

Press Release

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Decorative finishing of melamine-faced chipboard

— **Henkel to showcase “Fusion Coating” at Cefla 2014 Event**

Henkel is reinforcing its partnership with the Italian Cefla Group and will again be in attendance this year at the Cefla 2014 Event. From October 9 through October 11, Henkel experts will be at Cefla Group in Imola to present the “Fusion Coating” process.

— High-gloss panels are very much in vogue – and not just in the furniture industry. “Fusion Coating” is an innovative surface finishing concept for the decorative treatment of melamine-faced chipboard.

In the “Fusion Coating” process, the UV-curing hotmelt Technomelt CHS 370 UV is applied directly to the melamine-faced wood particle panel as the primer for one or several further lacquer coatings designed to create the desired high-gloss effect. Thanks to its good adhesion to melamine, its flexibility and its extensive compatibility with UV lacquers matched to the system, Technomelt CHS 370 UV creates the ideal basis for generating high-gloss effects.

— Traditional processes aligned to the achievement of a high-gloss finish simply cannot match the benefits of “Fusion Coating.” Laminating a high-gloss film to the chipboard tends to be very expensive, while the application of lacquer coats to melamine-faced chipboard likewise gives rise to problems as the primers used exhibit poor adhesion to melamine resin and lack the flexibility of a UV-curing hotmelt.



LOCTITE

BONDERITE

TECHNOMELT

TEROSON

AQUENCE

Ceresit

Joint marketing with Cefla

Henkel is marketing the “Fusion Coating” process together with Cefla Group, the Italian painting line manufacturer, and also producers of lacquers ideally matched to the system.

Technomelt is a registered trademark of Henkel and/or its affiliates in Germany and elsewhere.

Henkel operates worldwide with leading brands and technologies in three business areas: Laundry & Home Care, Beauty Care and Adhesive Technologies. Founded in 1876, Henkel holds globally leading market positions in both the consumer and industrial businesses with well-known brands such as Persil, Schwarzkopf and Loctite. Henkel employs about 47,000 people and reported sales of 16.4 billion euros and adjusted operating profit of 2.5 billion euros in fiscal 2013. Henkel's preferred shares are listed in the German stock index DAX.

Photo material is available at <http://www.henkel.com/press>

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The following material is available:



In “Fusion Coating,” the UV-curing hotmelt Technomelt CHS 370 UV is applied directly to the melamine resin-laminated particle board where it acts as a primer for one or several further coats of lacquer to ultimately create the desired high-gloss effect.