



“Bio-based products: high performing and cost-competitive.”

Sophia Boujenah, Global Business Development Manager – CASE at Corbion Purac

How do you rate the demand for bio-based raw materials in the coatings industry? We see a growing demand. The industry is looking for sustainable products as it is facing pressure from legislation. Bio-based raw materials are one solution to meet restrictions which have already been implemented or which are going to come in force in future. In Europe and the U.S. the demand is strongly driven by regulations. In Asia we can see performance related drivers for bio-based products. However, claiming to have bio-based products is not sufficient, you have to prove tangible performance with hard data.

For what coatings application do you see further potential or limits? There is a huge potential for high-performance coatings in various segments, such as wood decorative, automotive, can and coil coatings. In mature markets bio-based products can bring differentiation. The entire potential for bio-based raw materials is yet to be discovered. We are not aware of any application limits. Not even in the marine or corrosion protection segment. We have noticed a lot of investments by coatings formulators to better understand and implement the use of bio-based materials. They are benchmarking existing products. Of course, the bio-based products have to deliver performance and be cost competitive.

Where do you see the biggest challenge regarding bio-based raw materials for use in coatings? Time to market is a huge challenge. As there is no historic data it takes more time, for instance the typical approval time for metal coatings lies between three and five years. We have to speed up the process and the acceptance in the market. The most innovative companies seek to adapt first and are driving further development in this regard.

MARKET MOVES

A short overview on the most important moves within the European coatings industry. You can find more news on markets & companies and raw materials & technologies at www.european-coatings.com.

BASF expands production in Russia

Source: BASF SE



Expansion BASF's construction chemicals division started with the production of waterproofing solutions from the “Master-Seal” range at its plant in Podolsk, Russia. They are used to protect potable water reservoirs. At Podolsk, BASF is already producing concrete admixtures, flooring solutions, cementitious grouts and concrete repair mortars. In 2017, BASF is planning to construct a further plant in Russia.

www.basf.com

Sherwin-Williams opens powder plant in Poland

Investment Sherwin-Williams has opened its new powder plant in Poznan, Eastern Poland. At the heart of the 3,000 m² facility lies the new “Powdura Sprint” low-cure technology for engineered wood, and the “Powdura OneCure” dry-on-dry powder coating system. The interest in powder coatings for wood is growing. Another aim is to offer OEM customers within the electronics and heavy equipment segments a global service.

www.sherwin-williams.com



Source: Sherwin-Williams

“The paints industry can, through its choice of its raw materials, impact the footprint of the whole supply chain.”

Emile Troitier, Akzo Nobel Chemicals AG

Nippon Paint Marine Coatings and Wilckens form new company

Marine paint market Nippon Paint Marine Coatings Co. Ltd. of Kobe, Japan, and Wilckens Farben GmbH of Glückstadt, Germany, have announced the formation of Nippon Paint Marine (Europe) GmbH.

The new company is a joint venture of the two partners, who have been working together in the marine paint market for the last ten years. It will be based in Glückstadt near Hamburg and will be responsible for all of Nippon Paint's marine sales activities in Europe and Turkey.

www.nipponpaint-marine.com