Customer relationships: “The chemistry has to be right”

SPECIFIC: Smart coatings for buildings

R-M® and Europcar: Cooperation in Dubai
Dear readers,

“Coatings Partner”, the title of our customer magazine, also embodies our philosophy. We strive to be our customers’ preferred partner for high-quality, attractive and sustainable coatings since partnership is a key precondition for mutual success.

The paint does not become a brilliant coating until it undergoes application and film formation at the customer’s paintline. For this reason, the closer our concept of requirements is to that of the customer, the more precisely our work flows are coordinated and the more effectively we solve problems, the more successful we can be together. In other words, the better the partnership, the greater the mutual success.

Performance and success become sustainable when they are shared, with each partner contributing its specific strengths. In my different positions at BASF, this experience has been confirmed over and over.

On that note, I hope you enjoy reading this issue of Coatings Partner. Share in the fascination of coatings and the wide range of testimonies to our intensive partnerships worldwide.

Best regards,

Dr. Guiscard Glück
European Account Management
Automotive OEM Coatings

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General Motors names BASF Supplier of the Year 2012

For the ninth time in the past 11 years, BASF has received General Motors’ (GM) Supplier of the Year Award. “BASF played a critical role in GM’s success in 2012 through their dedication and commitment to consistently exceed our expectations by being innovative, delivering high quality products and services on time and by creating outstanding value,” said Grace Lieblein, GM Vice President, Global Purchasing and Supply Chain. “We are thrilled to recognize BASF, who we consider to be a world-class supplier.” In 2012, BASF supported GM on key product launches including the 2013 Cadillac XTS and the 2013 Cadillac ATS.

PSA Peugeot Citroën: BASF is excellent supplier

BASF has been awarded the title of “core supplier” by the PSA Peugeot Citroën Group. “This recognition is part of the continuous deployment of the ‘Excellence in Supplier Relationship’ initiative,” said Jean-Baptiste Formery, Purchasing Executive Director Vehicle Components at PSA Peugeot Citroën (left), who presented this honor to Oliver Homolle, President of BASF France (right), who accepted it on behalf of the company. Beyond its 13 strategic suppliers, PSA Peugeot Citroën recognizes as “core suppliers” businesses with international operations that set the standard in their respective fields. BASF Coatings was named due to its high quality, delivery reliability and its high technical competency with a high degree of versatility. In addition, BASF offers in-depth know-how on all coating layers and technologies, along with shortened application processes, thus meeting all of PSA’s requirements.

BASF’s annual Global Trend Book allows to experience color and paint. It targets the designers of the automotive manufacturers and offers information and inspiration regarding global and regional color trends. BASF’s Coatings Division has now received the iF communication design award for the design of its Global Trend Book. “The iF design award is internationally very well reputed, making it a significant distinction for our work,” said BASF designer Mark Gutjahr. The iF design award is the second design prize for BASF’s innovative customer communications tool after winning a red dot award in 2012.
Short Cuts

Fiery red paint for EvoBus

BASF supplies the dark red basecoat for the new Comfort-Class 500 bus by Setra, a brand of Daimler subsidiary EvoBus. The new bus model celebrated its world premiere at the 2012 IAA Commercial Vehicles in Hanover, Germany, and is now operating successfully on Europe’s roads.

BASF is not only the leading paint manufacturer for the passenger car sector, but also offers a complete portfolio of paint systems for commercial and transportation vehicle manufacturers. The latest example is the ComfortClass 500, which demonstrates BASF’s high level of color competency. The red metallic color is appropriately named Fiery Volcano Metallic and was specially developed by BASF’s designers in cooperation with EvoBus.

“The name speaks for itself. The color is fiery red, as if it were red-hot,” explained Carsten Vietze, Account Manager for EvoBus at BASF.

EvoBus is one of Europe’s largest bus companies and has cooperated with BASF for many years. In 2012, Daimler presented BASF with a Daimler Supplier Award in the “Trucks and Buses Exterior” category. This award recognizes innovative solutions, high flexibility and global availability.

Volvo Truck relies on BASF

In its worldwide truck and bus production, Volvo switches from CathoGuard® 500 e-coat to the new CathoGuard® 800 generation. CathoGuard 800 is an environmentally friendly cathodic e-coat from BASF. It is low-solvent, tin-free, and also provides outstanding coverage and corrosion protection for the car body’s cavities that are difficult to reach. “Volvo was impressed by our 800 series. We worked together to optimize the technology for Volvo’s requirements,” said Monika Heithorn, head of Truck & Bus Europe at BASF Coatings. “The next step is implementation.”

This means that Volvo Trucks was one of BASF’s first customers for cathodic e-coat. The collaboration between Volvo and BASF has blossomed into a trusting partnership, and the technology has been continuously enhanced.

Exclusive color for Volkswagen SUV concept car

With its timeless design featuring clearly contoured shapes and blue special-effect paint, Volkswagen (VW) has presented the CrossBlue concept car, a new generation of SUVs, at the North American International Auto Show in Detroit early this year. VW specially designed the car for the United States and Canada, and the color was developed by BASF’s paint specialists in Würzburg. The mid-size SUV is no less than 4.99 meters long and a good 2 meters wide. The CrossBlue, which seats six, is powered by 306 horsepower. The CrossBlue’s outer appearance is characterized by a blue, very fine pearl color, which captivates viewers with its soft impression. The finish harmonizes with the alloy rims and the stainless steel applications on the body. For years, BASF has been Volkswagen’s reliable partner worldwide, supplying products ranging from e-coat to clearcoat.
“The chemistry has to be right”

Dr. Alexander Haunschchild, Senior Vice President, Automotive OEM Coatings Europe, talks about the significance of partnership, trends and developments in automotive coatings

Mr. Haunschchild, what is the significance of “partnership” for the Automotive OEM Coatings business unit?
As with many other BASF business units, for us, a close relationship to our customers is very important. After all, we don’t simply supply a kilo of paint. Especially when it comes to automotive OEM coating, processes, paint application and services for all aspects of the finish are indispensable.
We have to understand our customers and be open, since when it comes down to it, a functioning partnership is based on the people involved. Here, the “chemistry” has to be right.

What does this support look like in actual practice?
Our on-site support for our customers creates a very tight bond. Our field technical service representatives ensure quality and the professional application of our products. They see to it that the workflows at the customers’ paintlines operate smoothly. Together with our customers, we can lower the touch-up rate and manage material consumption more efficiently. For color development,
Interview

our support for our customers starts at the very beginning of the process chain. Our color designers identify the trends for the cars of tomorrow. They work with the labs to promote intensive exchange with the car manufacturers’ designers. Individualized colors allow the carmakers to sharpen their brand profile and with BASF’s top color expertise, they have the best possible partner.

What makes the collaboration so special for our customers?
We offer the entire product range, including cathodic e-coat, primers and basecoats, as well as clearcoat. Our wealth of know-how on all layers is something special. We focus particularly on the interaction between the individual layers. This will become increasingly important for the development of holistic paint systems in the future. We are systematically expanding our consulting competence for the total system.

What characterizes a successful partnership?
A partnership should always be set up on a long-term basis. To do so, the partners must have a common path and a common goal. Moreover, they have to be prepared to make compromises. Finally, the sum total has to work, because both our customers and we ourselves are operating in a highly competitive field and we all have to achieve economic success. Reliability, fairness and openness are all equally important factors.

Sustainability and eco-efficiency. What role do these topics play for automotive OEM coating?
I consider sustainability to be a crucial issue. At BASF, we take a proactive approach to the topic, along with our customers. In 2012, for instance, we teamed up with our partner Dürr. Using an approach like no other in our industry, we performed an eco-efficiency analysis for OEM coating processes. We demonstrated that our integrated, i.e. shortened, processes can make a huge contribution to sustainability.
For BASF, sustainability is a strategic pillar. Our customers are increasingly making efforts to use products and processes that contribute to sustainable development. For this reason, at BASF we have focused our innovation portfolio on sustainability and will continue to strengthen it in this direction.

“A partnership should always be set up on a long-term basis.”

What advantages does this give our customers?
The analysis helps us offer our customers individualized advice, so that we can provide a solution for the car manufacturer that is optimal in terms of environmental friendliness and cost. The holistic perspective takes both economic and environmentally relevant aspects into account.
We also have a strong portfolio, with our growth driven by environmentally compatible and resource-friendly products. One example is our new cathodic e-coats CathoGuard® 800/900. The new tin-free and low-solvent e-coats are the preferred systems combined with modern low-build pretreatment methods. They are also very well suited for integrated application processes in which the primer coat is dispensed with.
Interview

To what extent were your expectations for 2012 met?
As we anticipated, 2012 was a very challenging year in Europe, since the market had considerably declined and in some sectors and countries it even collapsed. However, we recognized the signs of the time early on and adjusted our strategies accordingly. We owe this strong achievement to our excellent team and our innovative products in particular. Thanks to our solid position across the board as a supplier of all major car manufacturers, we also compensated for difficulties in individual countries and profited from the export strength of our customers and their growth in emerging markets such as Russia.

And what do you expect for 2013?
I personally have an optimistic view of the future, despite the fact that the economic situation continues to be tense in some markets. That’s why we are focusing on our strengths and are pushing medium- and long-term topics forward independent of short-term market developments. These include for example the highly scratch-resistant iGloss® clearcoat, the already mentioned new CathoGuard® 800/900 e-coat generations and integrated coating processes. We are also continuing to invest in training our team, as well as in research and development.

What other priorities do you see for the future?
Getting more color on the roads. That is our mission. After all, colors lend cars their individual character and make statements. I would be pleased if car owners would become bolder and cars would reclaim their color diversity.

Our focuses at BASF involve getting the right sense of the color trends of the future, as well as developing high-performance coatings from these trends. We can do both: design and technology.

So what are the trend colors of the future?
The all-time favorites of the past 15 years – black, gray, and silver – have now been joined by white and brown. At the same time, stronger individualization is increasingly making new color ranges more significant.

“I’m not just fascinated by the color of the finish, but also by the special paint effects.”

Green, for instance, has played only a minor role on the roads in recent years. Our global design team with colleagues from Asia-Pacific, North America and Europe expects that this color family will become considerably more popular in four to five years. Responsible for this development is society’s shift in values toward quality and trust.

To conclude, a personal question: What color will your next new car be?
I like to experiment with color. For my cars, I have already tried nearly the entire range of colors, from classic black and silver, to green and even gold. But I’m not just fascinated by the color of the finish, but also by the special paint effects, such as the use of certain effect particles in the finish that reflect the light with a coarse sparkling pattern. This gives the finish a very luxurious effect. But to answer your question, my new car will be finished in a fantastic red with a wonderful flowing effect. ■
Joining forces

Hyundai’s HB20 is the South Korean carmaker’s first model to be fully produced in Brazil and coated with BASF’s waterborne basecoats

Hyundai introduced the Flex Fuel compact car to the Brazilian market in fall 2012. Customers can choose from eight colors. BASF primarily provides Hyundai with silver coatings. The other colors that are part of the portfolio supplied to the car manufacturer are solid colors (red, white and black), as well as colors with metallic pigmentation (gray) and pearlescent effects (blue, brown and black).

For Fabian Garcia, BASF Key Account Manager for Automotive OEM Coatings in Brazil, the partnership with Hyundai in Brazil is highly significant. After all, this is the first time that a shortened process has been used for automotive coating in South America. For the car production, not only waterborne basecoats are used, but the paintline is shortened by one step. This means that less material, time and energy are used. Within the same time frame, the same application quality can be achieved.

The successful partnership between the two companies in Brazil is the result of a cross-divisional project established in 2009. The project development involved BASF specialists from countries where BASF already supplies coatings for Hyundai, allowing them to share technological know-how about the customer. “The project team involved areas such as sales, marketing, development and technical assistance from Argentina, Brazil, Germany, the United States and Korea,” Garcia said.

In October 2012, Dr. Kurt Bock (center), Chairman of the Board of Executive Directors of BASF SE, attended the newly opened plant in Piracicaba in the state of São Paulo, Brazil, and was impressed by the results of the successful partnership.

Perfect finish

Serving Hyundai in Brazil also involves the Automotive Refinish business unit, which supplies paints under the Glasurit® brand used in the touch-up, assembly and final audit stages, thus guaranteeing perfect finishing for vehicles.

In addition to the comprehensive service portfolio, which ranges from technical support for the customers to training, and the previously mentioned colors, Glasurit also offers an additional shade of blue. “We have become top suppliers in this area. This is an important unique selling proposition that opens doors for us and allows us to supply Hyundai dealerships,” said Edmundo Soares, BASF Key Account Manager for Automotive Refinish Coatings in Brazil.
Streamlined processes for Nissan

Innovative technology: BASF becomes main supplier for Pathfinder and Infiniti in Smyrna, Tennessee

BASF has expanded its partnership with Nissan, now also supplying the automaker with coatings and paints for the Pathfinder and Infiniti models at its Smyrna plant in Tennessee, USA. BASF supplies Nissan with coating solutions from e-coat and basecoat to clearcoat. BASF is also working on more streamlined technologies with Nissan in emerging markets such as China.

“Nissan is a successful global company. They are a very important customer for us, with whom we have been working closely for a long time,” explained Laurent Vaucenat, Global Account Manager for Nissan at BASF’s Coatings Division. “Innovative solutions and services as well as our leading-edge technologies have convinced Nissan to extend their collaboration with us in Smyrna now, too.” Especially the 3 Wet waterborne coating technique, which is used in Smyrna, and also for example in Huadu (China) played a major part. The most notable advantage of the 3 Wet waterborne system is the elimination of one drying phase. Previously, car bodies required two 30-minute rounds in the drying oven, after application of primer and basecoat/clearcoat. In the new method these three layers are applied wet-on-wet, and then subsequently dried. This shortened process leads to shorter production time, less energy consumption, streamlined paint lines and – above all – lower emissions.

BASF is the unique supplier of “sprayables” (primer, basecoats and clearcoats) for Nissan European production sites; Sunderland (England), St Petersburg (Russia) and Barcelona (Spain).

“We are where our customers are. This is why we are increasingly expanding our presence in growing markets like China,” said Vaucenat. There, BASF supplies Nissan’s Huadu plant. BASF also has long-standing supply relationships with Nissan in Japan and India. In 2012, the close partnership resulted in an award from Zhengzhou Nissan Auto Co., Ltd. in China, honoring BASF with the “Excellent R&D Supplier Award” for the excellent quality in the supply of environmentally friendly car paint.
“Buildings as power stations”

How can buildings become energy boosters?
The answer comes from SPECIFIC, the Sustainable Product Engineering Centre for Innovative Functional Industrial Coatings in Baglan, Wales

The project is led by the renowned Swansea University and Tata Steel, one of the leading steel producers. It is strongly supported by BASF. SPECIFIC’s vision is to develop functional coatings for roofs and walls for large-volume manufacture that generate, store and release renewable energy – and, in so doing, transform “buildings into power stations”, delivering significant environmental and economic benefits. These products will be suitable for both new and existing buildings, such as retail outlets and corporate office blocks, where metal and glass predominate.

The center is spearheading the 23.5 million euro, five-year project to develop functional coated steel and glass products which can be taken up by industry for large-scale manufacture and could see between 5,000 and 10,000 jobs created in the supply chain. SPECIFIC already provides work for around 60 people in Baglan.
Close partnership with Tata

Tata is the key commercial partner on the SPECIFIC project. The partnership between BASF and the steel giant goes back more than 20 years. BASF has developed and supplied a number of Tata Steel’s flagship coil coating products, such as ColorCoat®.

This high-quality plastisol product is also being worked with in the Sustainable Building Envelope Centre (SBEC) in Shotton/Deeside in North Wales. The center is a showcase for sustainable products. It is being used to test and monitor new integrated heating, energy and ventilation systems. The SBEC’s aim is to create a construction process which will enable the exterior of buildings – both roof and walls – to be transformed from a passive energy role to an active energy generation, storage, release and management function.

“We have a strategic, operational and tactical relationship with BASF,” said Kevin Bygate, chief executive of SPECIFIC, former Business Development Director at Tata Steel Colors. “This means a lot to us. We know each other very well, which creates trust, understanding and partnership. The local presence of the BASF team in Deeside is fundamental to our ongoing success.”

In the area of energy generation, BASF is involved with photovoltaic developments in which the energy is directly converted to electricity, as well as with transpired solar collectors, from which thermal energy can be harvested directly from the building envelope. The energy collected can then be stored as heat energy or be converted to electrical energy through the use of thermo-electric generators. For storage, BASF is increasingly looking at battery development. While its focus is mainly on the transport sector, this know-how could also be applied to coatings on buildings. For energy release, BASF develops light- or heat-emitting coatings in a spin-off project which developed from the interseasonal collaboration.

The Sustainable Building Envelope Centre based at Tata Steel’s site in Shotton, Deeside, will be a showcase for sustainable products and will be used to test and monitor new integrated heating, energy and ventilation systems.

More information:
www.specific.eu.com
www.sbec.eu.com
SPECIFIC develops functionally coated steel and glass products. What is meant by “turning buildings into power stations”?

BYGATE: We are talking about “smart coatings” – surface coatings on steel and glass which, for example, can generate heat; enough to heat the building through the year on a “stand alone” basis. Scale matters a lot here – Tata Steel Europe manufactures 200 million square meters of coated steel per year. If you take just 10 percent of that, for example, and convert it into a functional coating with a 5-percent efficiency of converting sunlight in electrical energy, we could be installing the equivalent of one nuclear power station per year every year. And this is just for new buildings. For retrofitting existing buildings, there is even greater potential, which could give rise to a whole new business. And there could easily be spin-off projects for other applications later on, such as automotive, as well.

What role do you see for BASF in SPECIFIC?

BYGATE: We expect BASF to input its view of the future, supplying chemicals, technology and ideas, and installing a supply chain. The partnership underpins the project in many ways; for example, SPECIFIC will need the ability to scale up the ideas from labo-
Interview

In October 2012, a pilot production facility for coating glass and metal was launched in Port Talbot, Wales.

Postgraduate education program promoted by the Engineering and Physical Sciences Research Council. In the case of BASF, it has been a successful collaboration which has already lasted 15 years. Now it is about bringing together good ideas.

The project works on innovative solutions. What particularly illustrates the aspect of innovation?

WORSLEY: Innovation is not just about developing new molecules; it is also about the ability to bring new ideas and concepts into the market. This “forgotten technology”, the science of transfer, is fundamental to the work in SPECIFIC. We combine coating and printing, which allows us to broaden the range of functional coatings that can be applied to a wide variety of substrates. Open innovation means that everyone is invited to join in. Sharing spaces is one of the key successes so far in the project. It takes you out of the silo!

What is the purpose of the production facility and its pilot production line?

JONES: It is a flexible facility in a controlled environment that uses various deposition techniques such as printing and coating. It is capable of using a variety of substrates – metal, glass and plastic. And after the substrates have been treated according to the architects’ visions, the pilot production line is able to complete the prototype using sophisticated curing techniques.

WORSLEY: I see BASF’s role in the project mainly in supplying fine chemicals and materials. Universities can develop smart chemicals but they are not in a position to manufacture them, especially not in large quantities. For us, it was the direct result of collaborating with Tata Steel, and in turn being introduced to BASF. What all the key partners have in common is a global presence and readymade routes to market. As an investor, BASF is supporting the facility with one million euros. Tata Steel, BASF and others also support the Engineering Doctorate scheme, a British postgraduate education program promoted by the Engineering and Physical Sciences Research Council. In the case of BASF, it has been a successful collaboration which has already lasted 15 years. Now it is about bringing together good ideas.
With extreme climate conditions and new drivers all the time, Europcar needs to intensively maintain its fleet in the Emirate of Dubai. Three dedicated bodyshops are responsible for maintaining the fleet’s 3,750 cars. Since they are subjected to a high level of stress, paints and materials have to meet special quality requirements. In 2012, Europcar decided to use R-M automotive refinish products, a premium brand of BASF. In the interview below, Europcar Quality Manager Shabna Rahjesh and Carl Roy, Sales Manager of R-M distributor Al Dahiya Auto Spare Parts LLC, talk with Jens Liebermann, BASF Sales Support Manager for Middle East about the newly established partnership.

Mrs. Rahjesh, how did the partnership between Europcar and R-M come about?
RAHJESH: There was a need for a high-quality paint system at Europcar, as we supply premium customers only. Our bodyshop manager Mr. Koshi had previous experience with R-M from his former employer.

And what was the deciding factor for choosing R-M paints?
RAHJESH: For our customers, it is mandatory to have safe cars which are maintained and repaired with quality material in a first-class bodyshop. Furthermore, we as a company focus very much on
using products which do not harm the environment and ensure the highest possible standards in terms of health and safety procedures. With R-M we found the right partner who can help us fulfill all these expectations at the same time.

What makes this partnership important to you?
ROY: Having a partner like Europcar, a worldwide premium brand, demonstrates the position and importance of the R-M brand in the Emirates. It makes us proud to name Europcar our partner!
RAHJESH: We are happy that R-M offers us a full solution. For example, our technical team is fully trained by the R-M Academy team. Additionally, we like the fact that the R-M team frequently makes suggestions for how to improve or even expand our business. This goes far beyond “just” products.

Mrs. Rahjesh, your cars change their drivers every few days or even every day. Is it difficult to keep the cars in good condition?
RAHJESH: Lease cars see a bodyshop for maintenance, minor repairs and touch-up more often than privately owned cars. On top of this, our fleet has increased a lot in the last few years, so having the capacity to manage the fleet is quite a challenge. That’s why we need efficient products. The speed and quality of refinishing achievable with R-M has made the process much easier for our business.

What requirements do your customers have?
RAHJESH: Our customers in the premium sector are very selective when choosing their rental and lease car suppliers. They focus very much on topics like quality and safety. And of course our cars always have to be in a good condition.
ROY: We support Europcar with R-M products and our R-M system to enable faster high-quality repairs.

Which cars do you rent out most often in Dubai?
RAHJESH: At the high-end level, we run a fleet of BMW and Lexus cars, although the highest volume is in the mid-class segment with the brands Toyota and Nissan. Lately, in the past two years especially, the demand for Korean cars such as Hyundai and Kia has been striking.

Mr. Roy, are there any projects you are currently working on?
ROY: Currently, we at R-M are performing a special color project to investigate how to paint a smaller premium lease fleet for hotels, etc.

Mrs. Rahjesh, are there special color trends for the car rental market?
RAHJESH: Due to the extreme weather conditions in the United Arab Emirates, such as the intense sunshine and dust, we do not have a lot of dark colors. We prefer light colors with a dark interior.

John Koshy, Europcar bodyshop manager in Dubai
By no means dull

Semi-glossy or matt finishes: With its Matt Shade Concept, R-M®, automotive paint brand by BASF, offers a simple solution for impressive effects.

The vehicle manufacturers are now offering a variety of different gloss levels for all car parts, from the complete car body to trims and panels. R-M provides bodyshops with a simple solution to provide a range of finishes from deep matt to a semi-glossy satin, without the need for matting pastes and special additives: the R-M Matt Shade Concept, incorporating SILICATOP and SATINTOP clears. “Matt clearcoat changes the effect of the coating,” said BASF designer Mark Gutjahr. “The muted-looking finish has something of a three-dimensional look to it. Matt clearcoats give colors primarily a cool, high-tech feel and create almost haptic effects. While glossy finishes have something untouchable about them, matt clearcoat makes you want to run your hand over the silky, smooth surface. That makes them a real eyecatcher.”

SILICATOP and SATINTOP are easy to apply, using the R-M thinner and hardener. Two coats are
enough to produce a durable finish that can be accurately matched to all levels of matt finish, including the specific OEM matt shades which can have different gloss levels on vertical and horizontal surfaces. R-M provides the Matt Shade Tool to help refinishers achieve an accurate match. Any gloss deviation due to film thickness, flash-off times and the use of different hardeners has been eliminated. The flexibility of these products means that the R-M bodyshop can accurately match the OEM finishes and color approvals as well as providing individual finishes for customized vehicles.

Application is really simple because no special additives are needed. SILICATOP and SATINTOP can both be used with the H9000 and H420 hardeners and SC850 thinner. There are no special techniques required to achieve the perfect satin or matt finish. Professional refinishers using a standard HVLP gravity-feed spraygun or a compliant spraygun need to apply just two coats. Last but not least, the clearcoats are extremely resistant against day-to-day wear and tear and protect the coating against external stresses.

R-M Best Painter Contest 2013

R-M maintains uniform high quality standards worldwide. The company has proven this for years with its international competition for the best automotive spraypainters. The R-M Best Painter Contest also serves as a high-ranking platform for presenting R-M’s latest technologies, services and products to the trade press and for displaying the training level of R-M’s best young talents. The national finals of this year’s R-M Best Painter Contest in France were devoted to the Matt Shade Concept. The winner, 21-year-old Clément Marcheron, earned a ticket to the 11th international final for his exceptional performance.

The international final will take place from **October 8 to 10, 2013**, in Clermont de l’Oise in northern France.

R-M receives renowned innovation award in Spain

The Spanish journal Autoprofesional honored the R-M premium paint brand with the 2012 innovation award for “new technologies”, choosing it from 105 nominations and a narrower selection of 70 participants. In the aftermarket category, the Spanish R-M team submitted the Matt Shade Concept with the products SATINTOP and SILICATOP. “We are extremely proud of this award earned by R-M,” said Juan Carlos Lozano, R-M Sales Manager in Spain.
BASF supplies innovative ultra-high solids coatings to Terex® Cranes’ plant in Zweibrücken, Germany.

Flawlessy coated giants

Whether they are used at construction sites or for cargo handling, cranes play a key role. They were already used to lift heavy loads back in ancient Egypt and have continued to be indispensable today. They are subjected to harsh stresses as a result of weathering impacts and their use in off-road conditions. For this reason, coatings have to protect the steel from corrosion and weathering impacts, and be easy on the environment at the same time.

In May 2012, Terex Cranes Germany changed over to BASF’s ultra-high solids coatings at its Zweibrücken plant. These innovative coatings provide optimum corrosion protection. Even more, thanks to their ultra-high solids content, they have a lower emission of volatile organic compounds (VOCs) compared to the previously used paint systems. “Terex Cranes wanted to further reduce the emission of VOCs during the coating process,” said Karl-Heinz Edinger, BASF Commercial Transport Systems Germany. “We adapted our ultra-high solids technology to the needs of Terex, which helped us win over this customer.” To achieve flawless surface results, the high solids coatings feature special flow properties and produce
Terex Cranes

little overspray, which is important because Terex uses spray application to coat the cranes. Depending on the crane model, between 250 and 500 liters of paint are applied to the vehicles. For comparison, a total of 12 to 15 liters of paint are needed to coat a passenger car.
The ultra-high solids primers dry quickly and the coated crane parts can be stored outdoors. “The manufacturing processes used for cranes makes this crucial,” said Edinger. In order to guarantee quick delivery times, Terex Cranes manufactures “standard cranes”, crane parts that have been primed but are not yet coated with the pigmented topcoat.
For interim storage, Terex then often keeps the primed parts in outdoor areas, where they are subjected to weathering impacts. “Our primers offer superior corrosion protection and are highly resistant. This allows Terex to transport and store the crane elements without leaving any marks,” Edinger explained.
Terex uses the prefabricated basic elements to respond to customers’ requests quickly and to coat the cranes in various colors. The pigmented BASF topcoats feature high color stability, which allows the cranes to keep the desired colors for years to come.

Terex Cranes
Terex Cranes Germany, a subsidiary of the well-established U.S. construction machine manufacturer Terex Corporation, builds and coats mobile cranes with a loading capacity of up to 3,200 metric tons at its plant in Zweibrücken. The various crane models range from small, maneuverable city cranes to caterpillar cranes with extension systems that are over 200 meters high.
City cranes have a maximum loading capacity of between 30 and 70 metric tons. They can also operate off-road and their compact dimensions make them suitable for use at tight construction sites, as well as inside buildings. Caterpillar vehicles are primarily used in the petrochemical industry, for constructing power plants and for infrastructure projects. Terex offers different models of lattice boom crawler cranes with loading capacities ranging from 300 to 3,200 metric tons.

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Coatings Partner
Foil Coatings

Trend toward more natural-looking materials

The new FGuard® 3D paint system makes furniture surfaces look like real wood.

It looks like wood and it feels like wood but, actually, it’s paper. On shelves, tables or cupboards, foil coatings provide effects that at first glance appear to be real. BASF has now added these foil coatings to its product range and is introducing the innovative FGuard 3D paint system in Europe.

With its pore structures and grain, the newly developed system gives the decorative foil for furniture an appearance resembling real wood. “In addition, the 3D effect of the finish conveys special haptics,” explained Matthias Schöps, who is responsible for BASF’s foil coatings business. “It allows us to meet the demands of the market, since people increasingly prefer natural materials in their homes.” Without having to use costly real wood, customers can use foil coatings to lend a natural wood appearance to doors and furniture.

High standards for coatings

With the FGuard 3D method, the first step involves using a printing system to print a multicolor decorative pattern on preimpregnated paper. The new FGuard 3D pore structure paint is applied in the final printing unit. In the next step, a transparent topcoat is applied to the coated paper on a paintline. “The high drying temperature during the hardening of the topcoat causes the 3D structure to develop,” said Michael Janning, BASF’s head of development and technical service for foil and panel coatings, describing the innovation.

The furniture decoration foils coated with this method have to meet high standards in terms of both appearance and function. For instance, they have to be resistant to spots and mechanical damage. “Apart from providing these protective properties, with a wide color range and different effects, they carry out both a visual and, in turn, emotional task,” Schöps explained. “And this is exactly what our new product does.”
Soccer as the key to success

Suvinil®, BASF’s leading decorative paint brand in South America, is supporting young people in Brazil with the social project Growing with Sport. The initiative has served some 15,000 participants to date, many of whom work for BASF now. One of them has even become a professional soccer player.

“I learned my first soccer drills on the Suvinil team. That’s where it all started,” said Neílton Meira Mestzk. Today, the 19-year-old Brazilian is a professional. At the 2013 São Paulo Junior Soccer Cup, Neílton’s hat trick led his team, the FC Santos, to victory.

“When Neílton scored the goals, we all let out a whoop of joy at home. We were very happy, not only because he is a recognized athlete, but mainly because he has followed a good and correct way in his life,” explained Décio José Brocardo, coordinator of logistic operations at BASF in São Bernardo do Campo in the federal state of São Paulo. Brocardo coaches the indoor soccer team, which he founded on his own initiative back in 1989 using the motto “Growing with Sport”. Neílton participated in his first soccer tournaments with the team as a seven-year-old. Back then, as today, the project was supported by BASF and Suvinil and conducted in partnership with the Associação Desportiva Classista (ADC), a cultural, social and sports institution for BASF employees in São Bernardo do Campo.

To date, around 15,000 children and adolescents have participated in the project and it has become a significant social program for the entire region. Many of the participants who are now adults, like Neílton, learned important skills there that they were able to use in their later lives. “I spoke with the coaches and got a lot of advice that helped me decide to take the right path,” Neílton said, looking back. Some of the former players work at BASF now. They all recount the long-term positive changes in their lives that the project offered them during their youth.

Renato de Oliveira Barbosa started playing on the Suvinil team at the age of 14. Today, he is a business processes consultant at BASF.
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