

Press announcement from Bekaert

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Customers show Innovative Bekaert Ecobind® at Paperworld 2011

Find out why other prominent providers of spiral binding prefer and recommend Bekaert Ecobind®

First launched at IPEX 2010, Bekaert Ecobind® will now be showcased at the booths of the most prominent providers of spiral binding and bound stationery during Paperworld 2011. They will show how to produce more eco-friendly stationery with Bekaert Ecobind®; a 100% natural and CO₂ neutral coated bookbinding wire.

Zero environmental impact coating

Bekaert Ecobind® is a coloured eco-friendly coating for bookbinding wires which Bekaert has especially developed for the environmentally minded producer and consumer of spiral bound stationery. The coating is a 'green' polymer that is completely derived from natural resources. While having the same technical properties as petroleum based polymers, Bekaert Ecobind® completely decomposes when left in an industrial composting environment. Unlike regular polymers it does not split into smaller pieces, instead it disintegrates in water and carbon dioxide (CO₂). The amount of CO₂ emitted by decomposing green polymers is the same amount as that absorbed by the plant from which the raw product was originally derived, making it part of a closed natural cycle.

Lasting perfection

Besides being in sync with nature, Bekaert Ecobind® is also a very attractive product. The highly adhesive coating stands out by its high sheen and blemish-free surface which it maintains even after processing and long-time use. Standard colours of Bekaert Ecobind® are white, black, green, blue and silver; however, to suit all creative designs other colours are available upon request.

Bound to innovate

Bekaert Ecobind® is a product of global steel wire and coating expert Bekaert, who has more than 30 years experience in producing coated bookbinding wires. "Bekaert invests a lot of time and effort in trying to develop new products that suit the evolving needs of customers of spiral bound stationery worldwide" Explains Marcelo Xavier, Bekaert's global segment manager for bookbinding wires: "Technology innovations like Bekaert Ecobind® contribute in safeguarding our world's natural resources, so we are very confident that converters and binders will see this as a major advantage.

Paperworld is one of the leading international trade fairs for paper, office supplies and stationery. This year, it takes place at Messe Frankfurt in Germany from 29 January to 1 February 2011. Examples and information on Bekaert Ecobind® will be on display at several of Bekaert's customers booths. Feel free to check them out when you pay a visit to Paperworld.

For more information about Bekaert Ecobind® and our services contact Marcelo Xavier at marcelo.xavier@bekaert.com or via phone at +32 56 76 61 09

Journalists who are interested in receiving more information can contact Ann Lacrès at ann.lacres@bekaert.com or via phone at +32 56 76 63 74.

About Bekaert

Company profile

Bekaert (www.bekaert.com) is a global technological leader in its two core competences: advanced metal transformation and advanced materials and coatings, and a market leader in drawn wire products and applications. Bekaert (Euronext Brussels: BEKB) is a global company with headquarters in Belgium, employing 25 000 people worldwide. Bekaert pursues sustainable profitable growth in all its activities and generates annual combined sales of €3.3 billion.

Bekaert bookbinding wire: Optimize your binding process

Stay ahead of competition with Bekaert coated bookbinding wires. To meet any requirement we offer producers of spiral binding and bound stationery no less than five specialized coated wires: Metalobind®, Nylobind®, Tinobind®, Bekaert Ecobind® and Bekaert glow-in-the-dark wire. These wires not only enable optimized production processes, they also stand out by their high sheen and blemish-free surface, which they maintain even after processing and long-time use. Bekaert's expertise builds on more than 30 years research and development. These efforts, our product's consistent quality and our large production capabilities translate into our reputation of providing reference products to customers worldwide.