COIL COATING
SOLUTIONS MADE BY BASF

Industrial Coatings Solutions
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Who we are BASF is the world’s leading chemical company: The Chemical Company. Our portfolio ranges from chemicals, plastics, performance products such as coatings, agricultural products and fine chemicals to crude oil and natural gas. As a reliable partner to virtually all industries, our intelligent system solutions and high-value products help customers to be more successful.

What we want to achieve Our goal is to use our products and services to successfully shape the future of our customers, business partners and employees. In doing so, we aim to grow profitably and thus to consistently increase the value of our company.

How we shape the future We develop new technologies and use them to open up additional market opportunities. We combine economic success with environmental protection and social responsibility. This is our contribution to a better future for us and for future generations.
We, the staff of BASF Coatings, have a passion for paint. Yet we are driven by more than that: our aim is to help our customers be more successful. To that end we develop innovative solutions, work closely with customers and have a global presence.

Our paints give surfaces protection, colour and gloss. And our research and development teams are working on achieving even better performance for these paints in future. We develop innovative products and processes which set the benchmarks worldwide for quality and eco-efficiency.

We have market experience and technical expertise to offer. But it is only by working closely with our customers that we create the conditions for innovations and shared success. This involves adapting our proven products and processes to the particular needs of our customers, thereby helping to optimise processes, save costs and protect the environment.

Our strength for customers is our worldwide network connecting the core processes of production, sales and R&D. This means that we are present wherever our customers need us. High quality standards and fast service are the guaranteed outcomes. Furthermore, as part of the BASF Group we can bring all the expertise and experience of the world’s leading chemical company to the partnership with our customers.

Innovative solutions, intelligent ideas, close partnerships with customers and a worldwide presence with automotive OEM coatings, automotive refinish paints and industrial coatings make us a real global player in the coatings industry. We are among the world leaders in all the fields in which we operate.

Since the first steel coils were coated on an industrial scale in the 1960s, we have been working closely with the customers we supply with coil coatings, helping them to achieve sustainable improvements in their products – and sharing success.
Attractive on the outside, tough on the inside

coil coating substrates

The choice of substrate depends on a variety of criteria, for example the subsequent mechanical processing stages that the coated metal has to undergo. Roll forming, bending and deep-drawing require particular material strengths and grades which are provided by choosing the appropriate steel or aluminium alloys.

Another fundamental selection criterion is the later field of use – for example, indoors or outdoors, as a structural element or in a transport operation. The appropriate substrate has to be selected from a large number of options in order to meet the demands on the end product.

Steel – the all-round talent

Characteristic features of steel are that it is very durable, can be used anywhere and is easily recycled. The properties of steel can be adapted to a broad range of applications by means of alloys and thermal and mechanical treatment. In the case of end products which will be exposed to relatively high climatic stresses, such as façades or roofs, a hot dip galvanised substrate is used. The combination then with a weather resistant coil coating guarantees good corrosion resistance and consequently long life expectancy.

For products which are less at risk of corrosion, such as light fixtures for indoor use, it is often sufficient just to coat cold-rolled steel strips.

Aluminium – light and versatile

Aluminium is comparable with steel in terms of durability, versatility of use and recyclability. Although it may not be as strong as steel, aluminium is two-thirds lighter and still has a high strength to weight ratio. It is therefore often used in aviation and other transport applications, and it is also very popular with architects.

Strategic selection of the alloy enables the mechanical properties of the aluminium to be adapted to the desired properties, e.g. in terms of hardness and deep-drawability.
The coil coating process offers a whole raft of benefits compared with unit coating. Coating takes place as a continuous process in a closed system. This results, for example, in much lower material input for cleaning, pre-treatment and paint application – which not only saves costs, but is also better for the environment at the same time. Furthermore, the non-stop, uniform coil coating process delivers visually perfect surfaces of consistently high quality.

Stages in the coil coating process

Irrespective of whether it is being used for steel or aluminium, the coil coating process is essentially the same. The continuously running metal strip is cleaned and pre-treated (1), coated (2 and 3), dried (4), cooled using air or water (5) and recoiled (6) in a closed system.

The preparatory steps (1) consist of cleaning, degreasing and chemically pre-treating the metal. Newer coating lines often operate with the no-rinse process. This involves using a roll to apply only the actual quantity of pre-treatment chemicals required for the process.

Various coatings are applied in succession, depending on the end product and the line itself: on the upper side there are the primer (2) and the topcoat (3), and on the underside a backcoat. After each coating stage the paint film is dried in the oven (4). The backcoat can be applied at the same time as the topcoat or primer. Two-sided coating offers the optimum corrosion protection. A protective film can also be applied, if required, at the end of the coating process.

Coil coating is a non-stop process. New metal strip is fed into the ongoing process without interruption. This workflow guarantees the ultimate in consistently high quality.
Polyurethane compounds – high-quality all-rounders

In this paint system polyurethane or polyester resins are used and cross-linked with isocyanates. This cross-linking results in better weathering and heat resistance, adhesion and flexibility compared with polyester coatings. However, these benefits also entail higher materials costs.

Plastisols – extremely resistant

These coatings are based on PVC dispersions and have been used as standard materials for steel wall and roof elements for decades. With a film thickness of 150 to 200 μm, they are very tough and durable, offering very good corrosion protection particularly in aggressive industrial atmospheres. More recent developments featuring enhanced UV resistance have shown yet higher durability even in extreme weather conditions.

PVDF – extremely durable

PVDF coatings, based on polyvinylidene fluoride resins, were launched over 30 years ago. They are absolutely ideal for long-term outdoor use thanks to their outstanding resistance to UV radiation and sunlight and their excellent ductility and corrosion resistance. PVDF coatings are mainly used on architecturally sophisticated buildings.

Drying coatings – new technologies for a more efficient process

Various processes are available for curing the paint in the coil coating process. All adopt the principle of removing solvents by the application of energy (heat) and instigating the curing reaction. Convection driers and suspension driers operate with heated air to which the substrate is exposed for 15 to 45 seconds as it passes through the drier. In the case of infrared driers the curing time, at 3 to 15 seconds, is significantly shorter. Induction driers are relatively rare but heat the metal substrate by means of electromagnetic induction, which results in the paint curing very quickly.

New drying technologies involve curing solvent-free paints with the aid of UV radiation and electron beam. These new technologies reduce the energy consumption quite obvious.

In all cases it is essential to tailor the paint formulation to the curing method in order to achieve the optimum result. In the future it is conceivable that a combination of systems could be used, bringing together the advantages of the different technologies for a more efficient process.
The primer is the basis for any coating. Its primary role is to ensure optimum adhesion between the pretreated substrate and the topcoat. It therefore plays a crucial role in corrosion protection. In addition, it has to provide an appropriate level of resilience for all the later processing stages. Furthermore, it can also be used to produce a particular surface texture or a base colour. The primer has to be compatible not only with the substrate, but also with the topcoat. Plastisol topcoats therefore require a special acrylic primer. For all other topcoats BASF’s chrome-free universal primer offers an optimum base. This is already the third generation in operation to ensure efficient coil coating.

**COILTEC® Universal Primer** – suitable for (almost) everything

As far back as 1996, BASF launched a chromate-free alternative in second generation which provided excellent corrosion protection without the use of toxic heavy metals. The new, third generation offers even better surface coverage and higher eco-efficiency. The significantly reduced solvent content not only makes the universal primer more environment-friendly – due to its high reactivity, it also ensures higher and more consistent quality and enables coaters to increase their line speed.

**COILTEC® Universal** – one primer, multiple benefits

- Universal application
- Chromate-free
- High corrosion protection
- Significantly reduced solvent content
- High, consistent quality at higher line speed
- Also suitable for high-build system
- Reduces inventory requirements
- Reduces cleaning times/_intervals on the line

**COILTEC® A Primer** – a good base for plastisols

PVC plastisol topcoats require a special primer which ensures perfect adhesion to the substrate. BASF has developed an acrylic primer for this application. This primer is available in both chrome containing and chrome free versions.

COILTEC® A Primer ensures optimum corrosion protection and supports all the properties of the PVC plastisols such as high flexibility and the resulting excellent performance in stamping and forming processes. This is also true for newer developments. The market for plastisols moved to phthalate- and heavy-metal-free systems, for better ecological acceptance, with even better results. Our new system here, PLASTICERAM® SUN is shown in the topcoats section.

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**BASF primers**
Need a particularly white surface? Especially glossy, suitable for a marine climate, colourful, flexible, matt or UV-resistant? Coaters are often called upon to find the right topcoat for a very special mixture of properties which the later end product has to offer. As a global player among coatings specialists, BASF Coatings GmbH has a great deal to offer its customers, for example paint systems to meet almost every demand coupled with unparalleled expertise in the fields of colour and colour matching, pigments and special effects.

As far as colours and special effects are concerned, we stand out because of our level of experience and expertise. On the one hand, as a subsidiary of BASF Aktiengesellschaft, we profit from a worldwide network of know-how relating to pigments and special effects; on the other hand, BASF Coatings’ automotive OEM coatings and automotive refinish paints are extremely well known and popular throughout the world.

We are also absolutely committed when it comes to creating new colours and special effects for the coil coating sector. In this way, we have brought colour, gloss and shimmer to a world dominated previously by grey uniformity, for example for façade elements, caravans or camper vans.

As a partner to the automotive industry of many years’ standing, BASF Coatings has developed extensive knowledge of the reproducibility of colours and is able to feed this knowledge into its collaboration with partners in the coil coating industry.

BASF topcoats – properties for every need

As partners to coil coaters we have developed a whole raft of outstanding topcoats for a wide range of different applications.

- **POLYCERAM®** is our long established system for the building industry, for indoor and – even more often – outdoor usage. Different requirements in terms of flexibility and hardness as well as weathering resistance have to be achieved.

- **PLASTICERAM®** is POLYCERAM®’s counterpart, based on plastisols. For years it has been proving its reliability in the construction industry in highly demanding areas.

- **PLASTICERAM® SUN** is the latest, phthalate- and heavy-metal-free generation. Worldwide it sets new standards in UV-resistance of plastisol coatings.

- **FLEXCERAM®** has especially been developed for domestic appliances: If necessary this topcoat is detergent resistant and shows very good plasticity.

- When it comes to sun protection, we mostly offer **SUNCERAM®**, an eminently flexible and abrasion resistant topcoat.

- **FLUOROCERAM®** and **ULTRACERAM®** are PVDF high-quality grade topcoats for outdoors.

- **CLEARCERAM®** are clearcoats used for a multiplicity of applications, for smooth and textured surfaces.

To adjust the properties and quality of its coatings even more accurately to the needs of the coil coating industry and its customers, BASF Coatings invests continuously in the development of new and in the improvement of already existing products.

**Simply beautiful – colours and special effects from BASF**

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Coil coatings from BASF also ensure a perfect coating where no one can even see it. A high-quality look is generally less important on the back of substrates, but the coating has certain functions to perform. It always has to protect against corrosion and may also have to be compatible with insulating foams and adhesives.

The backcoat is primarily a functional coating. It has to protect the substrate against corrosion, and it must be printable and adapted to the properties of the coating on the upper side. Its formula is matched to that of the topcoat with regard to hardness and gloss to ensure, for example, that it withstands forming just as well and can be further processed just as easily. The backcoat also has to function as a kind of lubricant, helping significantly to reduce tool wear in subsequent operations such as profiling, stamping and deep-drawing.

The paint can be colourless or pigmented, at the customer’s request, and, depending on the substrate and application, a primer can also be used on the back instead.

Sandwich elements for the construction industry, caravans and trucks are also a major application field for coil-coated products. This involves bonding two coated strips with a layer of insulating foam. Our many years’ experience means that we are able to adjust the adhesion of the backcoat for use with a wide range of foams. However, we recommend testing the materials’ mutual processibility and compatibility in each case beforehand. This enables the outcome to be optimised. The same applies to backcoats which are later to be bonded with insulating material. Although BASF backcoats can be used in conjunction with a range of adhesives, here too individual testing is recommended for peace of mind.

Inconspicuous but absolutely vital – COILBACK® backcoats

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Coil-coated surfaces can be a whole range of things: transport protection, durable outer skin or logo with wow effect. The coil coating process offers optimum solutions for almost every application and requirement.

Coil coating brightens up our lives. Coated coils made of steel and aluminium create decorative highlights both indoors and outdoors: on window designs or as ceiling cladding, as a weatherproof outside blind or a fashionable venetian blind, in furniture and as lifestyle accessories. In many of these applications coil coating has become the accepted standard. Our paints not only meet the different requirements of these fields, they also keep setting new standards themselves – in terms of aesthetic appeal, environmental friendliness and process efficiency.

The construction industry has long used coil-coated materials such as façades or roof elements made of steel or aluminium. Our paints not only ensure optimum corrosion protection, they additionally give buildings colour and gloss, and more and more frequently also a shimmering look or, quite literally, a cool roof. We are constantly developing new colours and special effects which architects can use to create ever newer impacts: building colours to match the company logo, pearlescent and metallic effects for spectacular architecture, or colour pigments which are highly efficient at reflecting sunlight and therefore keep a dark metal roof ultra cool even in summer.
All-rounders

White goods – the synonym for domestic appliances of every type – have long since ceased to be just white. Washing machines, fridges, microwaves and all the rest of them now come in a huge range of finishes: very elegant in stainless steel or with metallic effects, in a colourful plastic look, with textured surfaces or in a wood finish. Steel producers and appliance manufacturers have long relied on coated coils to enable them to produce these various surfaces cost-effectively. BASF Coatings GmbH develops paint systems specially for this sector which combine modern designs, robust surfaces and efficient production.

Highly mobile

The automotive industry is making use of coil-coated steel and aluminium panels. The benefit is obvious: completely precoated panels are more cost-effective as they avoid the need for significantly more expensive downstream processes.
**Service concepts from BASF – good partners offer more**

As a dependable partner, BASF Coatings offers more than just high-quality paint products. To ensure that the coaters can concentrate fully on their core business, we support them with a whole range of coatings-related services. Thus, our Paint Management concept covers everything from just-in-time supplies to small-scale paint factories. We are also happy to share our knowledge and know-how with our customers – in workshops, at conferences or in individual consultation.

**BASF Paint Management – the right colour in the right quantity at the right time**

The BASF Paint Management concept has been helping to save costs long-term for more than 10 years. On request, we will handle transport, storage and inventory management of paint products right up to just-in-time supplies. We adjust the colour and viscosity of the paints and test paint and film properties on site. We also take responsibility for the treatment or disposal of solvents and paint residues in accordance with best practice.

At the heart of the Paint Management concept is Pevicoat®, the small-scale paint factory directly on the coating line. This computer-assisted mixing system can mix any colour and gloss level within a very short time – and supply the exact quantity of precisely reproducible material! This allows coaters to respond quickly and flexibly to customer requests or technical necessities, while saving costs at the same time.

Our Paint Management concept has a modular design. We match the individual service modules precisely to our customers’ requests and requirements to ensure the greatest benefit to them.

**BASF colour workshops**

As a partner of many years’ standing to the most renowned carmakers – for both automotive OEM coatings and automotive refinish paints – BASF Coatings has a wealth of expertise on the subject of colour. We are delighted to make this specialist knowledge of colour development, precise colour matching, current colour trends and colour psychology available to our customers from the coil coating sector – in colour workshops or on appropriate courses.

**BASF conference service**

We offer a pool of experts comprising various speakers for conferences and symposia on the issue of coil coating. These experts speak on subjects such as technology, line design, pigments, sandwich elements and drying options and give tips on, for example, starting up a coil coating line. We organise conferences and symposia ourselves or support our customers who are planning such an event.

**BASF round table**

We support our customers with their ideas and are happy to sit round the table with them to brainstorm creative ideas. A prominent white goods manufacturer, for example, was looking to launch a new product. Together with the customer, the steel manufacturer and the steel dealer, we came up with new colour designs and ideas. Only two line trials were needed to perfect the surface. That’s how quickly value can be added when all those involved work collaboratively towards the solution.

**Technical consultation**

Our technicians know their way around coating lines. On request they will gladly provide advice on site on issues such as line configuration, applications and line speed. They help with trouble-shooting and provide assistance to steel producers installing their first coil coating line.
**Interview:**

**Coil Coating on track for the future**

The steel market is booming globally. How do you rate the development opportunities for the coil coating field against this backdrop?

**Dr. Wolfgang Kranig:** I see a very large potential for the coil coating market as a whole — and not just because of the up-coming markets in Eastern Europe and Russia or the growth market in the Middle East. The coil coating process itself also offers growth opportunities. We can still make up ground against the leaders in technologies offering environmental and health benefits such as primers which no longer contain any chromium compounds for corrosion protection or phthalate-free plastisol paints. Another aspect is that the flexibility which our customers gain from our Pevicoat systems for producing customised colours in any desired quantity is unique in the market. This is a concept that we are constantly developing further. We intend further expanding our position in the coil coating field and growing more strongly than the market. We are continuing to invest in innovative technologies to share success with our customers. The focus is on environmentally and economically beneficial alternatives to today’s paints, such as UV- or IR-curable primers and topcoats.

What role is BASF Coatings taking in this development?

**Dr. Wolfgang Kranig:** We have succeeded in gaining a very strong position in the coil coating market. In some technology and service areas we have a significant lead over the competition. For example, we regard ourselves as the leaders in technologies offering environmental and health benefits such as primers which no longer contain any chromium compounds for corrosion protection or phthalate-free plastisol paints. Another aspect is that the flexibility which our customers gain from our Pevicoat systems for producing customised colours in any desired quantity is unique in the market. This is a concept that we are constantly developing further. We intend further expanding our position in the coil coating field and growing more strongly than the market. We are continuing to invest in innovative technologies to share success with our customers. The focus is on environmentally and economically beneficial alternatives to today’s paints, such as UV- or IR-curable primers and topcoats.

**Anne Heimes-Scheller:** BASF Coatings is one of the major players in the field of coil coatings. We have made a name for ourselves in the industry as a trendsetter thanks to our innovative products and services. Our goal is to further extend this leading position in future.

What trends do you see for the future? How are the market and technology going to develop over the next few years?

**Dr. Wolfgang Kranig:** The customer structure is changing. As the mergers of recent years demonstrate, we must face up to developing increasingly interregional solutions for our customers. Possible changes can also be identified on the technical side. Radiation-curable paint systems, such as the UV primers mentioned or waterbased products, will enter the market. These coatings are opening up the possibility of running coating processes without solvents. We intend being at the cutting edge of new developments in this field. We intend not just following these trends but actively shaping them, and we are making this a very clear focus of our investments.

**Anne Heimes-Scheller:** Also believe that there are major changes ahead in this sector. We will see a technological leap in products which have remained almost unchanged since the earliest days of the coil coating process in the mid 1960s. The trend is moving away from solvent-borne systems towards more environment-friendly ones. The primary goal is to identify more flexible solutions, i.e. lines and systems with which our customers can also manufacture small quantities economically. If we respond flexibly to these requirements, we can tap new customer groups. What is your biggest wish for the future of the coil coating industry?

**Dr. Wolfgang Kranig:** I would like to see the necessary dynamism in the industry to take up innovative ideas and put them into practice quickly. We at BASF Coatings GmbH have played our part in this and have made a large number of suggestions and improved many technologies. Now we are looking forward to stepping out further into the future together with our partners!

Anne Heimes-Scheller: And I would like to work even more closely with our customers – and with our customers’ customers. The better we know their needs and understand market demands, the better the solutions that we can develop for them. Close collaboration in the value-added chain is the formula for future success in my eyes. Together we can still unlock huge potential in the coil coating process.

**Dr. Wolfgang Kranig:** Of course, I would also like to see us meet our internal target of growing continuously above the market in the coming decade. We’ll work with commitment to achieve this – and we’re well positioned to do so.

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### Contacts

**Around the World**

**Europe I**

**Central and Eastern Europe**
- **BASF Coatings GmbH**
  - Glasunstraße 1
  - 48165 Münster
  - Germany
  - Tel.: +49 (2051) 14 0 14 0
  - Fax: +49 (2051) 14 33 73
  - E-Mail: CoilCoatingEUI@BASF.com

- **OOO BASF Wostok**
  - Kadaschewskaja Naberezhnaja 14
  - 119017 Moskau
  - Russia
  - Tel.: +74 (95) 231 7120
  - Fax: +74 (95) 231 7124
  - E-Mail: CoilCoatingRUS@BASF.com

- **BASF Coatings SpA.**
  - Via Santa Maria Molgora 15
  - 20040 Burago Molgora MI
  - Italy
  - Tel.: +39 (39) 66 56 1
  - Fax: +39 (39) 66 56 269
  - E-Mail: CoilCoatingMED@BASF.com

**Europe II**

**Northern Europe**
- **BASF Coatings Limited**
  - 10th Avenue Deeside Industrial Park
  - Deeside, Flintshire CH6 2UA
  - United Kingdom
  - Tel.: +44 (12 44) 28 13 15
  - Fax: +44 (12 44) 28 13 16
  - E-Mail: CoilCoatingEUI@BASF.com

- **Frankreich/BeNeLux**
  - Tel.: +32 10 40 29 60
  - Fax: +32 10 40 29 61
  - E-Mail: CoilCoatingBNLF@BASF.com

**Asia/Pacific**
- **BASF Coatings (Pty) Limited**
  - Delfos Boulevard
  - Arcelor Mittal Steel Works
  - Vanderbijlpark
  - 1911
  - Gauteng
  - Republic of South Africa
  - Tel.: +27 (0) 16 889 7490 - Switchboard
  - Fax: +27 (0) 16 889 7493
  - E-Mail: CoilCoatingRSA@BASF.com

- **BASF Coatings Limited**
  - 10th Avenue Deeside Industrial Park
  - Deeside, Flintshire CH5 2UA
  - United Kingdom
  - Tel.: +44 (12 44) 28 13 15
  - Fax: +44 (12 44) 28 13 16
  - E-Mail: CoilCoatingEUI@BASF.com

- **BASF Coatings GmbH**
  - Glasunstraße 1
  - 48165 Münster
  - Germany
  - Tel.: +49 (2051) 14 0
  - Fax: +49 (2501) 14 33 73
  - E-Mail: CoilCoatingEUI@BASF.com

- **OOO BASF Wostok**
  - Kadaschewskaja Naberezhnaja 14
  - 119017 Moskau
  - Russia
  - Tel.: +74 (95) 231 7120
  - Fax: +74 (95) 231 7124
  - E-Mail: CoilCoatingRUS@BASF.com

- **BASF Coatings SpA.**
  - Via Santa Maria Molgora 15
  - 20040 Burago Molgora Mi
  - Italy
  - Tel.: +39 (39) 66 56 1
  - Fax: +39 (39) 66 56 269
  - E-Mail: CoilCoatingMED@BASF.com

- **BASF Coatings SA**
  - C/ Cristóbal Colon, s/n
  - Poligono Industrial El Henares
  - 19004 Guadalajara - Marchamalo
  - Spain
  - Tel.: +34 (949) 20 90 00
  - Fax: +34 (949) 20 91 16
  - E-Mail: CoilCoatingES@BASF.com

- **BASF Coatings GmbH**
  - Glasunstraße 1
  - 48165 Münster
  - Germany
  - Tel.: +49 (2051) 14 0
  - Fax: +49 (2501) 14 33 73
  - E-Mail: CoilCoatingEUI@BASF.com

- **OOO BASF Wostok**
  - Kadaschewskaja Naberezhnaja 14
  - 119017 Moskau
  - Russia
  - Tel.: +74 (95) 231 7120
  - Fax: +74 (95) 231 7124
  - E-Mail: CoilCoatingRUS@BASF.com

- **BASF Coatings SpA.**
  - Via Santa Maria Molgora 15
  - 20040 Burago Molgora Mi
  - Italy
  - Tel.: +39 (39) 66 56 1
  - Fax: +39 (39) 66 56 269
  - E-Mail: CoilCoatingMED@BASF.com

- **BASF Coatings SA**
  - C/ Cristóbal Colon, s/n
  - Poligono Industrial El Henares
  - 19004 Guadalajara - Marchamalo
  - Spain
  - Tel.: +34 (949) 20 90 00
  - Fax: +34 (949) 20 91 16
  - E-Mail: CoilCoatingES@BASF.com

- **BASF Coatings Japan Ltd.**
  - 296, Shimokurata-cho,
  - Totsuka
  - Yokohama
  - Kanagawa 244-0815
  - Japan
  - Tel: +81 45 862 7585
  - Fax: +81 45 862 7588
  - Email: CoilCoatingAP@BASF.com

- **BASF Coatings (India) Pvt. Ltd**
  - Thane Belapur Road
  - Turbhe
  - Navi Mumbai - 400 705, India
  - Tel.: +91 22 67127600
  - Fax: +91 22 67127689
  - E-Mail: CoilCoatingIND@BASF.com

- **BASF Coatings SA**
  - C/ Cristóbal Colon, s/n
  - Poligono Industrial El Henares
  - 19004 Guadalajara - Marchamalo
  - Spain
  - Tel.: +34 (949) 20 90 00
  - Fax: +34 (949) 20 91 16
  - E-Mail: CoilCoatingES@BASF.com

### Brandcard

To provide an overview of our products, their brand names and applications, we show our current brand card here. With this card, you will easily navigate through our portfolio.

#### Productwise

- **Primers**
  - FLEXTEC®
  - COILTEC®
  - COILPRIME®

- **Backcoats**
  - FLEXBACK®
  - COILBACK®
  - COILPRIME®

- **Topcoats**
  - FLEXCERAM®
  - POLYCCERAM®
  - PLASTICERAM®
  - SUNCERAM®
  - CLEARCERAM®
  - ULTRACERAM®
  - FLUOROCERAM®

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**Publisher:**
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- Postfach 6123
- 48136 Münster
- Germany
- Phone: +49 (2501) 14-3399
- Fax: +49 (2501) 14-3750
- Internet: www.basf-coatings.com
- E-Mail: CoilCoatingEUI@basf.com

**Editor:**
- Dr. Martin Rißmann,
- BASF Coatings GmbH, Münster

**Projectmanagement:**
- Anne Heimes-Scheller

**Concept and Layout:**
- Corporate Werbeagentur GmbH