

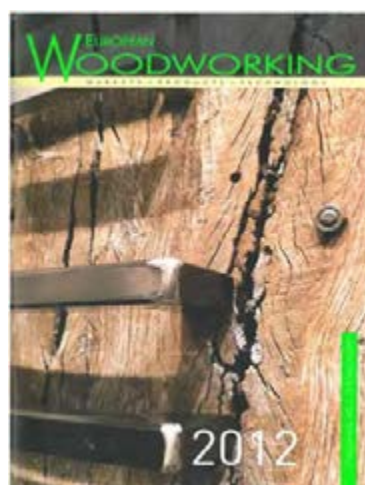
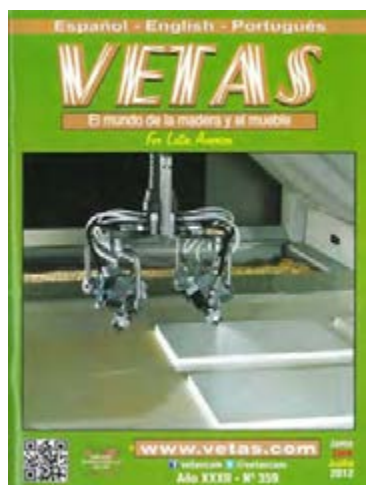
# NEWSLETTER

## KLEIBERIT Echo – Südamerika über Europa bis Asien

Auch auf der Messe Formobile in Sao Paulo hat das Thema HotCoating die Fachpresse begeistert. Das führende Fachmagazin für Möbel- und Materialhersteller "VETAS" hat in seiner Messeberichtsangabe einen dreisprachigen Fachbericht (Englisch/Spanisch/Portugiesisch) veröffentlicht.

Fast zeitgleich erschien das internationale Jahresheft des DRW-Verlages "EUROPEAN WOODWORKING 2012". Hier hat die Redaktion ebenfalls sehr umfangreich unter dem Titel "HotCoating on Top" dieses Thema der internationalen Leserschaft präsentiert.

Die englischsprachige Version des Asienmagazines „PANELS&FURNITURE" widmete eine ganze Seite dem Thema 3D-Formpressing mit KLEIBERIT Klebstoffen.



Titelseiten der aufgezählten Fachzeitschriften

Nützen Sie diese Presse-Resonanzen in Ihren Verkaufsgesprächen. Diese sind auch auf der KLEIBERIT Homepage aktuell zu lesen und Sie finden die erwähnten Artikel an diesen Newsletter angehängt.

Peter Mansky

Español - English - Português

# VETAS

El mundo de la madera y el mueble

*For Latin America*



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2012



**KLEIBERIT®**

KLEBSTOFFE • ADHESIVES



## HotCoating® de KLEIBERIT

**KLEIBERIT HotCoating®**  
**HotCoating® da KLEIBERIT**

HotCoating® de KLEIBERIT es un novedoso recubrimiento basado en un reactivo: el sistema PUR termofusible. Sólido a temperatura ambiente, se torna líquido mediante el uso de un pre-fundidor antes de ser aplicado en el sustrato. El peso del recubrimiento puede ajustarse de acuerdo a los requerimientos del cliente. La reticulación química con humedad del material PUR genera una superficie altamente resistente, especialmente al impacto y el desgaste (hasta AC3). La aplicación (en línea) de una capa muy delgada adicional de acabado de curado UV TopCoat de KLEIBERIT permite lograr variaciones precisas en niveles de brillo y color. Por otra parte, el proceso de curado del PUR puede realizarse durante un periodo de tiempo más largo sin causar daño debido a que el acabado TopCoat UV provee resistencia inmediata al rayado.

### Revestimiento diseñado en forma individual

HotCoating® de KLEIBERIT posee numerosas ventajas adicionales en relación a la tecnología de laqueado convencional. Personaliza características tales como tinte e impresión (digital o directa) y se integra fácilmente al proceso en línea HotCoating® de KLEIBERIT. Esto significa que los materiales empleados para el recubrimiento, tales como las chapas y el papel decorativo, pueden tener un diseño y acabado individual en un único flujo de pieza según los requerimientos del cliente. Los clientes de KLEIBERIT ya están produciendo rollos de chapa que se colorean con tinta en forma individual antes de aplicar el HotCoating® de KLEIBERIT para lograr un recubrimiento de superficie perfecto que protege la chapa y la torna muy flexible.

KLEIBERIT HotCoating® is an innovative coating based on a reactive, PUR hot melt system. It is solid at room temperature and is melted with a pre-melter before being applied to the substrate – coat weight is adjustable depending on customer requirements. The chemical cross linking with humidity of the PUR material results in a very resistant surface which



is extremely shock and wear resistant (up to AC3). An additional very thin layer (in-line) application of KLEIBERIT's UV curing TopCoat allows for precise variations in gloss level and variations in colouring. In addition it allows the PUR to cure over a longer period without damage because the UV TopCoat gives immediate scratch resistance.

### Individually Designed Wrapping Components

Not only does KLEIBERIT HotCoating® offer many advantages in comparison to traditional lacquering technology, customizing features such as staining or printing (digital or direct) can also be easily integrated into the KLEIBERIT HotCoating® inline process. This means that wrapping materials such as veneer and decorative paper can be individually designed and finished in a single piece flow according to customer requirements. KLEIBERIT customers are already producing veneer rolls which are individually coloured with stain before KLEIBERIT HotCoating® is applied to achieve a perfect surface coating which protects the veneer and makes it very flexible.

HotCoating® da KLEIBERIT é um novo revestimento baseado num reactivo; o sistema PUR termofusível. Sólido a temperatura ambiente se torna líquido através do uso de um pré-funfior antes de ser aplicado no substrato. O peso do revestimento pode ser ajustado de acordo com as necessidades do cliente.

A reticulação química com umidade do material PUR gera uma superfície altamente resistente, especialmente ao impacto e ao desgaste (até AC3). A aplicação (em linha) de uma camada muito fina adicional de acabamento de curado UV TopCoat da KLEIBERIT permite obter variações precisas em níveis de brilho e cor. Por outro lado, o processo de curagem do PUR pode ser feito durante um período de tempo mais longo sem causar dano pois o acabamento TopCoat UV oferece uma imediata resistência ao riscado.

### Revestimento projetado de maneira individual

HotCoating® da KLEIBERIT possui numerosas vantagens adicionais em relação à tecnologia de laqueado convencional. Personaliza características tais como tinta e impressão (digital ou direta) e se integra facilmente ao processo em linha HotCoating® da KLEIBERIT. Isto significa que os materiais empregados para o revestimento, chapas e o papel decorativo, podem ter um desenho e acabamento individual num único fluxo de peça segundo as necessidades do cliente.

Os cliente da KLEIBERIT já estão produzindo rolos de chapa que se colorem com tinta de maneira individual antes de aplicar o HotCoating® da KLEIBERIT para obter um revestimento de superfície perfeita que protege a chapa e a torna muito flexível.





## Tecnología de alta calidad para superficies de Alto Brillo

*Tecnologia de alta qualidade para superfícies de Alto Brilho*

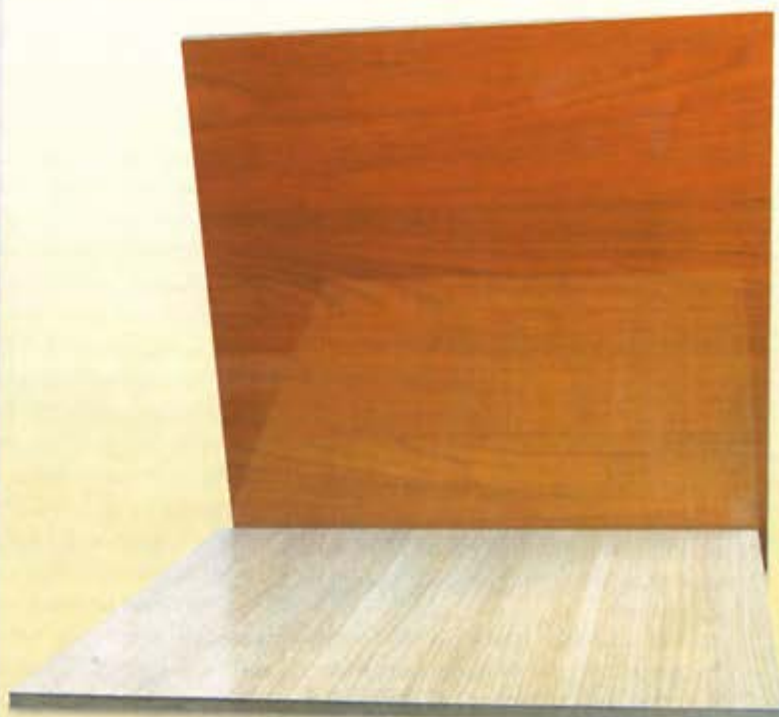
- HotCoating Alto Brillo
- Encolado con folios de Alto Brillo
- Encolado de materiales transparentes
- Encolado de cantos / LASERMELT®



- HotCoating Alto Brilho
- Colagem de folhas de Alto Brilho
- Colagem de materiais transparentes
- Colagem de bordos / LASERMELT®

Visítenos en nuestro **stand 12a**. Nuestro equipo le atenderá con mucho gusto. ¡Le esperamos!

*Visitem-nos no nosso **stand 12a**. Nossa equipe terá muito prazer em atendê-lo. Esperamos sua visita!*



### ForMóbile

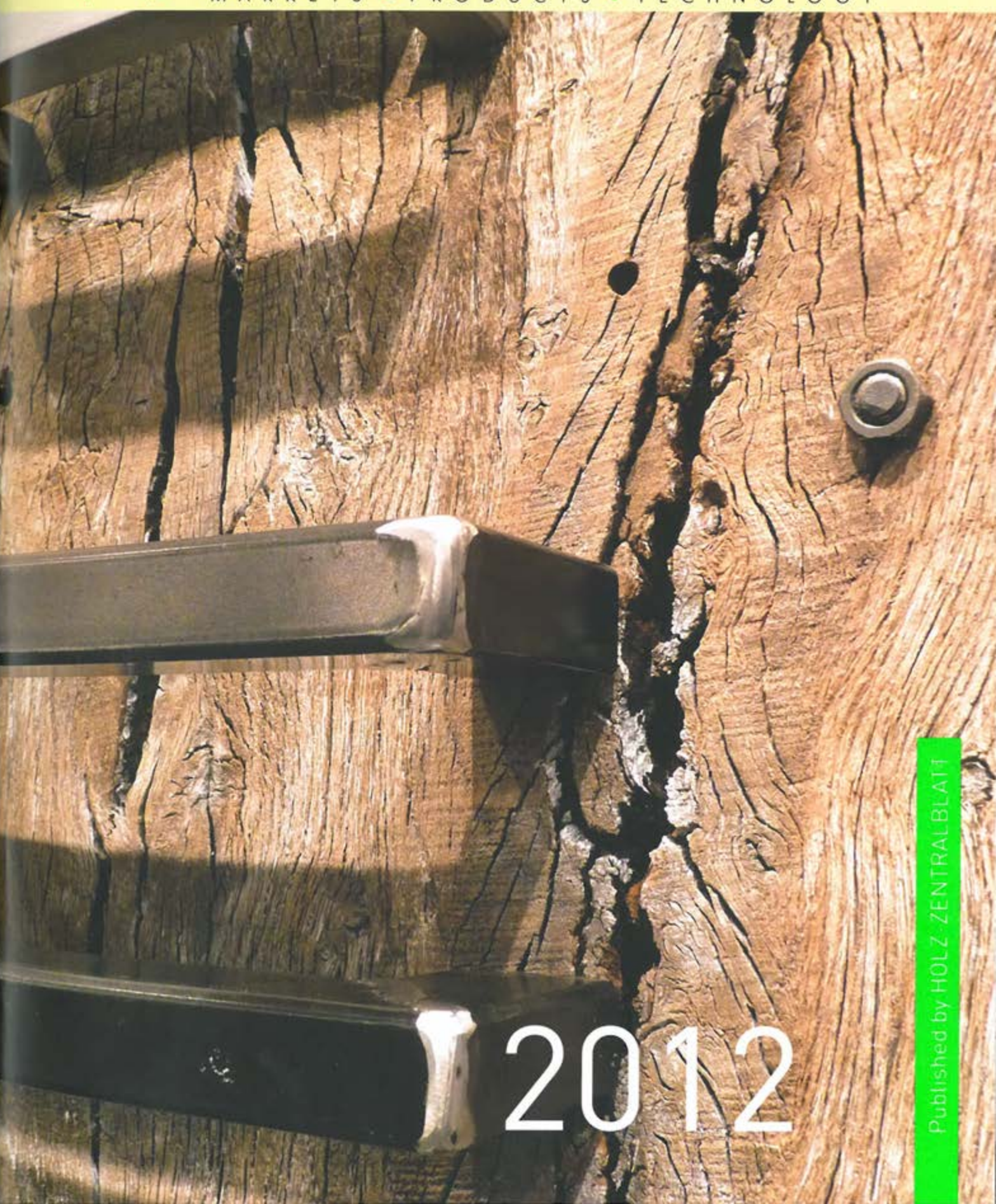
24.07. - 27.07.12

São Paulo • **stand 12a**



# EUROPEAN WOODWORKING

MARKETS • PRODUCTS • TECHNOLOGY



2012

Published by HOLZ-ZENTRALBLATT



"Bullet proved" panel with larch decor  
and "HotCoating™" surface  
Photos: Kleiberit

## Hot Coating on Top!

**K**leibchemie M.G. Becker GmbH & Co. KG, producer of Kleiberit adhesives, is a family owned company located in Weingarten Germany (near Heidelberg). Kleiberit is internationally renowned for its competence in polyurethane (PUR) adhesives and has set the standard in this field for more than twenty years. The company realized there was a chance to extend their competence in PUR hotmelts to the lacquer industry which ultimately resulted in an alternative to traditional lacquering technology with the added advantage of a much simpler application process.

"HotCoating™ technology", for both rolled materials and flat substrates, offers a wide variety of advantages: One processing step – no interim sanding – 100% solid content – smaller production area – lower capital expenditure – reliable production – variable.

"HotCoating™" is an innovative coating based on a reactive, PUR hot melt sys-

tem. It is solid at room temperature and is melted with a pre-melter before being applied to the substrate – coat weight is adjustable depending on customer requirements. The chemical cross linking with humidity of the PUR material results in a very resistant surface which is extremely shock and wear resistant (up to AC3). An additional very thin layer (inline) application of Kleiberit's UV curing Top Coat allows for precise variations in gloss level and variations in colouring. In addition it allows the PUR to cure over a longer period without damage because the UV Top Coat gives immediate scratch resistance.

Not only does "HotCoating™" offer many advantages in comparison to traditional lacquering technology, customizing fea-

tures such as staining or printing (digital or direct) can also be easily integrated into the process. This means that wrapping materials such as veneer and decorative paper can be individually designed and finished in a single piece flow according to customer requirements.

Kleiberit customers are already producing veneer rolls which are individually coloured with stain before "HotCoating™" is



High gloss panels in a production line



High gloss examples based on "Hot Coating" technology

applied to achieve a perfect surface coating which protects the veneer and makes it very flexible.

**Digital printing:** The trend toward individualization in design and technology is in practically all industrial areas like interior, furniture and flooring. This leads to smaller batch sizes accordingly. Manufacturers must adjust with flexible technologies and manufacturing logistics. As a result, digital print has become a very attractive technology and even more presentable due to further developments in print and ink technology over the last few years.

The "Hot Coating" technology offers an innovative alternative as a surface coating for flooring, furniture and building components and follows the same philosophy as digital print: Easy processing technology / Individual and quickly adjustable to different requirements.

With "Hot Coating", an exceptionally resistant surface is achieved which is highly flexible.

- Highly abrasion resistant surfaces > AC5 according the Laminate Flooring Norm EN 13329 (S42)
- Unbeatable flexibility / shock resistance
- Inline embossing of three dimensional structures
- Optimal on surface technologies for digital print
- Colored, highly resistant technical coating for facades, housing, panels, etc.
- Easy application technology for panel substrates and roll material (roll-to-roll). The result is a digitally printed and highly resistant wrapping material which has a

three dimensional texture. This material is not only producible in small batch sizes, it is also highly flexible despite high abrasion resistance and is therefore perfectly suited for wrapping.

**Flooring:** The flooring market is no longer just reduced to parquet: solid wood flooring vs. laminate flooring. New products and further developments led to differentiation, and the field of solid wood products has expanded to include solid wood flooring, engineered multi-layer parquet, veneer flooring with HDF or MDF cores and printed veneer floor. Laminated flooring has also expanded and is no longer just traditional made laminate floor produced as DPL, this field has also expanded to include high pressure laminate (HPL/CPL), direct pressure laminate (DPL), printed direct laminate (PDL), digital printed laminate and paper flooring. Regardless of veneer flooring, paper flooring, direct printed or digital printed flooring, the following holds true: Protection required with a resistant coating – sanding is not possible – Additional requirements: natural haptic, pores, transparent coatings

The "Hot Coating" technology meets these requirements with a simple to use, compact technology:

Protection with AC3 coating – no intermediate sanding required – transparent – universal adhesion – imprinting of three dimensional structure, i.e. pores.

In the flooring market differentiation and customization are also in demand, and there are a wide variety of systems attempting to meet customer's demands in different ways.

**Finishing Surfaces:** Decorative and digital or direct print surfaces need to be protected with a shock and wear resistant coating, but the surface can not be sanded prior to the coating process. "Hot Coating" has excellent universal adhesion to various materials such as paper, print colours and lacquer systems making it the ideal coating for decorative and printed surfaces - sanding is not required! "Hot Coating" is transparent, so it does not affect the optic of the surface. It is also very shock and wear resistant so the finished product is very durable. Flooring applications with decorative surfaces or digital/direct printing are suited for long-term use when coated with "Hot Coating". As a result of the extraordinary flexibility, there is no micro-cracking which can destroy the sealing characteristics. Even with a low coat weight, "Hot Coating" offers a very high wear resistance.

**Glossy Surfaces:** The worldwide trend toward high gloss surfaces in interiors, furniture and flooring places new requirements on processes and products. Kleiberit has developed diverse innovations specifically for high gloss which are tailored to the corresponding requirements. The perfect high gloss surface stands in connection with cost effectiveness and technical feasibility. Main factors are: Maximum gloss level – Smooth surface – Depth effect – Resistance – Costs – Process technology – Design variety. The generally recognized high end area is mirror and real glass surface. There are several ways to create a high gloss surface. Kleiberit offers a solution for all.

More informations: [www.kleiberit.com](http://www.kleiberit.com)



# PANELS & FURNITURE ASIA

FURNITURE  
MATERIALS  
& SUPPLY  
CHINA 2012

**FMC China 2012**

Sept. 11-14, 2012 | Shanghai World Expo Exhibition & Convention Center | Woodworking Machinery, Furniture Raw Materials

**FOR PANEL MANUFACTURING, FURNITURE MANUFACTURING & FLOORING**

MICA (P) No: 090/02/2012 • ISSN: 0219-5704 • KDN: PPS 1453/11/2012(022879) • [www.panelsfurnitureasia.com](http://www.panelsfurnitureasia.com) • JULY/AUGUST 2012

## The case for stairs

**Valchromat:**

From a specifier's viewpoint

**Heat-treated,**  
naturally durable hardwoods

**The Asian Century** is well  
under way!



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Kleiberit's

# New range of 3D pressing adhesives

**Kleiberit**, a leading European manufacturer of adhesives for the furniture industry, has launched a new range of PU dispersion adhesives for bonding PVC foils to 3D MDF components in both membrane and membraneless presses.

Despite recent developments in the industry with the introduction of 3D films, deep pore embossing, soft unicolour foils and natural effect wood finishes, the demand for doors and other 3D furniture components pressed in high gloss PVC foils continues to increase at an unabated rate!

And with this fact in mind Kleiberit has launched its new range of adhesives. The chief benefit of the 430 series range of 3D press adhesives is that they enable foils to be pressed successfully at lower temperatures. This helps to ensure an excellent aesthetic appearance when pressing high gloss foils. What's more, the adhesives are single component, do not need mixing, and have a good shelf life.

The new adhesives have been developed to fully reactivate at just 50 degrees Celsius (the lowest available in the market), making them ideal for air presses even when the component edges have a low (50 degrees Celsius) surface temperature.

It is important when pressing high gloss foils to reduce press temperature in order to obtain a good level of finish, but previously this caused bonding issues. The new low reactivation temperature 430 range has overcome this problem.

When used with membrane presses, an additional benefit is that the membrane life is extended since the press can be operated at lower temperature. This reduces maintenance costs.

In order to give good results whether hand-spraying or robotic-spraying, the range comes with a wide choice in viscosity. The most optimum smooth finish can be achieved by selecting the correct formulation.

The company confirms that the products have been certified to FIRA BS 6222 testing, for both matt and high gloss PVC foils pressed both on air and membrane presses. All pack sizes are available.

In the Kleiberit European Technical Center, these processing technologies are available for viewing by interested parties, along with spraying demonstrations and full testing facilities. Product development and customer demonstrations can be conducted in the technical centre by mimicking full scale production.

Besides their facility in the UK, Kleiberit also stocks the new adhesives in their Singapore warehouse, and their experienced team of technical sales personnel are available to support and advise on best practice methods to achieve the highest quality level of finished panel. ■

For more information about its complete range of adhesives, visit its web site at [www.kleiberit.com](http://www.kleiberit.com) or contact Mr. Teoh Hock Chin at +65 63 16 66 97.

