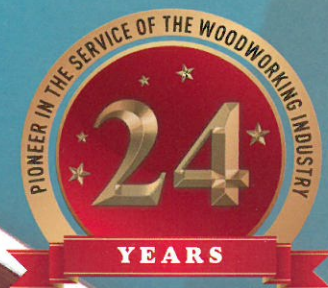


# WOODNEWS

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Special Focus

## DOORS

Homag's primer on setting up a production factory

INTERVIEW



**Kleiberit:**

Inventor Klaus Becker-Weimann on HotCoating technology



**Coast to Coast:**

CEO Heinz Moritzhuber on shift to veneer door manufacturing

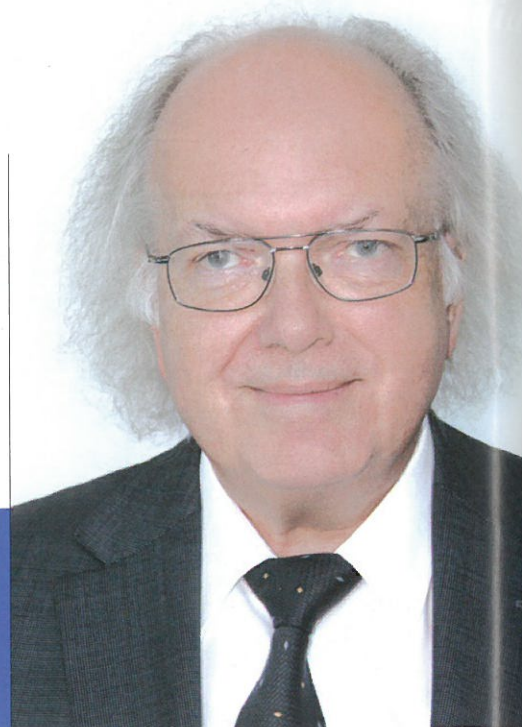
[www.woodnews.in](http://www.woodnews.in)



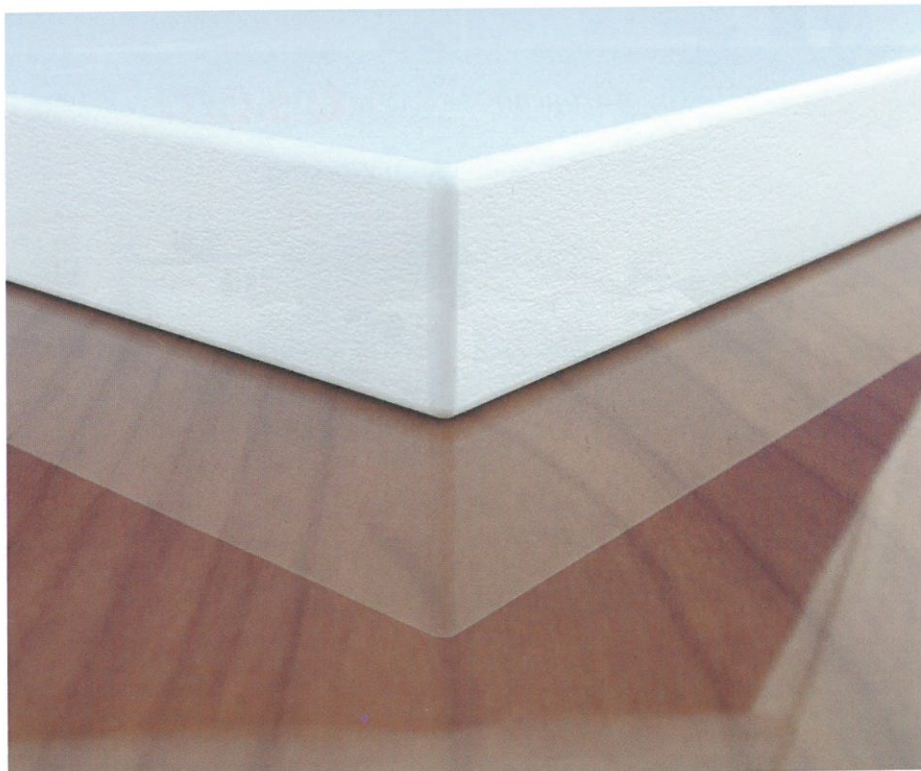
**PDA**  
TRADE MEDIA



# A revolution in coating



When Kleiberit introduced its patented HotCoating technology at Ligna 2011, it took the wood industry by storm. *WoodNews* corresponded with its inventor and Kleiberit's co-founder, **Mr. Klaus Becker-Weimann**, to find out more...




## What are the advantages of Kleiberit HotCoating? What are its applications?

The biggest advantage is the outstanding adhesion on almost any kind of substrate. Where there are many different substrates which are supposed to be 'uncoatable', the PUR HotCoating gives a long-lasting bonding without pre-treatment. So the application on melamine, glass, PMMA, PVC, PET, PE and aluminum is no longer critical. The application is by roller-coater. Spray application will be available in the near future.

## How has the industry responded to it? Has it achieved the market penetration that you had expected?

The response after the 2011 Ligna show was excellent. The technology got tremendous attention from the global board industry. In less than 3 years, we are happy to announce more than 30 PUR HotCoating installations across the world.

 Kleiberit's high-gloss surface coating has a global footprint.





Physicist, innovator and inventor, Mr. Klaus Becker-Weimann, who is also co-owner and Chief Executive Officer of Klebchemie.

**How reliable is bonding technology in the production of doors, windows, furniture and stairs made of solid wood? What are the best adhesives?**

Kleiberit is a market leader in adhesives for window production. No other product is more strictly regimented by norms and the law than windows. Kleiberit offers a wide range of products to these applications and also very interesting solutions for bonding, mounting and manufacturing windows, doors, stairs or even furniture.

Our experience, the reliability and quality of Kleiberit products in this market is well known for generations and they meet international standards and normative requirements. As one of the leading companies – especially in developing and manufacturing reactive adhesive systems based on polyurethane (PUR) – you can be sure that our slogan, ‘Competence PUR’ is not only a promise, but the best way to produce high quality end products.

**You are an inventor with over a dozen patents to your credit. Which would you rate as your greatest invention?**

The PUR HotCoating related patents are, of course, of high importance for our global future growth. That said, we do believe that we have not even discovered 1% of the real possibilities and demands of this process.



Kleiberit's coatings hold an edge over competition on account of its design versatility.

**How do you minimize the health hazard and increase environmental sustainability?**

We live by the principle of sustainability in processes and procedures, according to certified environmental management. Responsibility towards environment and the people in research, development, production and logistics is one of our main goals.

**What opportunity does India present to your organization?**

India is an important part of our global expansion strategy. We take India as a very important market, with 1.3 billion citizens living and consuming within a border- and tax-free area. We appreciate the business manners of

our reliable Indian customers and we appreciate the continuous progress in technology and infrastructure we noticed in the last decade. That is the reason Kleiberit already has a full dealer network in India.

**What are your top selling products in India?**

PUR Hotmelt, EVA, PUR-foam... all our products are selling well in India. Moreover, we are happy to introduce PUR HotCoating and our industrial coatings very soon to the Indian market. Therefore our warehouse in Mumbai is of essential importance to ensure local availability.