

## Breakthrough of Tikkurila WB industrial coatings into the German market

We have successfully taken a great step forward in the introduction of Tikkurila industrial water-borne solutions to the German market. Three customers there are already using our coatings.

Following global trends and in line with Tikkurila's decision to focus on sustainable water-borne products, the German industrial management team, in cooperation with Swedish colleagues, did a great job obtaining new industrial customers. We would like to present one of the cases here.

"We made our first contact with the Bohrtec\* company in October 2016. We had to fight against famous and well-known competitors such as PPG and Osnatol," says Mr. Carsten Hummel, Tikkurila Group key account manager.

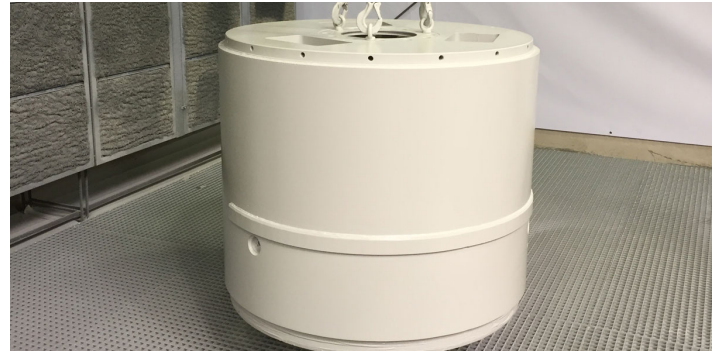
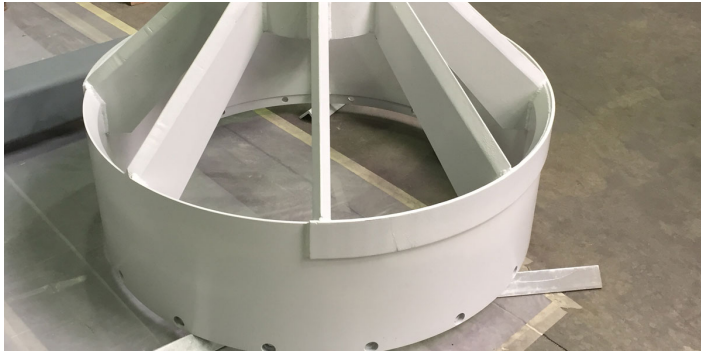
The main challenge during the negotiation and preparation work was that Tikkurila, as a producer of industrial coatings, is almost unknown in the German market. Further, our task was not only to demonstrate that our water-borne coatings perform sufficiently well, but also to prove that we offer the best water-borne solution on the market at the moment.



*Bohrtec, based in Aachen, Germany, has been designing and manufacturing machines for the trenchless construction of sewers for more than 30 years. More information is available on the company's website: [www.bohrtec.com/en/company](http://www.bohrtec.com/en/company)*

Bohrtec carried out three internal tests according to its own requirements: a fire test, a saltwater test and an abrasive test. The results showed that our paint systems were the best. Bohrtec accepted two paint systems, one hybrid and another one-component acrylic.

The drilling area on this machine, which goes inside the hole, is painted with [Fontecryl SC 50](#). It is a water-borne topcoat with nice performance.



Acrylic one-component system:

[Fontecryl SC 50](#)

The coating system for the other areas is a hybrid system:

[Temazinc 99](#)

[Fontecoat EP 50 beige](#)

[Fontedur HB 80](#)

Total DFT: 250 µm

In addition to the brilliant performance of our water- borne coatings, this case is also a good example of how the desired results can be achieved through good cooperation inside of the company.