



## “The goals do not change from region to region.”

Dr Sowmitri Tarimala, senior staff scientist,  
Ashland Coating Additives Technology

**What are the testing and measurement practices for architectural coatings?** For architectural coatings, film appearance and durability are critical attributes. The tests to determine these properties are well-defined methods. However, some rely on the qualitative evaluation of the user. For example, foam level is assessed on a subjective scale and roller nap pattern is described using descriptive terms. While these tests are meaningful and relevant, the assessment can be the weakest link.

**What do coating producers demand when it comes to testing and measuring?** While accuracy is always important in every aspect of testing, consistency and repeatability are critical to ensure that the results are not anomalies. Consistency comes from controlling the environment, materials and processes. Repeatability rules out anomalies and helps to demonstrate the potential to move a product into scale up and production. There is always a push to remove subjective interpretation of any test result and replace it with objective, measurable data.

**How do coatings producers approach measuring and testing in the various regions?** The goals do not change from region to region – to produce high-quality coatings that sell well in the marketplace. The coatings industry is dominated by a few very large, global producers, so there is uniformity within each of those organizations. There is variation among very small regional producers. Typically these variations exist because many of these companies don't have the internal resources – people, processes or equipment in the lab and on the production floor – to be as exacting as the large global players.

# MARKET MOVES

A short overview on the most important moves within the European coatings industry. You can find more coatings news on companies, markets, raw materials and technologies at [www.european-coatings.com](http://www.european-coatings.com).

## Evonik starts construction of a new specialty silicones factory in China

**Expansion** Evonik has started the construction of a production facility for organically modified specialty silicones in Shanghai. The project is part of a global investment initiative. A first expanded pro-

duction plant became operational in Essen in late 2014. The new facility is being constructed at the Multi-User-Site (MUSC) in the Shanghai Chemical Industry Park, with completion planned for mid of 2017. The investment volume is in the high double-digit million euro range. [www.evonik.com](http://www.evonik.com)

Source: Siegwerk Druckfarben AG & Co. KGaA



## Siegwerk acquires Actega Colorchemie from Altana

**Printing inks** Siegwerk Druckfarben AG & Co. KGaA has signed a contract to purchase the printing ink manufacturer Actega Colorchemie GmbH and its subsidiaries. The latter company, which belongs to Altana's Actega Coatings & Sealants division, manufactures water-based flexo printing inks, particularly for printing on corrugated board packaging. [www.siegwerk.com](http://www.siegwerk.com)

## “The restrictive approach voiced by some member states, will greatly affect the availability of efficacious antifouling paints in Europe.”

Bjørn Tveitvan, Sector Group Marine Coatings, CEPE

## Synthomer to buy Hexion PAC

**Acquisition** Synthomer has announced the acquisition of Hexion Performance Adhesives & Coatings, a business of US-based Hexion Inc., for USD 226 million. The acquisition is expected to complete during the summer 2016. Hexion PAC operates seven sites across Europe, the USA and Asia. The acquisition strengthens Synthomer's position in the performance adhesives and coatings market. [www.synthomer.com](http://www.synthomer.com)



Source: Raven - Fotolia.com