**16**

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B

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www.footwear.basf.com

Wir schaffen Chemie für eine nachhaltige Zukunft. Wir bieten Hochleistungs-Polyurethan-Systeme (PU) und thermoplastische Polyurethane (TPU und E-TPU).

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fram^{as} ist spezialisiert auf die kundenindividuelle Entwicklung und Herstellung von Kunststoff-Hochleistungskomponenten.

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Globalfit ist ein brasilianisches Unternehmen und wir sind auf die Herstellung von Bändern, Schnürsenkeln, Plastisol und Hochfrequenz spezialisiert.

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4

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www.kluempen-leather.de

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Klümpen Leather for Brands ist ein weltweit operierender Lederlieferant für die Schuhindustrie in den Branchen Trekking, Sicherheit, Militär u.Casual.

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Company acts as Lab Concept player in areas as footwear engineering, textiles innovation and disruptive technologies.

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www.roechling.com/ruppertsweiler

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