

Press Release

December 27, 2013

Cooperation between Henkel and Cefla, a leading manufacturer of finishing equipment for the furniture industry

Henkel Presents “Fusion Coating” at ZOW Fair

Henkel will be presenting its extended portfolio of products and solutions for the wood and furniture industry – including the recently developed “Fusion Coating” process – at ZOW 2014 in Bad Salzuflen, Germany, from February 10 to 13.

High-gloss laminates are becoming a major trend, and not just in the furniture industry. The “Fusion Coating” process is an innovative surface coating concept for the decorative treatment of melamine faced panels.

In “Fusion Coating,” the UV-curing hotmelt Technomelt CHS 370 UV is applied directly to the melamine faced panels where it acts as a primer for one or several further coats of lacquer that ultimately create the desired high-gloss effect. Thanks to its good adhesion on melamine, its flexibility and its ready compatibility with UV lacquers matched to the system, Technomelt CHS 370 UV provides the ideal basis for the creation of high-gloss finishes.

Henkel and Cefla Group to jointly market “Fusion Coating”

Traditional technologies for generating high-gloss effects are simply inferior to “Fusion Coating.” Applying a high-gloss film laminate to wood based panels tends to be very expensive. And the use of paints and varnishes on melamine faced panels is also problematic because the primers used offer not more than poor adhesion on melamine and are not as flexible as a UV-curing hotmelt.

Henkel is marketing the “Fusion Coating” process in harness with Italian finishing line constructor Cefla Group and manufacturers of lacquers and varnishes that are ideally coordinated with the system.



LOCTITE

BONDERITE

TECHNOMELT

TEROSON

AQUENCE

Ceresit

Fewer coats of lacquer plus less danger of cracking

The UV hotmelt forms a flexible layer with just one application, reducing the number of lacquer coats required versus conventional processes. This also diminishes the likelihood of cracking resulting from dimensional changes in the particle board substrate. With the use of melamine faced panels as the base, producers have access to a wide range of decors.

Technomelt CHS 370 UV is roller-applied. As the working temperature lies between just 90 °C and 100 °C, the process is also energy-efficient. Further cost savings accrue due to the fact that the UV hotmelt cures immediately, allowing the workpiece to move directly to the next process. Technomelt CHS 370 UV is also free from volatile organic compounds (VOC), thus benefiting in-plant occupational health and safety.

Henkel specialists available to support production start-up

Henkel's experts will be present at the fair in Hall 20, Booth D50. They will also be glad to provide in-plant advice and support to customers and their partners during any production start-up with Technomelt CHS 370 UV.

Technomelt is a registered trademark of Henkel 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 both in 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 16,510 million euros and adjusted operating profit of 2,335 million euros in fiscal 2012. 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:



High-gloss laminates are becoming a major trend, and not just in the furniture industry. To meet this new demand, Henkel has now developed the “Fusion Coating” process.



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.