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Ceramics Visibility and Marketing Opportunities

Dear Readers,

I was recently talking to a colleague from my student days – a chemist – about the diversity and range of applications of ceramics. Although he is now an expert in a “related technical field”, he was unable to think of any uses for ceramic materials apart from the manufacture of jugs, figurines and crockery, fritware, insulators, and perhaps spark plugs. It’s a shame, but this precisely illustrates a dilemma with ceramics. The ceramic products that immediately come to mind seem rather unspectacular to “non-ceramicists” as their development appears to be routine and innovation seems almost exhausted. “Well, of course, a spark plug can always be made more effective and long-lasting, but it’s still a spark plug at the end of the day,” was the opinion of my chemist colleague.

I then tried to argue that high-performance ceramic materials play a key role in the development and optimization of many high-tech products, such as mobile phones, engines, gas turbines and prosthetic devices. Furthermore, they are of increasing significance in the development of resource-conserving technologies. I am not sure I was able to totally convince my friend of the potential for innovation of ceramic products. The technical significance of ceramic materials is underestimated, not only by the public, but even by experts in related technical/scientific disciplines. What might be the reason for this? After all, ceramic materials are key elements that are present in many technical systems – but they are unfortunately hidden inside of them.

In order to attract more attention to their role in important fields of technology, such as chemistry, mechanical and plant engineering, mobility, optoelectronics and life sciences, ceramic materials somehow have to become „more visible“, because it is not until a certain „level of visibility“ is achieved that new sales markets will open up for manufacturers of ceramics and refractory materials. This can occur, for instance, through concerted action by the ceramics community.

I wish the „ceramics community“ great success in making their products and technologies visible to a wider audience, especially the diverse spectrum of attendees and the next generation of job applicants that will be present at the upcoming ceramitec in Munich (20–23 October). By the way, my friend is now eager to expand his view of ceramics and is coming to Munich too.

I look forward to discussing with you initiatives aimed at increasing the visibility of your products and technologies. You’ll find us in **Hall B1, Booth 340**.



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