



The biennial international conference ‘Novel Trends in Rheology V’ (<http://noveltrends5.ft.utb.cz/>) has been organized by the Polymer Centre and Centre of Polymer Systems, Tomas Bata University in Zlin in cooperation with the Czech Group of Rheology, which belongs to the Czech Chemical Society and the Society of Plastics Engineers (SPE). The meeting has captured recent developments in the areas of non-Newtonian fluid mechanics, novel rheological techniques, rheology of polymers/composites/blends and gels, and applied rheology for polymer nanofiber production and characterization. All conference lectures were given by invited speakers which have been carefully selected to guarantee a very high level of both presentations

and scientific papers. Each invited speaker was gifted with a framed certificate. The poster submission was open for all registered participants. It was our pleasure to welcome speakers from the polymer science oriented universities/institutes (Prof. Jeffrey Giacomini from the University of Wisconsin-Madison, USA (and now with Queen’s University in Kingston/Canada as well as the president of The Society of Rheology); Prof. Savvas Hatzikiriakos from the University of British Columbia, Canada; Paula Wood-Adams from Concordia University Montreal, Canada; Manfred Wagner, Victor Hugo Rolon-Garrido, and Matthias Kruse from TU Berlin, Germany; Helmut Münstedt and Zdenek Stary from University of Erlangen, Germany; Olga Carneiro, Miguel Nobrega and Ana Vera Machado from University of Minho, Portugal; Frederik Desplentere from Katholieke Hogeschool Brugge Oostende – association KU Leuven, Belgium). The Czech rheologists were represented by Martin Zatloukal, Takeshi Kitano, Jan Musil, Roman Kolarik, Jiri Drabek, Wannas Sambaer, Petr Slobodian, Kamil Kyas and Rushita Shah from Tomas Bata University in Zlin; Ivan Fortelny, Institute of Macromolecular Chemistry ASCR; and Petr Filip and Petra Peer from Institute of Hydrodynamics ASCR. Industry was represented by Bernd Jakob, Thermo Fisher Scientific, Germany; Michael Ringhofer, Anton Paar GmbH, Austria, Ales Obr, SILON s.r.o, Czech Republic, Jiri Svabik, Compuplast International, Inc., Czech Republic; and Dusan Kimmer, SPUR, Czech Republic. We also would like to thank our sponsors (Nexans, Anton Paar; CJTEK, Thermo Scientific and Pragolab) for the financial support. The conference was hosted at the Technology Innovation Centre, Tomas Bata University in Zlin, Zlin, Czech Republic and the conference proceedings have been published by the American Institute of Physics as a book with CD-ROM entitled as ‘Novel Trends in Rheology V’ with 340 pages, having the following ISBN: 978-0-7354-1151-7.

When asked about the conference, Jeffrey Giacomini said that the conference organization leaves no room for improvement! Most importantly, the technical program is second to none, with the rare format of no parallel sessions. In this setting, everyone gets to know everyone. Many nations represented, nice mix of industrial and theoretical content, many new developments presented for the first time. And Zlin, often mistaken for an “industrial city”, is a charming friendly place on a river, in a spectacular historic rural setting. The countryside vistas on my rides from Vienna, or to Prague were unforgettable.

Figure 1 (above):  
Conference book.

Figure 2 (left below):  
Prof. Jeffrey Giacomini (right) receiving the plaque from chairmen Prof. Savvas Hatzikiriakos (left) for his plenary lecture entitled as ‘Die Drool and Die Drool Theory’.

Figure 3 (right below):  
Prof. Manfred Wagner (right) receiving the plaque from chairmen Prof. Helmut Münstedt (left) for his plenary lecture entitled as ‘Elongational Flow of Polymer Melts at Constant Strain Rate, Constant Stress and Constant Force’.

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*Figure 4 (left above):  
Refreshment during the  
coffee break.*

*Figure 5 (right above):  
Dinner (from left Girish Gal-  
gali, Paula Wood-Adams,  
Clemens Holzer, Jeffrey Gia-  
camin, and Savvas Hatzikiri-  
akos).*

*Figure 6 (left below):  
Poster section.*

*Figure 7 (right below):  
Exhibition of scientific  
instrumentation.*

The next meeting of this series (Novel Trends in Rheology VI) will be organized in July 28 – 29, 2015 (<http://noveltrends6.ft.utb.cz/>) and specific attention will be paid to applied rheology and polymer processing.

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This is an extract of the complete reprint-pdf, available at the Applied Rheology website  
<http://www.appliedrheology.org>

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