
HEMMELRATH DEVELOPS ECO-FRIENDLY PRIMERS, SUPPORTS ASIAN CARMAKERS AND OEMS

A small player compared to large conglomerates dominating the global automotive paint industry, Hemmelrath Lackfabrik is unstirred. The family-owned German company, which leads in providing competitive, eco-friendly paint technologies for waterborne primers, base coats, primerless processes and 2K clear coats to more than 40 vehicle plants worldwide, prides itself on contributing to environmental protection.

Through Hemmelrath's technology for developing innovative waterborne paints, more than 50,000 tonnes of organic solvents have been saved in the last 10 years. Top carmakers and original equipment manufacturers (OEMs) benefit from the company-designed Modulare Lackfabrik

(modular coatings manufacturing) system which creates excellent, competitive and sustainable coating solutions.

"Our Modulare Lackfabrik system is a set of machines that you can easily scale," says Dr Anton Angerer, co-CEO of Hemmelrath Lackfabrik and president of Hemmelrath International. "This gives us a huge advantage over other coatings specialists."

Hemmelrath also reduces all kinds of emissions during the production process. It has garnered awards for zero emissions, and it continues to improve in this area as it seeks to apply the method to factories globally. "In our plants, you don't smell anything. It's totally clean because it's a closed system," Angerer says.

Expanding its range of waterborne base

coats for primerless processes, Hemmelrath's coatings technologies portfolio is almost complete, and will be available in China in the midterm. With an office and production plant in China, Hemmelrath supports clients as they expand into other regions. It works closely with customers such as FAW-Volkswagen, Geely and Volvo, among others, as it seeks to build more long-term relationships with OEMs in Asia. Plans to put up another location in China to gain access to additional Asian-based car manufacturers are also underway.

"We see Asia as one of the biggest areas for our growth," Angerer says. "We know it will take years to build the kind of market we have in Germany, but we are willing to invest and take the time to do it right."



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