Infectious microbes are found wherever people gather, and can be a particular problem in hospitals, kindergartens and swimming pools, for example. RELIUS has responded by developing CleanCoat, a premium interior coating product that creates a special protective film, significantly reducing the growth and spread of bacteria. Silver ions are the mechanism, which are blended into the coating by means of an innovative process. Even antibiotic-resistant bacteria are repelled, which have become a substantial concern at medical and healthcare facilities.

**Significant advantages**

RELIUS CleanCoat, the latest in a series of recently released innovations, has made a very good impression in the markets. “The key is to always stay one step ahead, in terms of quality and in being a partner,” explains RELIUS managing director Andreas Fehren, discussing the innovation initiative the company has launched in 2010. The initiative is all about offering the company’s core clientele – professional painters and paint retailers – useful new products and technologies, including complete packages of products, systems and services tailored to individual customer needs. The objective is to add value for customers through innovation, or as Fehren puts it: “These innovations deliver significant advantages to RELIUS customers and set them apart from competitors.”

Take for example the newly developed COOL COLOURS by RELIUS technology, a coating that reduces the amount of heat absorbed by surfaces exposed to sunlight by reflecting thermal radiation. The technology is highly effective especially with darker colors, including black, and also makes surface coatings last significantly longer – even on highly exposed external wall insulation systems. In developing the product, RELIUS benefited from access to BASF research networks and resources. “The great cooperation within the BASF Group has led to many revolutionary product solutions, and will continue to do so,” Fehren emphasizes. RELIUS professional paints have similarly benefited from these synergies, which meet the highest standards for durability and long life thanks to a pioneering high-solid binder technology. Another example is the NanoTech by RELIUS.
technology, used to make high-tech coatings and paints more rugged and high-performing through the addition of nano-structured metal oxide particles. This leading technology has already been integrated into select state-of-the-art products for professional painters.

**Living Colours**

Yet product enhancements are just part of the story for RELIUS. The company also employs advanced service concepts for paint retailers, helping them professionalize store presentation and providing support with sales promotions and advertising activities. Customers of RELIUS products benefit from access to Living Colours, a decentralized colour tinting system that is the best of its kind in Europe. And the 2.0 version of the system rolled out in 2010 is even more economical, precise and color-accurate. Managing director Fehren: “Living Colours 2.0 is emblematic of our innovation initiative, leading the way in terms of both efficiency and environmental concerns. With our blend of innovative products and services, together we and our customers are painting the future.”

⇒ www.relius.de