

Knowledgeable: ▶
Helge Warta answers the questions posed by German President Joachim Gauck.



Tangible:
the coating on a roll causes a stir. ▼



PAINTED FILM

High-tech on a roll

**A big platform for innovations:
Wörwag presented its painted film technology
at Woche der Umwelt (Environment Week)**

By Daniela Renzo; photos by Dirk Deckbar

▲
Elegant:
nearly 12,000
visitors came
to the Bellevue
Palace park.



▲
Imaginative:
painted film motifs
on little metal boxes
as giveaways.

German President Joachim Gauck set aside plenty of time for the Wörwag booth. And all of his questions were answered. In June, our company was at their best not only in deference to Germany's head of state at this year's Environment Week in Berlin. Wörwag used the two-day event at the Bellevue Palace park to introduce their painted film technology, which is extremely environment-friendly and energy-conserving in comparison to conventional coating pro-

cesses. "It was a great honor for us to be allowed to present here. We are very proud of that," says Helge Warta. The head of painted film technology and cooperation partner Schüco Polymer Technologies KG presented the developed decorative painted films to mask plastic windows and other components. That was the reason why the jury of experts chose Wörwag for Environment Week from a pool of 600 applicants. Nearly 12,000 guests attended the event. ■

Together:

Dr. Achim Gast, Dr. Peter Moritz, Dr. Michael Schwake from the DBU (German Federal Environmental Foundation), and Jörg Glocker (right to left) want to cooperate on future Wörwag projects and act on behalf of the environment.



Advising: Terry Warta explains the painted film's advantages to guests.



Innovative: Schüco presents its new window system with Wörwag decorative coating.

Prestigious: Wörwag is one of about 200 companies with an information booth.

ENVIRONMENTALLY FRIENDLY AND EXTREMELY RESILIENT

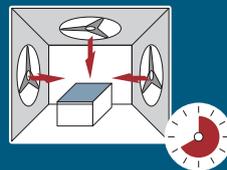
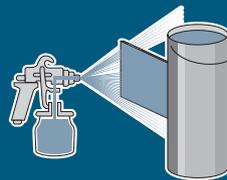
The innovative painted film technology was primarily developed by Wörwag and has been improved on continuously. The approach to first produce the paint as a length and wind it on a roll is new. The film is then cut and transferred by means of lamination without additional effort to the component during production. This enables components to be produced and coated in one step.

In many cases, the painted film is an alternative to wet coating plastic surfaces. The advantages: no overspray, hardly any drying time, immediately ready for use, extremely weather- and scratch-proof. The lengths are manufactured at Wörwag in Stuttgart-Zuffenhausen in clean room conditions. Several thousand square yards of painted film leave the plant annually. Enough to cover 77 soccer fields and in every imaginable color, if required. What makes it so special is that metallic effects can be incorporated into the painted film and—if desired—they can be embossed.

Wörwag painted film is available for two application areas: decorative painted film is used to mask window frames; the transfer coating is for coating car components. The new adhesive coating is used to coat the water deflectors in nearly all Daimler models.

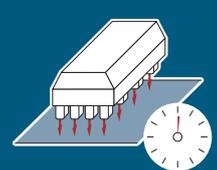
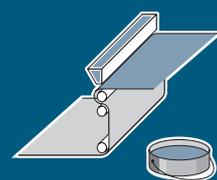
THREE ARGUMENTS IN FAVOR OF PAINTED FILM

Conventional coating



CO₂ emissions in manufacturing 335,000 sq yd (280,000 m²) area: 2,311,149 lbs (1,048,320 kg) CO₂

Coating with transfer coating



CO₂ emissions in manufacturing 335,000 sq yd (280,000 m²) area: 337,783 lbs (153,216 kg) CO₂

1. The transfer efficiency is almost 100 percent. There is no overspray.

2. The drying time is reduced. Energy savings amount to 80 percent.

3. CO₂ emissions are reduced by more than 80 percent in the production process.