

## The ROWA Lack premium portfolio

Pinneberg/Germany, March 24th, 2015 - Techtextil and European Coatings Show are almost there. And as a matter of course ROWA Lack will exhibit it's product portfolio with special focus on PVC tarpaulins, textile construction and print media segments.

**ROWALACK** 

### PVC tarpaulins

Truck covers, awnings, materials for halls and tents - all these products fall into the group of PVC tarpaulins. They all have nearly the same structure: a PVC-coated polyester fabric, which is of course available in a wide range of colours. Also included in this group are PVC and TPO roofing sheets and swimming pool liners. These materials are generally used in outdoor applications. This means that the coating systems used on the tarpaulin must provide good resistance to weathering and UV-radiation. High-quality acrylate coatings of the ROWAKRYL® series can be used for this, whereby solvent-based grades are used in most cases. These coating systems are able to minimise the migration of plasticisers from the PVC base material to the surface. So they minimise soilings and optimise the cleaning performance.



Special coating systems for PVC tarpaulins are part of ROWA's extensive range of coatings

The ROWALID® TIM product group of ROWA Lack offers a range of high-quality metal-effect lacquers in addition to its standard portfolio for PVC tarpaulins. These effect lacquers, generally silver- or gold-coloured, are usually coated on grey, respectively, yellow or orange base material in order to intensify the silver or golden colour effect.

## **Textile construction**

Textile structures are gaining in popularity around the globe as a component of modern architecture. The ROWAFLON® product group from ROWA Lack has been available for decades for such applications. This range of high-quality fluoropolymer coating systems has been continuously developed and improved. A ROWAFLON® coating is the first choice for membranes and fabrics used for textile architecture, roofing, sun protection and for halls and tents. Due to their good resistance to weathering and UV-radiation, the ROWAFLON® PVDF coating systems have more than proved themselves in everyday use. Further exceptional service characteristics of ROWAFLON®-protected flexible membranes include their low dirt pick-up tendency in combination with excellent cleaning characteristics and an effective barrier to plasticiser migration.

## **Print media**

Print media are essentially PVC-coated fabrics such as backlit, frontlit and side-curtains. Their coating requirements are largely the same as those for PVC tarpaulins. Furthermore, the coated surfaces must be capable of being printed with the various large-format printing systems (solvent- and UV-based) as well as with modern latex printing systems. Particularly suitable in this case are products from the ROWAKRYL® series that have been specially optimised with respect to their printability. They ensure brilliant printed results and good adhesion of the printing ink. Even if the coated goods are stored for an extended period, the printing properties remain unaffected due to the special lacquer formulation. In addition and irrespective of the base material, ROWAKRYL® lacquers generally provide a consistent printing profile.

As can be expected from ROWA Lack, many of these coating systems are now available as SVHC-free variants and in some cases as technically equivalent water-borne lacquers.

In addition to the ongoing endeavours to offer customers in all application fields products that are as environmentally friendly as possible by using alternative solvents or water-borne coatings, ROWA Lack has been operating since 2005 in accordance with the Guidelines of the Environmental Management Systems Certification ISO 14001. It goes without saying that the ROWA Lack products comply with the requirements of the REACH Regulation.

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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.

ROWA GROUP Holding GmbH

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