

## Applus+ DatapointLabs Celebrates 30th Anniversary with Staff Retreat

On July 10, 2025, current and past staff of Applus+ DatapointLabs gathered at the nearby Greek Peak Mountain Resort for a celebratory lunch and afternoon of outdoor recreation to mark the company's 30th anniversary. Fortunately for our clients, our material testing expertise far exceeds our skill at disc golf!



Searching for discs in the weeds, on the rocks, in the trees... At least it was a nice day for a walk!

*Photo credit: Renu Gandhi*

Our current CEO, Brian Croop, notes, "30 years is a significant milestone in the company's history. Starting as a small, one-man operation run out of our founder, Hubert Lobo's, house, we have grown to our current 16,000 sq ft. laboratory, and we support over 1,600 active customers from all over the world in every industry. Our employees' unwavering commitment and dedication have been instrumental to our sustained success. Not only have we grown with our employees, but we have also grown with our customers. Our customers not only constantly encourage us to be the best but keep us at the forefront of new innovations and technology, always pushing the envelope of what is possible."

Here's to another 30 years of continued success and new milestones!

## 2025 Events

- Meet our representative at [SPE ACCE 2025](#), September 3-5, 2025; Novi, MI, USA.
- Look for Applus+ DatapointLabs among the exhibitors at [CADFEM Conference Rapperswil 2025](#), September 9, 2025; Rapperswil, Switzerland.
- Meet our representative at [Medical Technology Ireland Expo and Conference](#), September 24-25, 2025; Galway, Ireland.
- Look for Applus+ DatapointLabs among the exhibitors at [SPE TPO 2025 Global Automotive Conference](#), September 29-October 1, 2025; Troy, MI, USA.
- Meet our representative at [Ansys Simulation World Nordics 2025](#), October 1, 2025; Gothenburg, Sweden.

*(more 2025 Events)*

## Research on Material Model Calibration Strategies Focus of Recent Technical Presentations

The accurate calibration of materials models is crucial for simulating the behavior of materials across various industries, including automotive, aerospace, and consumer goods. With the increasing complexity of modern materials, particularly polymers, foams, and composite materials, developing reliable and efficient calibration strategies is more important than ever.

These presentations offer a comprehensive comparative analysis of calibration strategies for material models applied to these materials, focusing on the challenges and best practices for each material class.

### *Comparison of Calibration Strategies for Material Models of Polymers, Foam, and Composite Materials*

By Dr. Daniel Campos Murcia and Brian Croop, Applus+ DatapointLabs. Presented at NAFEMS World Congress 2025; May 19-22, 2025; Salzburg, Austria. ([more](#))

### *Material Testing and Calibration Strategies for Material Models of Polymers, Foams, and Composite Materials*

By Dr. Daniel Campos Murcia and Brian Croop, Applus+ DatapointLabs. Presented at OpenRadioss Users' Day 2025; June 11, 2025; hosted by Chalmers University of Technology, Gothenburg, Sweden. ([more](#))

## Support for Autodesk Moldflow Software Expanded

Applus+ DatapointLabs has added testing and data analysis required by Autodesk Moldflow to complete simulations of molding with thermoset materials. [G-010, Moldflow Thermoset](#) has been added to the *TestPaks*® for Moldflow already available in our [Test Catalog](#). The Moldflow Thermoset TestPak includes testing required to generate a Moldflow .20030udb file: three temperatures of parallel plate rheology, three heating rates of curing viscosity at three shear rates as well as specific heat, thermal conductivity, and density of cured and un-cured material; mechanical properties, thermal expansion, and two pressures of isobaric PVT are also included. *Please note that this testing is not currently supported for BMC and RIM materials.*

## New Website Content Highlights Breadth of Capabilities

New pages detailing Applus+ DatapointLabs' areas of testing expertise cross-referenced with relevant standards have been added to the company's website. Find a comprehensive discussion of our [Testing Capabilities](#), including mechanical, thermal, rheology and density testing (*What We Do > Capabilities > All Testing*). Also review [Testing By Standards](#) which tabulates commonly referenced standards with items in our online Test Catalog, including test procedures and specimen specifications (*About Us > Testing By Standards*).

(2025 Events, continued)

- Meet our representative at [CADFEM Conference Kuenzelsau 2025](#), October 7, 2025; Kuenzelsau, Germany.
- Meet our representative at [K Fair 2025](#), October 8-15, 2025; Dusseldorf, Germany.
- Applus+ DatapointLabs is a Silver Sponsor of the [Ansys EMEA Transportation Summit 2025 and European LS-DYNA User Conference](#), October 28-29, 2025; BMW Welt, Munich, Germany. Find us among the exhibitors.
- Meet our representative at [CADFEM Conference Salzburg 2025](#), November 4, 2025; Salzburg, Austria.



strengthening the materials core of manufacturing enterprises



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