

Strong partners: CMR Coatings and ROWA Lack

Pinneberg/Germany, March 30th, 2015 - ROWA Lack has been working for many years with CMR Coatings GmbH, a strong partner in the field of protective films and liquid laminates. CMR Coatings, which is based in Vlotho (Northern Germany), is a competent contact partner and supplier of lacquer systems for finishing and protecting the surfaces of all kinds of substrates.



The close cooperation between ROWA Lack and CMR Coatings during the development of lacquers and protective films for various applications was very fruitful.

This is why CMR Coatings obtained a license from ROWA Lack for the production and marketing of two types of "protective lacquer for printed tarpaulin fabrics". At the same time, the production of the protective lacquers was relocated from Seevetal to Vlotho.

Naturally, the recipes and quality of the products remains the same. The only changes for customers are the product names and the contact partner. Both products have now been marketed for four years by CMR Coatings under the following designations:

CMR-440: 2-pack protective film for tarpaulins – manual application with CMR-640 curing agent

CMR-450: 2-pack protective film for tarpaulins – machine application with CMR-640 curing agent

The already very diversified portfolio of the Vlotho-based company was thus extended by two further protective coatings with impressive properties:

- These water-based 2-pack polyurethane-based protective films provide a transparent, highly flexible coating that is particularly suitable for PVC banners and truck covers.
- Substrates that are printed with pigmented, solvent-containing or UV-curing inks receive excellent protection because the lacquer provides very good mechanical stability and a low tendency to dirt pick-up.
- The liquid laminates offer long-lasting protection against UV radiation and weathering (up to 5 years if properly prepared and professionally applied). Furthermore, they achieve colours with an excellent brilliance that remains stable over a long period.

The protective lacquers also retain their very good properties on latex inks. There is currently no other commercially available protective lacquer system that universally covers the wide range of possible combinations of tarpaulin materials and printing inks.

CMR Coatings is one of the few developers and producers of lacquer systems for graphics applications that offers its customers professional support when selecting the appropriate protective lacquer. Their own laboratory provides assistance in finding the best solutions. At the same time, CMR is able to offer customers lacquers that are closely tailored to their individual requirements.

The original protective lacquers and liquid laminates of ROWA Lack already cover a wide spectrum of possible combinations of tarpaulin materials and printing inks without the need to adapt

recipes. Thus today's protective lacquers, CMR-440 and CMR-450, are reliable basic products from CMR Coatings.

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Text approved - Specimen copy requested

About the ROWA Lack:

The ROWA Lack GmbH was established in 1958 and is a partner in the ROWA GROUP of companies. The brand ROWA stands for technical competence, modern product design and customer oriented service the world over. Tailored customer solutions are part of the ROWA tradition and are a matter of course! The development of new products, the search for alternative raw materials and the constant and sustained optimisation of our processes, coupled with modern technology, motivated employees and economical environment protection enjoy the highest priority in our company. In 2010 the ROWA GmbH has been renamed into the ROWA GROUP Holding GmbH and the departments Masterbatch and Lack were newly formed as ROWA Masterbatch GmbH und ROWA Lack GmbH specialist division: Special Lacquer Systems and Top Coats.

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