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## EXTRUDER SCREWS IN THE FAST LANE

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Kai Müller  
CEO  
ROWA GROUP

Dear business partners, ladies and gentlemen,

2019 is a year of numerous commercial challenges, and the ROWA GROUP is being impacted in some ways by almost all of these disruptive factors. Brexit is affecting our interests in the UK in a way that is still difficult to assess. The trade war between China and the USA is making life difficult for all of us, particularly when it comes to sourcing raw materials. At the same time, a range of problems facing the automotive industry is causing some of our customers to feel insecure about the direction they are heading. Nevertheless, we have a positive outlook for the near and medium term. We at the ROWA GROUP have been working hard on solving problems and optimizing our processes for many years. We have invested in new machinery and also upgraded existing equipment. Furthermore, we will soon complete the implementation of our automated Manufacturing Execution System (MES). Additionally, we have expanded personnel capacities and have opened up new sites.

We have already accomplished a great deal in the group and are in an ideal position to achieve our objective of optimizing supply to our customers with high-quality products and services. Therefore, we can look to the future with confidence. In this way, we will overcome the much discussed crisis with a motivated team and highly focused customer solutions. This is because we offer the best quality – even in niche markets. With our strategy of diversification and internationalization, we are well prepared to successfully master even economically weak phases. The structure of the group, in which we generate synergies and make the most efficient use of them, helps us to achieve this. At present, this is particularly evident in the CCC, a service that several of our companies offer to their customers.

With best regards

Kai Müller

## EXTRUDER SCREWS IN THE FAST LANE

ROWA Masterbatch and ROMIRA are equally renowned as industry specialists for the highest quality standards and products tailored to the customer. A common, technical core competence of the companies is less well known: The extruder screw facility (the Schneckenhäuser) in which the pairs of extruder shafts are stored.



The spaces of the extruder screw facility are designed so that the experts from ROWA Masterbatch and ROMIRA have fast access to the extruder screw shafts and extruder screw components, allowing defective parts to be quickly replaced or changes made to the extruder screw configuration.

The valuable components are neatly sorted by function and size in spacious drawers and wrought-iron wall-mounted brackets, with over 3100 extruder screw components, around 55 extruder screw shafts and more than 300 different types – this impressive inventory in the extruder screw facility is used by both ROWA Masterbatch and ROMIRA. It is not only the systematic and effective storage that distinguishes these facilities. The Schneckenhäuser has also been designed for an optimal workflow.

During the first step, the extruder screw is removed from the production machine and then must cool down before it is transported to the extruder screw facility. The extruder screw is first cleaned in a blasting chamber

before being moved on the conveyors provided into the central room. Here, experts check the screws for cleanliness and, if necessary, initiate any rework. If any of the components show signs of damage or wear the defective parts are carefully replaced with the aid of a screw extraction device and the extruder screw is subjected

to another thorough inspection. Preventive maintenance is also worthwhile at this point. All extracted screw components in stock are tracked via the existing ERP system, which ensures that the components necessary for the production of the compound and masterbatch specialties are always available. Finally, the extruder screw is taken via conveyor belts to the storage room and onto clearly identified wall-mounted brackets.

The extruder screw facility enables efficient workflow, minimizes sources of error and enables the desired screw configurations to be recreated at any time. This means that ROWA Masterbatch and ROMIRA customers can rest assured that compounds and masterbatches can be reliably reproduced.

“All extracted screw components in stock are tracked via the existing ERP system”

## PRECISION PAR EXCELLENCE

ROWA Masterbatch and ROMIRA are once again investing in the future with the purchase of new color measuring instruments.

Externally somewhat inconspicuous but equipped with impressive inner virtues: CM-3700A are the five new technical assistants from ROWA Masterbatch and ROMIRA. These are the latest generation spectrophotometers that are designed at the highest level for perfect color control of digital standards.

Some of the properties that characterize the spectrophotometers from Konica Minolta are high absolute accuracy and long-term stability as well as outstanding inter-instrument compatibility. An additional major advantage is the infinitely variable adjustment of the UV component of light from 0 - 100%. This enables ideal measuring solutions of materials with optical brighteners.

“With the CM-3700A colorimeters, we have invested in outstanding performance in terms of accuracy and stability – a further step in the quality optimization for our products”, said Dorit Krienke, Head of Quality Assurance at ROWA Masterbatch, commenting on the new purchases.



## ROWA MASTERBATCH REVEALS ITS TRUE COLORS

An inspiring splash of color is present in the newly designed colorists' office at the ROWA Masterbatch premises.

The comprehensive design work in the colorists' office was completed just in time for the turn of the year – the result is a bright, light-flooded multifunctional space that delights its users with individual splashes of color and an abundance of space for creativity.

Each employee has their own mobile storage unit in a color of their choice, which they use at their selected

workplace during working hours. In addition to plenty of free space, the colorists' office is also used for conferences, shift transfers and meetings with the support of modern technology such as the smart TV.

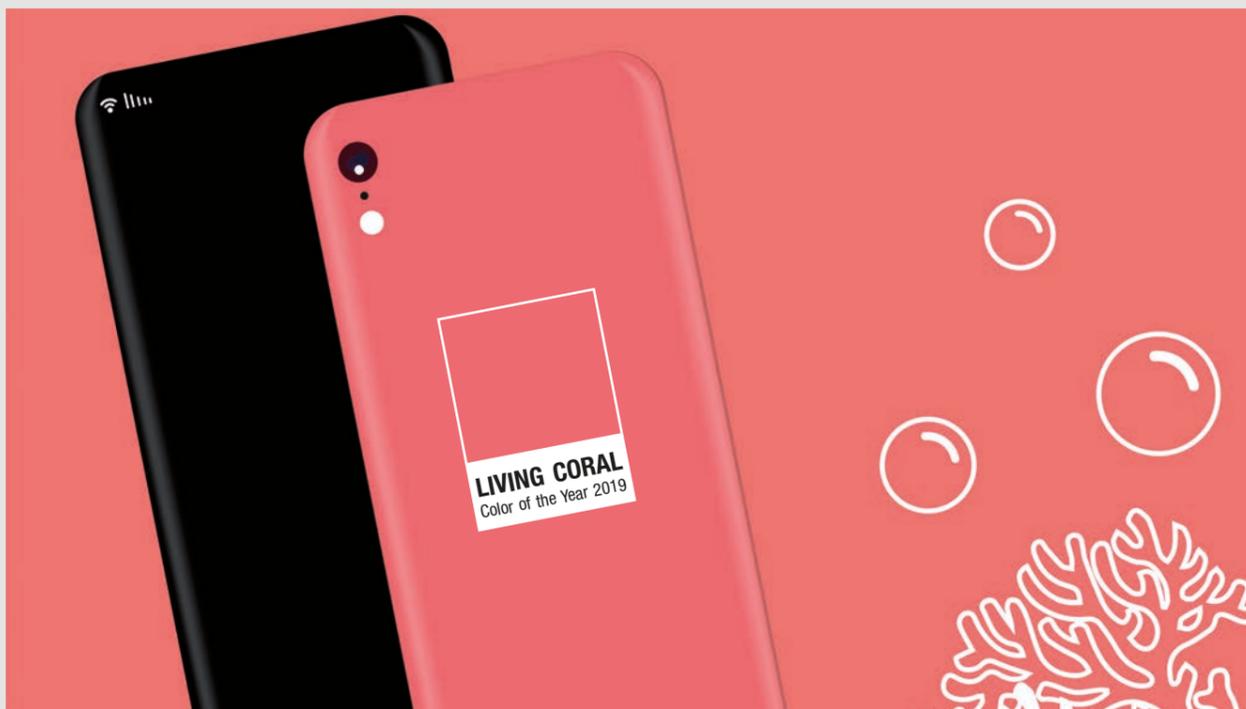
Color is not only a job for the employees, but rather a vocation. This is also reflected in their workwear: the stylish and compatible gray of the trousers can be combined with a different colored polo shirt of their choice.

The result of spatial and textile design ambitions is a colorful group of individuals that thrives on creative teamwork in a new, modern working environment.



## LIVING CORAL

The summer of 2019 will last all year long! At least for those who follow the Pantone Color Institute's color trends. Following Ultra Violet, 16-1546 or more precisely Living Coral, has now been voted Color of the Year.



Living Coral is a radiant summer color described by the Institute as an "animating and life-affirming coral hue with golden undertones", which is defining the tone this year in the truest sense of the word.

Fashion fans in particular will be thrilled by the choice. On the catwalks around the globe, the great designers have already demonstrated just how this color makes its wearer sparkle and glow. But Living Coral will not only accompany us through 2019 in the form of clothes, bags or nail polish – from experience, product and interior designers are particularly keen to be inspired by the Pantone Color Institute's choice of colors. Whether as a stylish lounge chair, vase, kitchen utensil, ballpoint pen or mobile phone case, coral red will exude positive energy in many shapes and designs – not least at the world's cocktail and beach bars. Doesn't this stimulating color remind us all of a refreshing Aperol Spritz or a delicious watermelon smoothie?

Using the best ingredients to achieve the perfect result is also the motto at ROWA Masterbatch. The manufacturer can color any plastic application with poly-

mer-specific color concentrates – Living Coral is only one of countless possibilities, but without doubt a particularly popular one this year.



**Recipe for the perfect watermelon smoothie:**

- 250 g watermelon
- ½ mango
- ½ banana
- 100 ml apple juice
- a dash of lemon
- mineral water according to taste

## ROWASOL

### ROWASOL NOW WITH TECHNICAL ACCOUNT MANAGER

A very warm welcome: Holger Weise has been Technical Account Manager for ROWASOL since October 2018.



With over 25 years of experience in the compound and masterbatch industry, the 56-year-old plastics engineer is a true industry expert with profound process engineering and coloristic expertise. Most recently,

he was responsible for sales at an US provider of specialized polymer materials solutions comprising Liquid Color technology in their portfolio – and will now bring the many advantages of this application closer to ROWASOL's customers: "I am already an "old hand" in the industry, but I am still very enthusiastic about the innovative potential of the ROWASOL products. I am looking forward to using my expertise for ROWASOL and our customers and, ultimately, to opening up new fields of application for our developments," remarked Mr. Weise.

Due to his technical expertise Holger Weise offers the ideal background knowledge to demonstrate the extensive possibilities of liquid coloring to interested parties, to identify suitable applications and to personally accompany the necessary operating tests on site with the ROWAMETRIC dosing systems.

Located in Aschaffenburg, Bavaria, Mr. Weise is able to provide optimum support for the plastics processing industry in the DACH region. From there he is in constant contact with his colleagues in Karstaedt and reports directly to the Managing Director of ROWASOL, Udo Wilkens.

The establishment and expansion of international business relations are also a defined objective of his activities, for which Mr. Weise's extensive network forms an excellent basis.

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## WELL-POSITIONED TO THE EAST

During December last year, ROMIRA exhibited for the second time in succession at the international plastics trade fair, **Plast Eurasia**, in Istanbul. This event is gaining more and more relevance worldwide.

Almost 1,100 companies and representatives from 44 countries presented their products at the 28th International Istanbul Plastics Industry Fair from 5 to 8 December 2018. Around 51,700 visitors from over 100 nations, mainly from Turkey, attended the plastics fair held in ten halls in the Tüyap Fair Convention & Congress Center.

After a successful premiere in 2017, ROMIRA once again invited visitors to its stand, and 2018 also yielded another very positive result. Many concrete and promising discussions with customers and new contacts characterized the trade fair experience. Representatives of both medium and large sized companies, many of them from the Middle East and the neighboring countries of Turkey, visited the ROMIRA team and inquired about various products and services. In the consumer and industrial goods sectors, for example, specialties such as color effects, food approvals and flame retardants were among the topics discussed. In the automotive industry discussions, much of the talks revolved around special compounds such as high gloss, soft touch, cool touch and metallic effects.

“Although the total number of attendees to the trade fair fell slightly for this year, we were still able to record an increase in the number of visitors to our stand. The fact that we were able to generate these higher visitor numbers, and from the productive discussions that took place, demonstrates that we are very well established here”, remarked Taner Kaplan, Key Account Manager Automotive and Area Manager Turkey.

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## ROMILOY® ASA/PA has potential Optimized for surfaces: New ROMILOY® ASA/PA compounds

For several years now the surface quality of components made of ROMILOY® ASA/PA blends has been a key factor for customers placing their trust in these products. The new development of a special ASA/PA compound is a continuation of this positive trend.



The newly developed ASA/PA compounds allow components to be produced in the injection molding process for longer periods of time than was previously the case and without the formation of deposits in the tools: They are used, for example, in loudspeaker grilles or safety components of child car seats.

This ROMILOY® product group is distinguished by its appearance and tactile properties on structured surfaces without any need for subsequent painting, its balanced technical properties and its exceptional chemical resistance. Components made from ROMILOY® ASA/PA, such as various interior panels, column claddings, seat belt exit trims as well as belt guide covers and child safety components, have long since been an integral part of automotive interiors. The material demands are extremely high, particularly for belt guides, which often have highly complex component geometries and the need to meet very stringent safety requirements. In addition to increased durability, a high level of dynamic load-bearing capacity must be guaranteed, while at the same time meeting optical and haptic requirements. The ASA/PA blend ROMILOY® 3020/11, which is already used in series production, fully meets these specifications and is among the materials most suited to this type of application.

ROMILOY® ASA/PA blends are ideal for use in components with large surfaces or, for example, for loudspeaker grilles. The reproduction accuracy of the given surface is outstanding. Retaining this quality even after

several days of series production without time-consuming tool cleaning is a major advantage. As is well known, polyamide-containing compounds tend to form deposits depending on the tool geometry, sprue configuration, flow path conditions, grain geometry, residual moisture in the material, etc. These leave traces in the tool during production and impair the surface quality of the components. As a result, the tools must be cleaned regularly – usually! ROMIRA’s current development is an ASA/PA compound that allows components to be produced in the injection molding process for longer periods of time than was previously the case and without the formation of such deposits.

The insights gained during the development of this compound provide the basis for the further development of other PA-based ROMIRA blends. ROMIRA thereby provides its customers with a decisive contribution towards the optimization of the injection molding process.

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## INCREASING COMPETENCE IN THE CCC

ROMIRA invests in its employee’s expertise with training courses in the Color Competence Center.

The most valuable asset of any company is the expertise of its team. Consequently, providing employees with further training is a valuable, necessary and rewarding investment in the future.

For example, ROMIRA employees must be highly familiar with the topic of colored compounds, where an in-depth knowledge is a prerequisite for ideal and technically correct customer care. This is why theoretical and practical training courses are held at the CCC on a regular basis for colleagues from all company departments.



It is not only the colorists who receive regular training. Colleagues working in the field receive an annual refresher course in the areas of injection molding, and color measurement technology. The marketing team also uses this training opportunity to view first-hand the color adjustment process in the CCC, enabling them to gain a comprehensive understanding of the services provided.

## IT'S THE SURFACE THAT COUNTS!

Optimized PVD grades from ROMIRA provide a premium alternative to electroplating.

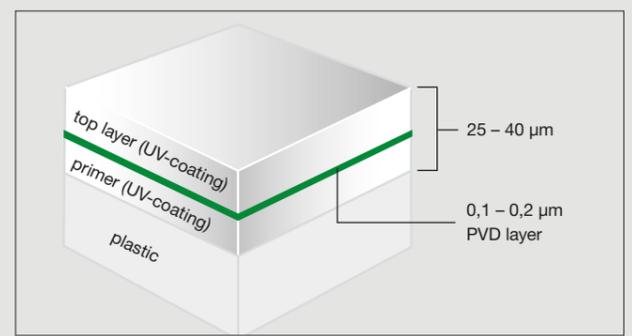


A metallic surface is a sought-after property for various plastic parts, not only as a decorative feature, but also regarding their functional use. Today, these surfaces are still largely produced using galvanic processes.

Due to environmental problems, especially when chromium (VI) compounds are used, metal deposition from the gas phase, known as the physical vapor deposition (PVD) process, is gaining in importance.

The process as a whole is also emission-free if using UV-curable coatings as a top layer. With the use of different chemical elements or compounds, certain special effects and properties can be obtained that cannot be achieved by using the electroplating process.

The prerequisite for successful PVD processing is to use a base material with a special property profile, especially with regard to surface quality and optical properties. ROMIRA has succeeded in developing PC-based blends that fully meet these requirements.



Coating layers of the PVD process

The PVD process can also be shortened by one process step when using ROMIRA products.

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## MATT IT IS!

These days, if you look at the cosmetics sector or the electronics sector, for example, you will notice that the majority of the latest generation products have one thing in common: they all have a matt finish. Modern consumers regard matt surfaces as premium quality and elegant, which is why they are increasingly in demand. In this respect, ROMIRA is the ideal partner due to its already established products and current developments.



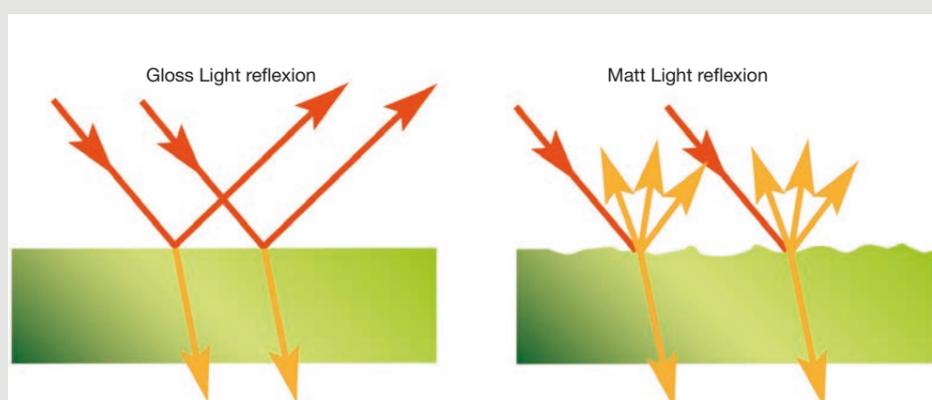
A matt appearance is created by light scattering on a materials surface and can be created as a result of surface roughness. Unlike high-gloss surfaces, a rough or uneven surface reflects the light diffusely and this causes the observer to perceive the object as matt. There are two physical processes for creating uneven surfaces: firstly, a pre-treatment of the tool, i.e. etching the surface of the tool, or secondly, an appropriate post-treatment of the molded component by applying a matt finish. However, both processes involve additional work – a tool modification or additional painting.

A matt finish can also be produced solely by material selection. By introducing suitable additives into the polymer, rough surfaces are created on a microscopic level, which results in a matt appearance on the plastic surface. ROMIRA offers optimum material solutions for this purpose, which enables a matt finished surface to be produced, even in high-gloss molds.

The matt compound options offer several compelling benefits: reduction of work steps by eliminating the painting process and tool modifications, together with production efficiency gains and important financial savings. ROMIRA already has several inherently matt products in its portfolio and is working intensively on further developments in this field. The range of applications from construction and automotive, to the consumer goods industries is already highly extensive.

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In the case of transparent materials such as polycarbonate, diffused reflection of light can be caused by introducing scattering centers, i.e. particles with a different refractive index to that of the base material. This leads to a reduction or loss of transparency and a translucent, matt effect.



Even high-gloss surfaces (left) reflect the light completely or partially specularly, while uneven surfaces (right) reflect the light diffusely. This causes the observer to perceive the object as matt.

## 3 QUESTIONS TO STIG LINDSTRÖM

In the interview the Managing Director of ROMIRA, Stig Lindström, comments on the current situation in the industry.



### What are the current challenges facing ROMIRA?

Not only ROMIRA, but also other companies in our industry are facing significant challenges – due to issues like Brexit and the trade dispute between China and the USA. Additionally, in the automotive segment, there have been changes in consumer demand and new approval methods and these have already led to a weaker sales situation.

### How do you confront these challenges?

Our continuous improvement process scrutinizes our business models and considers risks and opportunities. Based on the current situation, we currently see no reason to deviate from our key success factors. We intend to continue to offer our customers fast decision-making and reaction times as well as short delivery times. Our color competence bundled with customer-specific product solutions continues to be in great demand in the market.

### Would you care to give us a forecast for the year 2019?

In recent years, we have been very accustomed to success, especially since the long-awaited slump in demand has not occurred. In macroeconomic terms, the market will tend to move sideways, and the segments will develop at different rates. We have been working for many years on a balanced segment distribution so as not to be too dependent on one industry. With this in mind, we are also optimistic about the anticipated difficult financial year ahead.

## NEW ANTI-GRAFFITI TOPCOATS FOR PVC AND PU COATED FABRICS

Is that art or can it go? Unwanted paintings, unsightly marks with graffiti spray paints or permanent markers – sadly, an all too familiar sight in public spaces. And an expensive one to boot, because their removal is often very complicated. Avoid this work and expense with anti-graffiti products from ROWA Lack.

To prevent spray paints, ink and co. from sticking to surfaces, or to facilitate their removal, substrates can be given anti-graffiti coatings by way of a precaution. A variety of coating systems are available for hard substrates such as facades or steel structures. ROWA Lack has concentrated on the development of anti-graffiti coatings for flexible PVC and PU web material for use in the field of synthetic leather, for example. The challenge here is to not only offer protection against graffiti but also improve the mechanical and chemical resistance of the surfaces whilst retaining the flexible properties as well as the look and feel of the base material as best as possible.

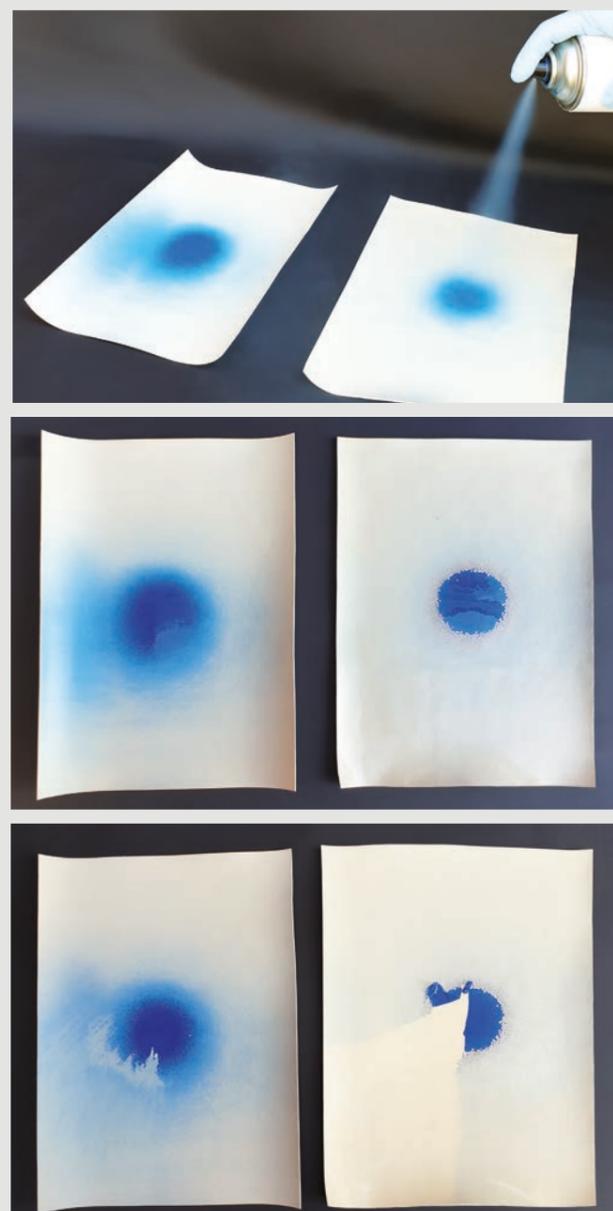
With ROWAKRYL® M-34992 and ROWAKRYL® G-34994, ROWA Lack has managed to develop a matt and a glossy lacquer to satisfy these customer requirements. Both lacquers are transparent, solvent-free 2K systems that have been optimized to a pot life of more than eight hours. What's more, they contain no solvents that are on the SVHC candidates list. Before processing, 2-3 percent of ROWASET 63762 has to be added to allow the lacquers to develop their full properties. After their application they have to be dried for one minute at 140 °C. The lacquers are preferably applied directly to the web material with a rotogravure cylinder or doctor blade.

The ROWAKRYL® systems presented here are very resistant to solvents and chemicals and have a high scratch resistance. In addition, surfaces coated with ROWAKRYL® M-34992 and ROWAKRYL® G-34994 are characterized by a low propensity to soiling and are very easy to clean. Dried permanent marker or ballpoint ink, for example, can usually be removed effortlessly and without leaving any residues on coated synthetic leather surfaces using a dry cloth.

In the field of water-based coatings the combination of ROWAKRYL® G-34710W and ROWASET 64092W provides a 2K anti-graffiti system that has already proven its worth on TPU film. A further optimization of the existing system and the extension of the range of applications to include artificial leather, for example, are the topic of current development activities – if you are interested, our experts will be pleased to advise you.

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Comparison of standard surfaces (left) and anti-graffiti surfaces (right); the anti-graffiti topcoat ensures easy removal of the graffiti paint by simply wiping it off.

techtex

ROWA Lack and TRAMACO will be exhibiting at the Techtex trade fair from 14 to 17 May in Frankfurt am Main in Hall 3.0, Stand F53.

## Aqueous coating systems for tablecloth finishing

Don't give stains a chance! ROWA Lack provides new systems for applying finishes for long-lasting cleanliness.



Vinyl-based tablecloths are a cost-effective way to set decorative accents while at the same time protecting furniture from everyday wear and tear. For practicality and to maintain an attractive appearance the tablecloth must be resistant to soiling and easy to clean. The surface of the PVC tablecloth is given these properties by applying a functional, protective finish. With the

ROWAKRYL® G-34870W gloss finish and the matching silk matt variant ROWAKRYL® M-35030W, ROWA Lack offers water-based coating systems particularly developed for this task.

All of the raw materials used in both products have been selected to conform with EU Regulation No. 10/2011, which regulates the use of materials and articles that come into contact with food. Both ROWAKRYL® G-34870W and ROWAKRYL® M-35030W have excellent stain resistance. The finishes are also developed to comply with the furniture standard DIN 68861 1:2011-01, Part 1B, with respect to chemical resistance. Even foodstuffs which have not been removed immediately and which are usually difficult-to-remove such as ketchup, red wine or mustard can mostly be cleaned with common household products without leaving any discoloration. Both lacquers are formulated so that they can be applied with a rotogravure cylinder or a helical engraved anilox roller. Distinct embossing after coating, such as used with Damask tablecloths, poses no problem for these new products. The viscosity of both coatings can

be adjusted by adding ROWASET 64774W thickener to meet the needs of the process. In cases where it is necessary to use a wetting agent on difficult substrates, ROWA Lack would be happy to recommend suitable systems with food regulatory approvals.

We look forward to hearing from you.

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Soiled, wiped and cleaned vinyl-based tablecloth with ROWAKRYL® G-34870W gloss finish.

Soiled, wiped and cleaned vinyl-based tablecloth with standard finish.

## EXPANSION OF THE STANDARD RANGE OF ROWALID PVC PIGMENT PREPARATIONS

ROWA Lack sets standards in the field of ROWALID PVC pigment preparations and extends its range of products with further color shades. The focus is on the color groups of yellow, orange and red pigments.

The market leader in the field of the surface treatment of coated textiles is extending its successful range of ROWALID PVC pigment preparations to include color shades from the field of yellow, orange and red pigments as well as three additional browns. ROWA Lack thus underlines its ambitions in this sector of the market. ROWALID products are highly concentrated, single pigment preparations that are integrated into a PVC frame structure. A special production process is used to manufacture ROWALID PVC preparations that achieves an optimum level of dispersion for the pigments, which is not possible with conventional dispersion methods.

In a business environment that is becoming increasingly complex and calls for very differentiated approaches, the product's easy handling is a convincing argument. The delivery form "micro powder" in a defined particle size range allows not only a broad compatibility

spectrum – the highly concentrated pigment dispersions also guarantee a high color intensity and transparency. Compared to pure pigments, they require no complicated dispersion to achieve a spotless distribution with a maximum color intensity. ROWALID PVC preparations therefore allow the very easy coloring of products.

ROWA Lack hence offers a range of standard color shades with outstanding properties. Project-related special settings can also be developed together with its customers based on individual requirements. Various pigment types and pigment content are taken into account in this case.

The new portfolio has been presented to customers for the first time at the beginning of April at **PVC Formulation 2019 in Cologne**. Interested parties are more than welcome to obtain more information about the product in a personal meeting.

CI	PC	TYPE	CI	PC	TYPE
■ P.Y. 17	50 %	ROWALID® PPY 5056	■ P.V. 19	50 %	ROWALID® PPR 4899
■ P.Y. 83	50 %	ROWALID® PPY 4033	■ P.V. 23	50 %	ROWALID® PPB 302
■ P.Y. 93	45 %	ROWALID® PPY 4013	■ P.V. 32	50 %	ROWALID® PPR 5059
■ P.Y. 110	50 %	ROWALID® PPY 4019			
■ P.Y. 139	50 %	ROWALID® PPY 4646	■ P.B. 15:1	50 %	ROWALID® PPB 317
■ P.Y. 139	50 %	ROWALID® PPY 5052	■ P.B. 15:3	50 %	ROWALID® PPB 304 N
■ P.Y. 151	50 %	ROWALID® PPY 5053			
■ P.Y. 180	50 %	ROWALID® PPY 4900	■ P.G. 7	50 %	ROWALID® PPG 652
■ P.Y. 191	50 %	ROWALID® PPY 5054			
			■ P.Br. 23	50 %	ROWALID® PPN 701
■ P.O. 38	50 %	ROWALID® PPR 4787	■ P.Br. 41	50 %	ROWALID® PPN 702
■ P.O. 64	50 %	ROWALID® PPO 5057	■ P.Br. 25	50 %	ROWALID® PPN 703
■ P.O. 72	50 %	ROWALID® PPO 5046			
			■ P.Bi. 7	50 %	ROWALID® PPK 168
■ P.R. 122	50 %	ROWALID® PPR 5045	■ P.Bi. 7	50 %	ROWALID® PPK 4693
■ P.R. 144	40 %	ROWALID® PPR 203			
■ P.R. 149	50 %	ROWALID® PPR 4803	□ P.W. 6	70 %	ROWALID® PPW 4676
■ P.R. 166	50 %	ROWALID® PPR 202			
■ P.R. 185	50 %	ROWALID® PPR 5058			
■ P.R. 208	50 %	ROWALID® PPR 4788			
■ P.R. 254	50 %	ROWALID® PPR 5047			

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## AN IMPRESSIVE APPEARANCE AT ECS, THE WORLD'S LEADING TRADE FAIR

Coating experts from all over the world met in the Nuremberg exhibition halls in mid-March. Naturally TRAMACO were there and presented a wide range of products together with ROWA Lack.



From 19 to 21 March customers, visiting professionals and many new contacts spent time at the inviting exhibition stand in Hall 1 of the European

Coatings Show: TRAMACO and ROWA Lack offered an insight into their comprehensive portfolio including exciting new developments in the field of adhesion promoters and special coating systems. This is a trend for which TRAMACO is very well prepared: water borne adhesion promoters continue to be in strong demand, particularly on the Asian market and principally in China. TRAMACO has developed a large number of products that precisely meet the desired requirements, such as the CPOs TRAPYLEN® 6600W, TRAPYLEN® 6800W and the APOTRAPYLEN® 9600W.

The TRAMACO team also expects expert and promising discussions – as they had been taking place at ECS – for the forthcoming Tectextil, the leading global trade fair for technical textiles and nonwovens, which will attract national and international visitors to Frankfurt am Main from 14 to 17 May. TRAMACO will be co-exhibiting with the adhesion promoters division at Stand F53 of ROWA Lack in Hall 3.0.

## CAPACITY EXPANSION THROUGH SITE RELOCATION

The TRAMACO move to the new location in Tornesch, with excellent links to the A23 motorway, has largely been completed. Modernised production, laboratory and service areas enable a significant increase in capacity.



"We want to continue to be a strong partner for our customers as we move into the future. The new location will not only provide additional production capacities that can be successively expanded, it will also create best conditions for meeting the future needs of our global business partners. Through closer cooperation in the areas of development, application engineering, production, quality assurance, logistics and administration, we are increasing the efficiency of our internal

processes. The resulting concentration of our competencies improves the service we give our customers. Individual customer enquiries can be dealt with faster and in a more specific way. Regardless of our relocation we will continue to use the synergies resulting from our long-standing cooperation with the ROWA GROUP to ensure the positive development of our company", said TRAMACO Managing Director, Dr. Carsten Mennerich.

# NAVIGATING THE CHALLENGES OF MODERN BUSINESS

Business in the modern world can be challenging to say the least. You have to always be looking for ways to improve, build new business, faster turnaround time to market, retain old business, recruit talented staff, retain staff, install new upgraded equipment, navigate government & environmental regulations and as noted always look for ways to improve.



Dave Baglia  
President ROWA Inc.

ROWA Inc. has transitioned over the past 6 years from a small division supporting only TRAMACO business in the Americas to growing into a new modern plant supporting the ROWA GROUP divisions of TRAMACO, ROMIRA and ROWA Masterbatch. The transition has been interesting and challenging – strong worldwide economies, record

low unemployment, coupled with building a modern plant while support growing product lines all contribute to interesting challenges. The Modern Business Challenges have made us rethink the traditional ways we do business and have created an atmosphere to foster creative ways to do more with less effort, and without sacrificing safety or quality – the true definition of Continuous Improvement. In an effort to mitigate the challenges we decided in 2018 to invest heavily into Continuous Improvement projects of training, standard operating procedures, upgraded equipment and as much automation as possible.

2019 will be the year of completing the “2018 Continuous Improvement Directive”. We firmly believe the continuous improvement projects we are undertaking will reap benefits in 2019 and for many years to come in both the current economic conditions or future slowdowns.



## More information

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## TRADE FAIRS 2019

The ROWA GROUP  
at international trade fairs



**Techtextil**  
Hall 3.0, Booth F53  
ROWA Lack with TRAMACO  
Frankfurt,  
14.-17.05.2019



**Automotive Interiors Expo**  
Booth A4329  
ROMIRA  
Stuttgart,  
21.-23.05.2019



**K 2019**  
Hall 8A, Booth 8AB28  
ROWA GROUP  
Dusseldorf  
16.-23.10.2019

Why not take these opportunities to meet the ROWA GROUP at trade fairs this year and get the latest news on our products.

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## RELIABLE QUALITY GUARANTEED IN THE FUTURE

By updating from ISO 9001:2008 to the new standard ISO 9001:2015, ROWA Inc. continues the long-standing commitment of the ROWA GROUP to high quality.

ISO 9001 is a process-oriented standard and internationally the most widespread standard in quality management. It defines the minimum requirements to be met by the QM system in order to meet customer expectations and other product quality requirements. The ISO 9001:2015 revision adapts the standard to current day business requirements where documentation is usually computer or web-based

and gives organizations more flexibility in the implementation of their management systems. Process and risk management and corporate-internal knowledge management are given significantly higher priority. “Quality and customer satisfaction, efficiency and responsiveness are decisive factors for our success. A reliable QM system according to the latest standards helps us to increase the transparency of our operations

rational processes, to sustainably improve customer satisfaction and to identify and eliminate possible errors before they occur”, said Dave Baglia, President of ROWA Inc.



## ROWA GROUP

## EXCELLENT TRAINING PROVIDER

The ROWA GROUP Holding has been officially recognized as a premium training company.

Acting both as a representative of the ROWA GROUP and for all those employees who have shared their expertise, passion and experience with our apprentices, trainer Sven Carstens, was recently awarded a special honor for the Group’s training

operations. The impetus for this award was the graduation of a former apprentice, who in summer 2018 passed his exam as a production specialist in chemistry as the best of his year. A certificate for the outstanding performance of the training

operation was presented by Jan-Henrik Fock, Vice President of the Chamber of Industry and Commerce in Kiel, and Helmuth Ahrens, District President of Pinneberg. As part of its training program, the ROWA GROUP offers apprenticeships for industrial administrators, chemical production specialists, process mechanics and warehouse and logistics specialists. Matthias Möller and his colleagues from the personnel department are also interested in receiving speculative job applications.



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