

# Press Release



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Covestro takes part in the virtual Fakuma trade fair from October 13 to 15, 2020

## Rethink materials

### Continuous search for sustainable and future-oriented solutions

At this year's Fakuma-virtual, [Covestro](#) is using new opportunities to inform customers and other interested parties digitally about its material solutions. These include, for example, a virtual showroom, a digital sample library, expert videos and opportunities for digital, yet personal exchange with experts. Under the motto "Rethink Materials", the company is devoting more of its attention to future challenges and trends in order to discover new applications for its products and develop future-proof solutions to challenges in the areas of design, technology, processes and materials.

"Rethink Materials is an invitation to everyone to come into conversation with us and think jointly about new solutions for existing and upcoming challenges," says Christopher Schirwitz, one of the two Covestro stand managers at Fakuma-virtual. "As a supplier of high-tech polymer materials, we would like to learn about new perspectives in order to create innovations in close cooperation with our customers and partners that start with the material and ultimately go far beyond it. For us, Rethink Materials is inseparably associated with sustainability and our focus on the circular economy."

### Premiere for digital showroom

At Fakuma-virtual, the new virtual showroom of Covestro will experience its global premiere: From October 13, visitors can discover the showroom rooms and experience how innovative and functional materials are changing the way people live, work and communicate. Future design can be experienced in developments created with thermoplastic composites or advanced 3D printing technology.



It is not only presentations and customer experiences that are increasingly being conducted in virtual rooms. "Design processes are also becoming increasingly digital," says certified designer (Dipl. Des.) Hans-Eberhard Stein from Central Marketing at Covestro. "For example, this also includes the creation and use of digital prototypes." Covestro intends to intensify its focus on the target group of designers and their specific needs.

### **New Virtual Sample Library and CMF Library App**

The virtual sample library is also making its debut: Here, everything is centered around the optical and haptic design of products. Designers and other visitors can search for specific materials or be inspired by the wide range of products. The combination of color, material and finish (often abbreviated as CMF) opens up a wide range of design possibilities. For this purpose, Covestro is offering the CMF Library App in its virtual showroom and is presenting the sample library in the form of a video – a new way of making materials tangible.

Companies are also invited to Topic Days on the first three days of the fair. In this context, videos on the following topics will be shown:

- October 13: *Designs for the Future* (Topics: 3D printing and the Maezio<sup>®</sup> thermoplastic composite)
- October 14: *Streets of Tomorrow* (Topics: Car interior concept of the future, multi-functional display concept and efficient assembly of lithium-ion cells in the car battery)
- October 15: *Future Home* (Topics: 5G telecommunications, design of charging stations for electromobility and connectivity)

Visit the Covestro digital showroom and talk to the experts. You can reach them there from October 13 to 15 from 10 a.m. to 4 p.m. CET. Further information is available at: [fakuma.covestro.com](https://www.fakuma.covestro.com). As of October 13, you will also find a link to the Covestro digital showroom there.

### **About Covestro:**

With sales of EUR 12.4 billion in 2019, Covestro is among the world's largest polymer companies. Business activities are focused on the manufacture of high-tech polymer materials and the development of innovative solutions for products used in many areas of daily life. The main industries served are the automotive, construction, wood processing and furniture, and electrical and electronics industries. Other sectors include sports and leisure, cosmetics, healthcare and the chemical industry itself. Covestro has 30 production sites worldwide and employs approximately 17,200 people (calculated as full-time equivalents) as of the end of 2019.



**Forward-looking statements**

This press release may contain forward-looking statements based on current assumptions and forecasts made by Covestro AG. Various known and unknown risks, uncertainties and other factors could lead to material differences between the actual future results, financial situation, development or performance of the company and the estimates given here. These factors include those discussed in Covestro's public reports. These reports are available at [www.covestro.com](http://www.covestro.com). The company assumes no liability whatsoever to update these forward-looking statements or to make them conform to future events or developments.