



EUROPEAN

COATINGS SHOW 2019

daily 3

The Show and Conference Daily 3 – www.european-coatings-show.com – 21 March 2019

IN THE FAST LANE

More exhibitors, more exhibition space and even more internationality



Source: NürnbergMesse/Thomas Geiger

The ECS 2019: bigger, brighter and more colourful than ever before.

The ECS once more underlined its importance as the leading European dialogue platform for the coatings industry. This year's edition took up more than 42,000 square metres of floor space, with a record number of 1,157 exhibitors showcasing their products in eight halls – including the newly added hall 9.

Day 2 of the ECS proved again to be a very busy day. Once more the ECS underlined its must-attend status for the international coatings industry, as the visitor

rush on the first day of Europe's leading coatings exhibition was surpassed yesterday. "Bigger, brighter and more colourful than ever before. The second day of the show sees halls and exhibitor stands buzzing with the unrivalled energy and excitement which have become the trademark of the European Coatings Show," commented Amanda Beyer, director of events management at Vincenz Network.

The internationality of the trade visitors is also at its highest level. "Every other year, the coatings community from

all around the world comes to Nuremberg! This time around, the visitors hailed from around 125 countries – the number is up once again on previous years," said Alexander Mattausch, exhibition director at NürnbergMesse. The figures emphasize the global significance of the event: coatings experts from six continents came specifically to Nuremberg to swap ideas on trends and innovations.

Mattausch also commented on the visitors' profiles. "The visitors' authority to make procurement decisions is greater

than at the last event. Nine out of ten visitors are involved in procurement decisions within their company, according to the results of the visitor survey on the first day," he explained. The record-breaking number of 1,157 exhibitors stems from mainly from a further increase in international participation, with the ECS welcoming more exhibitors from abroad than in previous years.

NOTE THE DATE

The next ECS will be held on 23 – 25 March 2021. See you there!

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PRODUCTION TECHNOLOGY

“BACTERIAL CONTAMINATION IS BECOMING A BIG ISSUE NOW”

Cleaning cycles, the use of special cleaning agents, and pipework need to be optimised in preparation for future demands

As a result of reductions in solvent content, the paints and coatings industry is shifting its product ranges more and more towards water-borne solutions. However, this shift is posing new challenges for the industry. Pascal Volkmer and André Oellrich from production equipment producer R+B Technik say that high-end products cannot be produced in conventional production plants. The entire production process needs to be put under the spotlight and reconsidered.

Cleaning processes are becoming more and more important in production. How do you rate the situation in the paints and coatings industry? The paints and coatings industry currently faces major challenges. Customer



Pascal Volkmer,
R+B Technik
Hall 1, Stand 1-248

demands and legal requirements are imposing strict limits regarding the use of solvents and disinfectants in the industry, forcing it to shift its product ranges more and more towards water-borne solutions. However, expectations regarding the quality and variety

of the products obviously remain high. Developing this new range of products in a comparatively short period of time is proving to be a big challenge for the paints and coatings industry. As product development progresses, practical experience shows that these coatings cannot be handled properly in existing production plants. Bacterial contamination, which was easily controlled by solvents and biocides in the past, is now becoming a big issue. Consequently, the whole production process needs to be put under the spotlight and reconsidered. The main focus here has to be on production hygiene, which depends mainly on the production layout and the cleaning processes.

The cleaning cycles for production machines can be time-consuming, but necessary. To what extent do you see further

potential for extending the intervals between cycles or reducing downtimes? In our opinion, the intervals between cleaning cycles do not have to be extended. Advanced cleaning systems should instead pursue the goal of being as easy to use as possible. A modern concept needs to be highly automated and customised. Cleaning cycles, the use of special cleaning agents, and pipework need to be optimised in preparation for future demands. In combination with a properly thought-out production layout, integrating a simple, effective cleaning system as a regular process step confers a key advantage when it comes to production reliability. Lengthy downtimes entailing a great deal of manual effort for meticulous cleaning processes must be avoided if constant product quality at low production cost is to be guaranteed.

To what extent do environmentally-friendly systems, such as water-borne or biocide-free coatings, pose a challenge when it comes to cleaning production machines? In the past, the paints and coatings industry was used to keeping the pipework in production plants as flexible as possible. The use of solvents and disinfectants allowed stable products to be produced without the need to expend too much effort on hygiene design. Therefore, at that time, the salient objective of pipeline construction was to connect as many sources as possible to as many targets as possible. Because biocides were used, the many dead-ends that resulted from this design were considered a minor problem. Now, though, the use of water-borne or biocide-free coatings make it essential to keep the plants extremely clean. Besides the pipework design, all other de-



André Oellrich,
R+B Technik
Hall 1, Stand 1-248

vices, e.g. pumps, valves, filters, etc., also need to be chosen with this aim in mind. The synergy that results from integrating customised cleaning systems will render production plants sustainable enough to cope with the future demands of environmentally-friendly systems. **3**

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FILLERS

“UP TO 40 % TITANIUM DIOXIDE CAN BE REPLACED”

Hybrid fillers and TiO₂ reduction are important trends

Dr Alexander Risch, director sales, marketing and order processing, at Hoffmann Mineral provides insights into technical developments in fillers and their role regarding the use of titanium dioxide in coatings formulations.

Although reducing complexity is a key topic for formulators, there is a very wide range of fillers on the market. What are you doing to help your customers in this regard? On one hand, Hoffmann Mineral deploys a product nomenclature that is, we believe, very simple to follow. Our product names quickly reveal the associated classification in terms of particle size distribution and colour. On the other, our sales documents also explain in great detail the various recommendations in combination with their associated performance in all the application areas listed. This makes it much easier for the developer or user to decide which product to choose and test from our product range. This is backed up by a search engine on our website that can be used to specifically search for guide formulations for coatings to match a given property profile.

Do you think there is potential for fillers to help reduce the dependence of coatings manufacturers on titanium dioxide?

I am convinced that functional fillers can make a substantial contribution to reducing the dependence of coatings manufacturers on titanium dioxide. Above all else, partial substitution of titanium dioxide is a key starting point and one in which functional fillers already play a not inconsiderable role and whose importance will increase substantially in the future. For our calcined “Neuburg Siliceous Earth” products, we have already published a large number of technical reports for the coatings sector, in which we vividly demonstrate that up to 40% titanium dioxide can be replaced with our “Silfit Z91” grade. Hoffmann Mineral will certainly continue to focus on such application development work in the future in order to be able to offer coatings manufacturers viable alternatives for lowering their dependence on titanium dioxide.

Which technical developments do you expect in the fillers market in the next few years? The number of different fillers offered worldwide for the coatings market is huge. This makes it almost impossible to



Dr Alexander Risch
Hoffmann Mineral
Hall 4, Stand 4-614

answer this question in general. However, Hoffmann Mineral has of course initiated a large number of research projects aimed at being able to offer attractive technical filler solutions in the coming years. We are looking, for example, at hybrid fillers that could combine several application solutions in a single product. Particle size and its defined setting will also continue to be a major topic, as will be the development of special fillers that are tailored to a specific performance and thus act as important problem solvers. Our extensive experience in refining our “Neuburg Siliceous Earth” is an important building block for tailoring functionalised fillers to specific applications. **3**

DIGITISATION

"A COMPLETELY NEW FLOW OF INFORMATION"

A good database is key to success



Mike Bach
Prisma
Hall 5, Stand 5-426

Digitisation presents a huge opportunity but it comes with many challenges. Mike Bach, CEO of Prisma, explains what digital solutions entail for the coatings industry and what mistakes companies should avoid en route to a more digital business.

When a coatings manufacturer asks you to improve his business through the use of digital solutions, what are the first steps you take? We seek dialogue with the responsible drivers behind the demand for digitisa-

tion within the company. We ask for the "why" in order to establish what the real motivation is. We encourage the company to create a full-time position of "CDO" or Chief Digitisation Officer. The position must be located within IT and the organisation, and have appropriate decision-making authority. We make the company aware that the digital transformation cannot be carried out with traditional IT systems, but requires a completely new perspective and a new consideration of the infrastructure. Last but not least, we point out that digital transformation necessarily means abandoning "departmental isolation" and viewing all data streams in and around the company as having corporate value. This, of course, also requires that the employees be involved and made the most important stakeholders and contributors to the transformation. With all these aspects in mind, we develop the "digitisation" roadmap together – but this roadmap is not finite! The digital transformation must be anchored as a continuous, evolutionary process, both within the company and within corporate thinking.


There are a lot of software solutions out there that can help coatings manufacturers with their daily business. What are the key features that coatings companies should look for? An open, comprehensive database is the key to everything. The data are the decisive factor! And not just your own data, but all the data that flows in and around the company. This includes, e.g., weather data, transport data, site data, and so on. A software system can be set up on top of this, which can connect, manage and evaluate these data streams. The following points need to be considered:

- > Access and the system must be easy, and fun.
- > Networkability, open interfaces and 100 % cooperation between the system partners. (There are still software providers that refuse point blank to supply interfaces to other providers.)
- > Device connection, and more precisely: access to the system with HoloLens (augmented reality), mobile data recording, networked sensors and machines....



What are the typical mistakes a coating company should avoid when moving towards a more digital business? Digitisation is never complete. It has to be established within the corporate culture and you can't just

implement it on the side. For, the process of digitisation is not simply an app or cloud or a fancy gadget; digitisation is a completely new appreciation of the flow of information and the platforms on which stakeholders meet (as

in the case of Air B&B, Uber,...). Simply introducing an ERP/SAP system alone is not sufficient to effect continuous digitisation within the company. 

NEW PRODUCTS

ON DISPLAY

Plenty of novelties to launch at the ECS

INSPECTIONS IN CORROSION PROTECTION



Measuring technology specialist Helmut Fischer celebrates a world premiere at the ECS 2019 with the new "MMS Inspection" family. As the name implies, the new device series is tailored to inspections in corrosion protection. It consists of a triple pack for coating thickness measurement, checking the surface profile and determining the dew point. The top model of the layer thickness series, the "MMS Inspection DFT High", has a robust dual measuring probe. Therefore, it can reliably measure coatings on iron/steel, non-ferrous/iron and coatings on non-ferrous metals such as aluminum.

The complete range is designed for easy handling and use under harsh conditions. Thus, the devices are not only resistant to shocks and dust, but also to jet water (IP65). At the same time all important standards are implemented, among others SSPC-PA 2 and ISO 19840.

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TRENDS

SUSTAINABILITY IS IN THE AIR

Hot topics in the coatings industry: sustainability, flexibility, automation

If you ask exhibitors to identify what is trending in the coatings industry, you'll get a clear answer: sustainability. So much so that many companies planned their ECS appearance around it. True, this was apparent at the ECS 2017, but the focus on sustainable solutions appears to be even stronger this time around. However, there are other interesting features at the show.



As Geert Hofman, general manager Performance Additives at Nouryon, says: "For the coatings industry as a whole, I see a generic global trend towards low-VOC, low-odour products with cheaper raw materials that deliver the same or even an improved performance." According to Hofman, additives play an important role here: "They are the engine of any paint or coating formulation." Dr Sascha Oestreich, head of regional technical marketing formulation additives at BASF, also sees a clear global trend towards water-borne formulations, and

that this is especially evident in China. Sustainable solutions, reduced solvent content, and biocides are further hot topics in his view. "Sustainability is a major driver," agrees his colleague Stefan Weiner, global marketing manager functional crop care, "but so also is digitisation, which enables easier cooperation with customers." BASF's Tunja Jung, team leader, industry management, furniture & flooring, believes that "Sustainability is a major driver in resins and additives for industrial coatings. Water-borne systems and good durability are

in high demand." Further focus points at BASF are biomass balance and "chemcycling".

CIRCULAR ECONOMY

Eco-friendliness is nothing new to Allnex, which has been developing water-borne resins ever since the 1960s. "It's part of our DNA," the company declares. However, the circular economy has become a much stronger mega-trend within the context of its sustainability strategy, explains head of sustainability, Dr Michaela Fusco. Which is why the company has just launched

its corporate global sustainability initiative "Primavera Day" at the ECS.

"City of Sustainnovation" is the motto of Covestro's stand at the ECS. "In addition to water-borne and other low-VOC coatings, we are focusing on bio-based raw materials and, for the first time, biodegradable products," says Michael Hellemann Soerensen, commercial operations in the coatings, adhesives, specialties Segment in the EMEA/LATAM region.

AUTOMATION

Sustainable solutions are also being sought in production technology, as companies try to cut down on waste and packaging, and to use more eco-friendly cleaning agents etc. Next to sustainability, it is automation which is preoccupying the industry. Dr Roland Emmerich, Robert Bosch Packaging Technology, thinks that high-throughput technology is an important tool in this respect. "Many of our clients say we have to automate." Emmerich be-




The focus on sustainability: representatives from BASF (left), Covestro's "City of Sustainnovation" (right).

lieves that experience alone is no longer sufficient, as a great many samples need to be collected before a material's behaviour can be reliably predicted. "Today, you have to complement experience with modern statistical methods."

VERSATILITY

Production machine-maker VMA Getzmann is seeing that customers want to improve their versatility by producing smaller batches. "Customers are asking for more details of the dispersion process, especially for data that enables upscaling from smaller to larger machines," says managing director

Martin Getzmann. His company has developed a 2-in-1 dissolver combined with a modular basket mill, so that customers do not have to buy two machines. "Easier, safer, healthier" are the buzzwords in construction chemicals at BASF. 'Healthy systems without compromising on performance' is the motto here, says Tarak Jallouli, marketing manager polymer dispersion for construction.

Another striking feature of the show is that a number of exhibitors, such as Clariant and Virtual Paint, are presenting themselves through the glasses of virtual reality. And that is something you should really see yourself! 

EDITORS' PICK

A VIRTUAL CITY

Trying the virtual reality display at Clariant's stand

Strolling around the show floors at the European Coatings Show, many interesting displays catch one's eye. A big trend this year were exhibits with virtual reality.


As you stroll around the floors at the European Coatings Show, you will find many interesting displays that catch your eye. One big trend this year is exhibits that feature virtual reality. Clariant has a very impressive display at its stand 7-123 in hall 7, where visitors can put on helmets fitted with sensors that enable them to wander through a virtual city that include, e.g., an apartment, a street and a harbour. And you can walk around a field full of Clariant products which are explained on pop-up signs.

The editorial team of European Coatings decided to try it out. "Testing the display was fun, as you had to actually move to discover the city - there was a real sense of moving in a 3D world", said Jan Gesthuizen, editor at European Coatings Journal (ECJ). "I enjoyed the fact that it showed things



Testing Clariant's virtual reality display.

that you find in daily life, such as cars and apartments. The pop-up tables offered good explanations of the different products." "It was a fun and futuristic experience - a good mix of information and play", added ECJ's Kirsten Wrede. Showcases with virtual reality

are quite popular at this year's ECS. For instance, at Virtual Paint, stand 9-432, you can experience what it is like to be a painter or you can visit the company Soujanya Colour (stand 9-437) for a virtual trip in a hot-air balloon. 



LinkedIn



ECS GOES SOCIAL MEDIA

The European Coatings Show is also active on multiple social media accounts. During the show we will regularly post information, tips and more on Instagram, Facebook and LinkedIn.

You can also be part of the ECS Online community.

Just use the Hashtag #ECS2019

www.facebook.com/EuropeanCoatingsShow

www.linkedin.com/showcase/ec-show

www.instagram.com/europeancoatingsshow

A VISIT FROM ACADEMIA

SAVOURING THE ATMOSPHERE

Students attend the European Coatings Show

Nearly 60 Students from Esslingen University of Applied Sciences visited the European Coatings Show and ECS Conference 2019 to get an impression of the coatings industry.

Like so many branches of industry, the paints and coatings industry is facing an increasing shortage of skilled workers. Getting young people enthusiastic about the various professions within the industry is not always easy. This is where the ECS comes in: it provides a platform for bringing emerging talents and industry together. This year, again, a group of students availed of the opportunity to experience the European Coatings Show from up close.

The young women and men visited the first and second days of the show on a shuttle bus organised by Esslingen University of Applied Sciences. Some of them had already arrived on Sunday or Monday to participate in the ECS Conference. Florian Kaiser was one of the few who took part in the conference as well as savouring the atmosphere during the first two days of the show. He used his time on Monday to attend a number of different lectures from the first conference day. "The lectures were very interesting and some of them were very in-depth." He will still be found roaming the halls today, visiting the various exhibitors. Most of the young women and men used their stay to introduce

themselves to the exhibiting companies. "The most important thing at the ECS is forging and maintaining contacts." That is Prof. Georg Meichsner's advice to his students. He acts as a kind of middleman and has already arranged numerous collaborative partnerships between his students and various companies. "I wanted to see what other companies there are that never show up on your radar," says Nicolas Keinath, explaining his reasons for visiting the ECS. Other students took the opportunity to get an idea of the different kinds of companies. "I find it particularly interesting that you can see which company produces which products," adds Ann-Katrin Riedel. The



Students were eager to see the latest innovations at the ECS.

companies' locations are also of interest to the students, all of whom are currently in their 4th and 6th semesters. After all, the exhibitors could well end up

employing them in the future. The ECS is also a perfect meeting place for renewing "old acquaintances" in the academic field. "I can't walk through the corridors

without having to pause several times," says Prof. Meichsner. He regularly encounters former graduates and likes to stop and have a chat with them.

VISITORS' VOICES

SO MANY THINGS TO SEE

ECS offers industry insights, networking and innovations



"We are manufacturers of abrasives and polishes and we are visiting our suppliers at the ECS to see if they have brought any new products onto the market and to see if we can find other possible suppliers here."

Sigrid Schirpenbach, Osborn



"I'm from Switzerland and I've come here in search of new raw material substrates to support the staff back there. Another reason for coming is to support our role in innovation – innovation in inks development."

Serge Marchioni, Markem-Imaje



"This event is really interesting for us. I have never been to such an exhibition. You get to meet so many people and to solve problems on the spot at once. This is very useful und very helpful."

Sergey Ilijin, Forbo Eurocol



"We are delighted to find a lot of innovations here – most of them are aimed at achieving a sustainable future and at finding solutions for the paints and coatings industry."

Oana Fronoiu, Policolor-Orgachim Group



5 THINGS TO DO AT THE SHOW

- Meet young, innovative companies in their joint stand at the start up area (1-646)
- Glide in a virtual reality hot-air balloon ride at Soujanya (9-437)
- Check out the cute soft toy orang-outangs at Byk's stand (4A-314b)
- Feel like a painter at Virtual Paint (9-432)
- Join the race at the slot racing track at Habich (7-215)

ANALYSIS

STARTING A NEW CYCLE

Planning for structural growth in the Brazilian coatings market. By Francisco Rácz & Washington Yamaga, Rácz, Yamaga & Associates

Coatings are known for their wide spectrum of applications and as such, their consumption is driven by several factors related to the markets where they are utilised. Brazil is moving out of a deep recession and the years 2017/2018 marked a halt in the depression. 2019 is the beginning of a new cycle.

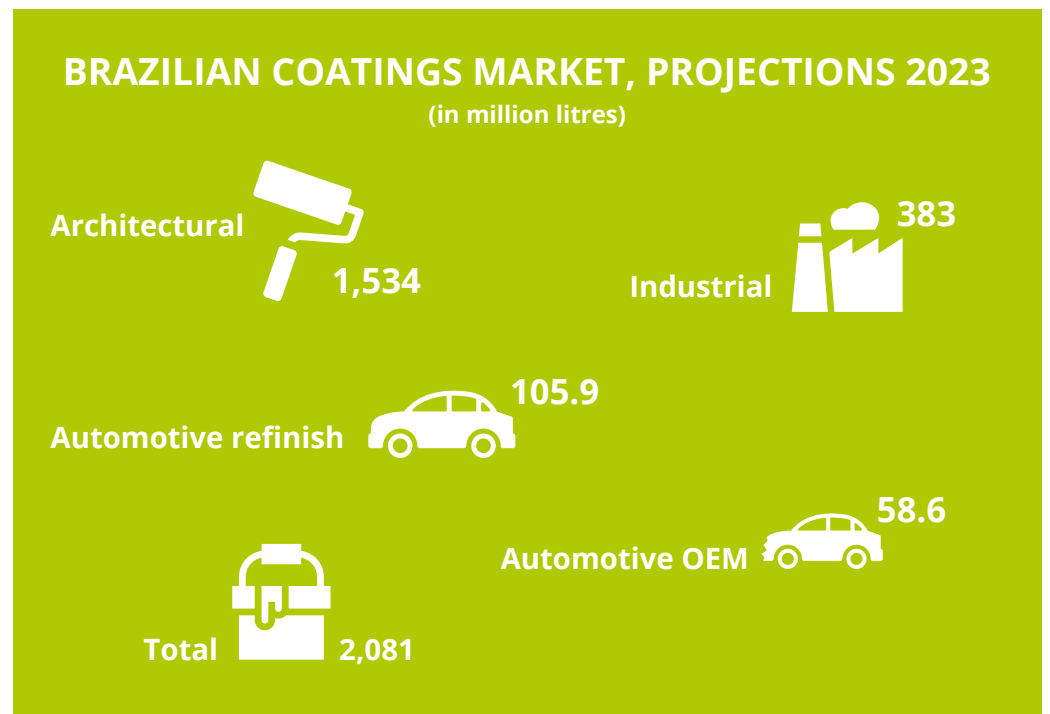
The economy has started to move, investments are being announced, maintenance programmes are no longer being postponed and, more important, unemployment has started to fall. All this will translate into an increase in consumption and investment by the middle class. The middle class is still the main driving force behind the development of the coatings market. Renovations, new constructions, investments, repositionings, maintenance and other uses have been postponed in

recent years in Brazil. Many sectors have already postponed for as long as possible and will likely move straight to infrastructural investment to support their operations. Considering the urgency and importance of the moment, the perceptions and reactions to repositionings are quite optimistic and investments are expected to resume in the short term.

SCENARIOS FOR 2019

Rácz, Yamaga & Associates deployed their econometric model to evaluate the behaviour of diverse market segments. The 2019 planning cycle is just starting! Consumption of architectural coatings is being driven by the evolution of the middle class and its purchasing power. In a broad way and in the medium and long terms, this is the determining factor for growth. Volume demand at consumer level

is driven primarily by housing repair and maintenance and secondarily by new construction investments. In the short term, inventory formation affects the volume of architectural coatings supplied by the industries to the distribution channels. In this case, the expectation of distribution channels with future sales is generating a more consistent distribution completion level. Confidence about upcoming demand has a marked influence on volumes for the coming months & quarters. The infrastructural investments with positive outcomes in many sectors of the economy will bring about the expected structural reduction in unemployment, strengthen consumer power and therefore generate a virtuous circle. The volume growth forecast for the architectural market in 2019 is 2.9%. The automotive refinish market has been resilient. The driving factor here is the continued growth of the Brazilian automo-



otive fleet. Even in years of reduced sales of new vehicles, the fleet is increasing in size, as old vehicles are being withdrawn from the circulating fleet at a much lower rate than new vehicles are entering it. The automotive OEM coatings market is directly impacted by new vehicle production volume. In 2017, vehicle manufacturing responded with the resumption of exports. In 2018, the domestic market for new vehicle sales posted noticeable growth after years of reduced volumes. For next year, sales of new light and heavy vehicles will continue to experience accelerated growth due to depressed demand, and to the resumption of investments in fleet renewal. The industrial coatings market combines several very important segments that have been growing since 2017. The auto parts segment has been influenced by increases in new vehicle production and the continuous growth of the aftermarket. The special vehicles segment – agricultural machinery, buses, construction vehicles, and others – has already benefited from direct factors such as agricultural business and the expectation of serving new investments that will lead to structured growth for coatings. The maintenance and marine paints segment will be impacted by the reactivation of maintenance, reforms and investments deferred in recent years, as well as the impact of the new investments in the oil & gas / petrochemical area. The segments of wood paints, packaging, general

industry and powder paints will benefit greatly in different degrees, due to increased consumption in diverse industries and primarily due to the reduction of unemployment and the strengthening of the middle class. The various segments and sub-segments of the coatings market will enjoy 3.4% growth in 2019. This does not seem to be over optimistic. However, the industry is forecasting a volume expectation reset by the second quarter of 2019. Table 1 summarises the volumes of coatings to be supplied by the industry to the market.

2019 THE BEGINNING OF A NEW CYCLE

The projections for the coming years based on the above-mentioned structural drivers of the Brazilian economy indicate that volume should grow from 1.7 billion liters to over 2 billion liters in five years as per Figure 2. (This volume will correspond to a market value at industry prices of EUR 5.84 billion in 2023). Architectural coatings (DECO) will grow continuously due to the increasing size of the middle class and the drop in

unemployment. Auto OEM will grow thanks to the reinforced internal market, along with stronger exports. The auto industry should return to the production level of year 2013 only after 2021. The industrial coatings segments will continue the growth pattern started in the last two years.

PRODUCTIVITY AND INNOVATION

Across all segments, the new volume levels will require not only a response to the demand for capacity utilisation, but also a strategic review of productivity programmes. The coatings industry in Brazil, along its supply chain and distribution, has to prepare for the new demands of end users by delivering solutions and competitiveness. Innovations in distribution channels and new technologies should guarantee domestic markets and positioning in foreign markets, where we will be competing in a more globalised setting. On the other hand, the new dimensions of the Brazilian market will be more attractive for new and more competitive entrants.

Table 1: Brazilian coatings market volumes (in million metric litres) and year on year growth rate.

	2017	2018	2019	2018/2017	2019/2018
	MML	MML	MML	%	%
Decorative	1,277	1,290	1,327	1.0%	2.9%
Refinish	83.5	86.1	89.2	3.1%	3.6%
Automotive OEM	39.0	41.9	45.8	7.4%	9.4%
Industrial	284	297	310	4.3%	4.6%
Total	1,684	1,714	1,772	1.8%	3.4%

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IMPRESSIONS

SNAP SHOTS OF THE DAY



Source: NürnbergMesse/Thomas Geiger

Informative talks



Source: NürnbergMesse/Thomas Geiger

A buzzing show floor



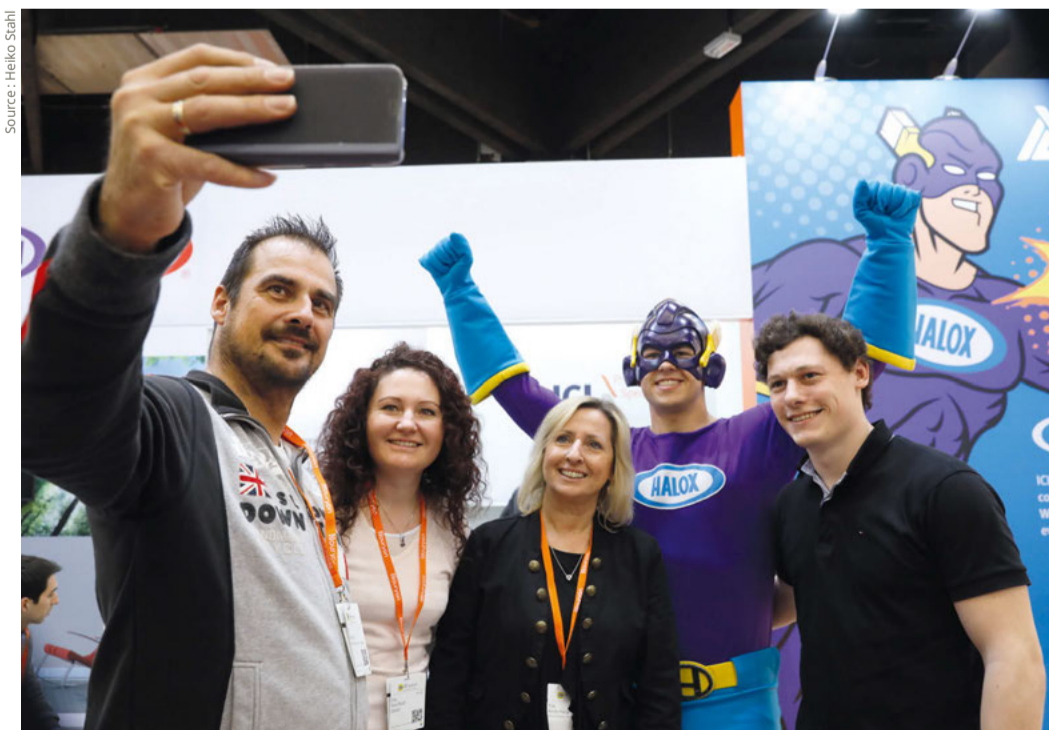
Source: NürnbergMesse/Thomas Geiger

Art work in the making



Source: NürnbergMesse/Thomas Geiger

Colourful displays



Source: Heiko Stahl

Catching super moments



Source: NürnbergMesse/Thomas Geiger

Good footwear a necessity



NEW PRODUCTS

ON DISPLAY

Plenty of novelties to launch at the ECS

CHLORIDE TiO₂ PIGMENTS FOR WIDER RANGE OF APPLICATIONS

The dynamic titanium dioxide pigment manufacturing business will showcase its high performance "Lomon and "Billions" pigment brands for all major coatings and inks applications. New investment will expand the company's chloride TiO₂ pigment manufacturing capacity in 2019 for a wider range of applications. Two new chloride TiO₂ pigments developed at the company's 12,000 m² technology centre and chloride manufacturing facility in Jiaozuo, China, will be launched when the additional chloride manufacturing lines are available. This will add around 200,000 tons to Lomon Billion's annual manufacturing capacity.

LOMON BILLIONS

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Stand 9-444

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"Varionyl" and "Varionyl nature" pigment preparations score highly in terms of pigment content and the huge variety of possible colours. Adjusted to customer printing requirements, they offer variability in the pigment type (organic, inorganic or effect pigments) and can even be used to produce opaque inks. All "Varionyl" products are water-based, mineral oil-free and contain no photoinitiators. Although all Prometho products consist of at least 95 % renewable raw materials, "Varionyl nature" is the first sustainable pigment preparation. The company looks forward to demonstrating the potential of their "Varionyl" pigment preparations and welcomes developer-developer discussions at the ECS.

PROMETHO

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MASTHEAD

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NOVELTIES

TODAY'S PRODUCT PRESENTATIONS

Speakers introduce their novel developments

HALL 1, STAND 1-131

9:50 - 10:10

Solplus – hyperdispersants for improved thermoset systems: a novel hindered dispersant for styrene-containing and styrene-free gel coats, UPE, epoxies, and polyaspartics

Christopher Williams, Lubrizol Deutschland, DE

10:10 - 10:30

Polymer-modified bitumen emulsions for high performance waterproofing membranes

Thomas Fachinger, Synthomer Deutschland, DE

10:30 - 10:50

Highly effective air release agents for solvent-free and solvent-borne floor coatings

Annika Gerbener, Byk-Chemie, DE

10:50 - 11:10

Water-borne anti-corrosion dispersion for ferrous and non-ferrous metal substrates

Dirk Sühling, Synthomer Deutschland, DE

11:10 - 11:30

2EHA and DOTP: Sibur expands 2EH derivatives range

Konstantin Gostinin, Sibur International, AT

11:30 - 11:50

Dispercoll U 64 – a new polyurethane dispersion for foam bonding

Peter Küker, Covestro Deutschland, DE

11:50 - 12:10

New self-matting polyamide based polyurethane dispersion for top coat applications

Felipe Alarcia, Lubrizol Deutschland, DE

12:10 - 12:30

Replacing epoxy-phenolic, specially developed copolyesters for the BPANI can coating application

Bin Xiao, Macrocean Materials, CN

13:10 - 13:30

Troysperse ZWD8, a unique polymeric dispersant that enhances aqueous coating properties

Sheila Belding, Troy Chemical Company, NL

13:30 - 13:50

Durazane: Merck's unique polysilazanes for high-performance coatings

Dr Wolfgang Kraas, Merck, DE

13:50 - 14:10

Renewable resource-based polyurethane dispersions – green chemistry for wood and decorative coating

Markus Dimmers, Alberdingk Boley, DE

14:10 - 14:30

VMOX – the new commercially available vinyl monomer from BASF

Dr Giovanni D'Andola, BASF, DE

14:30 - 14:50

Can a surface be leveled to the next level?

Carolin Klein, Merck, DE

HALL 4, STAND 4-214

9:50 - 10:10

Post-add solutions to enhance colour strength and acceptance with Borch Add and Borch Boost additives

Allison Musto, Borchers, DE

10:10 - 10:30

Gloxil WW SL – functional matting agent slurry for water-based clear coats, i.e. for woods

Bodo Essen, Hoffmann Mineral, DE

10:30 - 10:50

Printing ink raw materials/-additives

Andreas Schwalbe, Sasol Performance Chemicals, Germany, DE

10:50 - 11:10

Peramin Conpac 300, a new generation superplasticiser based on poly carboxylate ether (PCE) dedicated to flooring applications

Severine Favier, Imerys Minerals, GB

11:10 - 11:30

Optimising manufacturing, formulation and paint performance with amino alcohols

Dr Romain Severac, Angus Chemie, FR

11:30 - 11:50

Non-isocyanate resins for industrial coating

Frank Cogordan, Arkema rance, FR

11:50 - 12:10

Broadening the Setalux fast cure product range with high-performance economy grades

Berend Mulder, Allnex Netherlands, NL

12:10 - 12:30

Unique methacrylate oligomer resins for high-performance consumer and industrial applications

Dr Liza Marasinghe, Sartomer, Arkema France, FR

13:10 - 13:30

New wetting and dispersing agent for water-based industrial coatings

Dr Denis Ruhlmann, Coatex, FR

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THINKING OF TOMORROW



VISIT US AT BOOTH # 360 IN HALL 4!

AFTER THE ECS

ALWAYS WORTH A VISIT

Tips for a relaxing end to the ECS or getting to know Nuremberg

Care to unwind in Nuremberg after an exhausting day at the European Coatings Show? Go on - it has plenty to offer besides the ECS.

(<https://die-nuernberger-bratwurst.de/bratwurstgloecklein/>) or *Bratwurst Röslein* (www.bratwurst-roeslein.de).


pares its specialities with spices and oils from Morocco in the traditional way (www.hayats.de).

IT DOESN'T HAVE TO BE FRANCONIAN...

Nuremberg's picturesque old town, peppered with half-timbered houses, is really worth strolling around. The Kaiserburg (Imperial Palace), which is visible from afar, is a particularly striking landmark. Nuremberg is famous all over Germany for its small fried sausages, also known as "Nürnberger Rostbratwürstchen". This Franconian speciality has been around for about 700 years. The official recipe for the small sausage was first decreed by the free imperial city Nuremberg back in 1313. You can enjoy them in most of the city's countless restaurants. Here are just two to choose from: *Behringer's Bratwurstglocklein*

Anyone who wants something other than Franconian food will find a huge selection of alternatives in Nuremberg. The *Dampfnudelbäck* is an institution in Nuremberg - you can enjoy coffee and cake not only in the cosy guest room, but also on the outside terrace if you feel tempted by the sun in March (www.dampfnudelbaeck.de) *Gusto Natural* is all about pure and natural taste. An open wood grill from South America, southern European hospitality and wines of the world combine here to create a unique dining experience in Nuremberg's north (<https://gusto-natural.de>). *Hayat's* is the only Moroccan restaurant in Nuremberg. It pre-

GETTING TO KNOW NUREMBERG

Nuremberg not only boasts all kinds of restaurants and cafés, but is full of things to see. One of these things is the lovingly tended *allotment gardens* in the moat below the north side of *Nuremberg Castle*. The allotment gardens are rented exclusively to members of the *Schnepperschützen*, a shooting-sports club. Not only above ground is there a lot to discover in Nuremberg, but also below ground, such as the *historic rock passages*. The origin of these underground passages goes back to the Middle Ages. The history of Nuremberg is inextricably linked with the history of beer. Originally the rock cellars served as beer cellars. 

13:30 - 13:50

Novel resin based on recycled PET Crylcoat Oceanam 2489-5

Uwe Kubillus, Allnex Netherlands, NL

13:50 - 14:10

Modified alkyd emulsion for high performances in architectural and wood coatings

Patricia Beurdeley, Arkema France, FR

14:10 - 14:30

Edaplan dispersing additives for universal colorants

Jörg Wollschläger, Münzing Chemie, DE

14:30 - 14:50

Metolat ETC 1 easy-to-clean additive

Julia Mörk, Münzing Chemie, DE

14:50 - 15:10

Value-added in-can preservation: future options for MIT-free preservation

David Tierney, Sanitized Preservation, CH

15:10 - 15:30

How closed loop water systems improve the cost situation and the quality of pre-treatment processes - best practice at powder coating company Josef Keller AG

Sonja Geenen, KMU Loft Cleanwater, DE

HALL 9, STAND 9-544

9:50 - 10:10

Vitel 2475: Bostik - safer, high-performance alternative to epoxy-based can and cap coatings

Josh Harju, Arkema France, FR

10:10 - 10:30

Can partnerships and digitalisation optimise the business life cycle?

Elisa Swanson-Parbäck, Perstorp, SE

10:30 - 10:50

Introducing the World's strongest Bismuth Vanadate - DCC Yellow RMXS

Dr Bruce Howie, Dominion Colour Corporation, CA

10:50 - 11:10

A new application technology for a new class of high viscosity PU hotmelts

Dr Jörg Tillack, Covestro Deutschland, DE

11:10 - 11:30

New superhydrophobic acrylics for corrosion protection - improving corrosion resistance on galvanised surfaces

Markus Dimmers, Alberdingk Boley, DE

11:30 - 11:50

Driving VOC towards zero with aqueous epoxy systems

Dr Henning Vogt, Hexion, NL

11:50 - 12:10

Novel acrylic dispersion for pigmented furniture coatings - how to achieve IKEA R0 and R2 in 1k-systems

Markus Dimmers, Alberdingk Boley, DE

12:10 - 12:30

Addressing challenges in the food packaging sector; new low migration oligomer offering

Dr Glenn Albrighton, Sartomer, Arkema France, FR

13:10 - 13:30

Highly efficient nonionic associative thickener for high-quality coatings applied by brush and roller

Dr Catherine Corfias-Zuccalli, Coatex, FR

13:30 - 13:50

Low demand HAA architectural resin Crylcoat 2645-3

Dietmar Fink, Allnex Netherlands, NL

13:50 - 14:10

Trinseo's latex binders for liquid applied membranes - performance for improved living

André Hugentobler, Trinseo, CH

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HALL 7, STAND 345**


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The background of the entire advertisement is a scanning electron microscope (SEM) image showing a dense field of mineral particles. These particles vary in shape, including many rounded, spherical forms and some elongated, fibrous structures. In the middle-left portion of the image, a small, semi-transparent inset shows a modern building with a prominent orange facade and large glass windows, set against a dark background.

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