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**New production technology permits freely programmable 3D geometries: Diverse potential uses for PLADUR organic coated steel from ThyssenKrupp Steel Europe**

This is what “Industry 4.0” could look like: Computer-designed 3D motifs and textures applied to organic-coated PLADUR steels with the aid of advanced production technologies. It signals a new era in the design and manufacture of facade panels. ThyssenKrupp Steel Europe is presenting the concept at the BAU trade show in Munich from January 19 to 24, 2015.

**Successful development partnership with metal forming specialists Fielitz GmbH**

The demands on modern architecture are many and varied: Planners and building owners want individuality and aesthetics, but combined with functionality and cost efficiency. Increasingly interconnected production processes offer many opportunities to respond faster and more accurately to customer requirements. ThyssenKrupp Steel Europe aims to exploit these opportunities together with Fielitz GmbH in the field of facade design. Thanks to a successful development partnership, proven organic-coated steel from the PLADUR product family can now be processed by a completely new production technology used by Fielitz GmbH (Ingolstadt). On the basis of freely programmable 3D geometries there are no limits to the imagination: Fine textures can be produced just as economically as coatings with pronounced tactile effects. And all this on the basis of computer-designed models. “This opens up new and attractive design possibilities above all for high-quality multistory construction. Our PLADUR series is a perfect fit for this new production technology,” says Axel Pohl, Head of Color Sales at ThyssenKrupp Steel Europe.

**Aesthetics and efficiency: the diversity of the PLADUR product family**

The PLADUR product family offers diverse possibilities for high-quality architecture thanks to properties such as good formability, high corrosion resistance and flexible design. The range of coated flat steel products from ThyssenKrupp Steel Europe for builders, architects and planners is being constantly enhanced with new and innovative applications.

*Visit us on the joint SIZ booth in hall B2, booth 303.*

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