



EC European Coatings SHOW DAILY 2011



New and renewable

“Green” is the theme at Europe’s number one coatings show



Source: Heiko Stahl

When the gates opened yesterday, visitors from all around the world entered the Nuremberg fairgrounds

The Nuremberg fairgrounds became a hive of activity yesterday, when the gates opened at 9.00 h to a large number of visitors from all around the world. The morning fog began to lift and the sun came out - reflecting the brightening mood that is beginning to prevail as the recession fades. Spring was in the air, both inside and out, and “green” is the theme.

Outdoors, the first green shoots are showing their heads, an apt setting for a show where the accent is on both “new” and “renewable”. Many of the stands featured the colour green prominently, together with messages underlining the importance of sustainability. Byk sported the term “Greenability” on a green-clad representative of the company. Other slo-

gans included “Your natural choice for smart and green coatings” (Croda Coatings and Polymers), “Renewable resources, endless possibilities” (Arizona Chemical), “The way to sustainable products” (Rhodia), and “New materials create new life” (Blue Star Epoxy). Michael Schottler of AkzoNobel stressed the importance of sustainability, while re-

marking that the term is frequently used as a marketing catchword. He added that sustainability claims need to be substantiated by hard-and-fast data.

New developments that address the challenges of the future include energy-saving, low-VOC and waterbased technologies. Besides the EC CONGRESS, which finishes today, numerous product presentations in the different halls demonstrated technological advances while underlining the focus on sustainability and green chemistry. Jo Grade, Croda, described novel low-VOC, high-performance

coatings. “Innovative in-can preservation for green coatings” was the topic covered by Bernard Franc of Troy Chemie; while Richard Esser, Nuplex Resins, described how to “Make the right binder choice when reformulating furniture coatings to meet environmental demands”. Pigments and effects continue to be a big topic: Angela Giubilaro, BASF, gave a presentation on “Effect pigments for the achromatic colour space” and Wolfgang Winter of Clariant International described “Innovative Paint Manufacturing with easily dispersible organic pigments”.

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“Play with colours!”

A painter in a white coat stands there and dips his brush into a white paint. The paint is fluffy and wavy and has a rough surface. He mixes some pigments in and starts painting on a square board. A marbled shiny green, some white rough, thick paint and a few red spots become visible. This is a very simple way of producing an elegant coating on a wall. 95% of the market uses this decorative coating for interior applications. This product is based on gel and flakes and is sold in this form. Customers need to add the colorants. The flakes are not permeable to colorants, so the colours remain separated in the box. This coating can be directly applied on primed walls and you can see how easy this is at Macri Chemical in hall 7, stand 648. Emilio Sambi, Business Manager, says “Come and play with the colours!”



Painting the square with a marbled green coating



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