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When something unprecedented happens, our perspective almost automatically widens.

In this time of pandemic, “the biggest challenge since the second world war” has become a common yardstick. But, celebrating its 110th anniversary this year, the German **Kunststoffe** goes back much further than this. In this edition, we

will briefly be remembering the historic dimension of the industry as a whole. At the last K show, we were at last able to bolster the memory of Dr. Richard Escales, founder of our journal, by presenting the award bearing his name.

However, the 110th anniversary is also a welcome opportunity to cast an appreciative glance at his eldest son, whose efforts (with brief interruptions) have covered over half of the present

Roadmap to the Plastics Industry for 110 Years

lifespan of the current **Kunststoffe** journal. Erich, born in 1907, played a supporting role at first, when his father fell ill in 1923, and died a year later. After studying chemistry, he officially took on the position of editor in 1933. Following difficult years, Dr. Erich Escales was able to continue the **Kunststoffe** tradition again after the Second World War until his death in 1979, offering researchers a platform for publishing their practical findings, as well as helping the plastics processor to “impart optimum properties to his products.”

But apart from this brief recourse to history, this edition is looking to the future. For example, in the round-table discussion about the industry’s current predicament, and ways out of the twofold crisis (p. 10). Since, even in difficult economic times, it is still the aim of **Kunststoffe** and the English-language edition, **Kunststoffe international**, to give you a roadmap for plotting a course in which plastics can fulfill their destination as “irreplaceable materials for everyday articles,” as Erich Escales noted in July 1946 in his lead article on the journal’s relaunch in Carl Hanser Verlag.

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