

在疫情期间与客户建立更牢固关系 Forging Stronger Relationships with Customers during the Pandemic



贺继东先生
Mr. Jidong He

毕克化学大中华区涂料助剂业务总监
毕克助剂（上海）有限公司
Business Line Manager - Paint Additives
of BYK Greater China,
BYK Additives (Shanghai) Co., Ltd.

展台号 Booth No.: E3.F01

由于疫情原因，2020 年我们取消了广州涂料展参展计划。尽管如此，我们的新产品开发和发布还是一如既往。今年 11 月在上海举办的涂料展，我们将展示这两年开发的一些新产品。我们的展台主题继续是环境友好，涵盖水性、UV、低挥发和粉末等领域。谈到产品，我们将着重在分散助剂、流变改性剂和具有特色的表面助剂。

展出累积两年产品技术优势

在我们的新产品中，一些旨在提升原材料合规性，使终端客户的产品符合越来越苛刻的法规需求；一些则是全新技术，如新型大分子结构，给终端客户提供全新产品特性；一些是针对特定市场开发的产品，如粉末和建材市场等。今年毕克展出的大部分产品将是全球首发，我们相信对中国涂料客户提升产品特性有很大帮助。

与客户联系更紧密

疫情持续及反复，影响上下游企业和供应链，大家的工作方式和市场推广也不得不进行一系列改变。面对面与客户交流对产品的推广和正确地使用至关重要。疫情期间，我们的技术团队在极短时间内做到了从线上小白到线上技术网红的华丽转变，全方位和在多个应用领域线上服务客户，推荐产品并与客户互动。这不但没影响我们新产品推广，反而进一步加强了与客户的联系，并取得他们更大信任。去年，我们一共举办了 15 场线上会议，合共接近 30,000 人次观看，令人可喜的是已有部分转化成实际销量。我们将继续保留线上成功做法，更好地提供优质技术服务。

明年，除了德国总部的新品开发，同时还会加强我们中国本地研发团队的参与和作用。我们继续关注全球法规变化，涂料市场新技术的应用和客户新需求，及开发适合中国涂料市场的产品。

Due to the pandemic, we sadly called off our exhibiting plan in CHINACOAT2020 Guangzhou last year. However, our new product development and launch schedules are keeping going. This year, BYK will be exhibiting innovations developed/ launched from past two years in CHINACOAT2021 Shanghai in

November. The theme of our booth continues to be "Environmentally Friendly", covering key segments such as waterborne, UV, low volatility, powder, etc. In particular, we will focus on dispersing additives, rheology modifiers and surfactants.

Showcasing Technical Advantages Accumulated in the Past 2 Years

Among our innovations, some are designed to substantially improve the compliance of raw materials, so as to help our customers' products meet increasingly stringent regulatory requirement; some are new technologies, such as new macromolecular structures to provide customers with brand new product features; some are market-oriented, such as powder and building materials markets. Most exhibits in CHINACOAT2021 will be world premieres. We believe they will be of great help to Chinese coatings customers to improve their product features.

Getting Closer with Customers

The pandemic continues and impacts both upstream and downstream enterprises as well as supply chains. It is changing our way to work and market our products, therefore we have to undergo a series of changes

inevitably. Face-to-face communication with customers is essential to promote innovations and demonstrate the correct use of products. During pandemic, our technical team has transformed rapidly and successfully. Initially they attracted only a few online followers but soon they managed to capture more and more followers. Our technical team is now serving customers online in various segments and applications, offering recommendations, consultation, etc. with customers. During the pandemic, our marketing and promotion results are unaffected. On the contrary, we have got closer with customers and gained their trust and loyalty. Last year, we hosted 15 online conferences with about 30,000 views in total. Some have already been converted into either leads or actual sales. Our online conferences offered customers information about BYK's products and technologies anytime and anywhere. We will certainly continue to host online events as we find they are one of the successful services for customers.

In the coming year, we will continue to develop new products at the German headquarters, while our R&D team in China will take on stronger roles in innovations. We continue to collect latest information about change in global coatings regulations, new technical applications and the ever-changing demands of customers. We will also carry on with developing products specifically for China coatings market. ☐

开发超出客户期望的新产品 Developing Innovations that Exceed Customer Expectations

近 年，医院获得性感染 (HAI) 问题越来越受关注，使医疗、建筑、包装等行业对抗菌涂层需求不断增加。加上疫情持续，不少涂料、化学品及新材料供应商正着力研发既安全又有效的抗菌产品，霍夫曼是其中之佼佼者。此外，霍夫曼亦推出用于水性涂料的新型防闪锈剂，助力涂料市场走向更健康和更安全的「油转水」趋势。

霍夫曼专注提供功能性和特殊化学品，将在今年「中国国际涂料展 CHINACOAT」展出抗菌材料添加剂 Defros M19 和专为焊缝设计的新型防闪锈剂 Defros T790。

抗菌材料添加剂及专为焊链设计的新型防闪锈剂

Defros M19 是一种抗菌材料添加剂，可持久分散在涂料涂层中，并能结合到制品中，提供长期和可靠保护，阻止细菌、病毒、霉菌、藻类等在涂层表面滋长，达抗菌防霉



王翔先生
Mr. Sam Wang

霍夫曼化学销售总经理
Sales Director, Hofmann Chemie

展台号 Booth No.: E4.G41

效果。Defros M19 适用于广泛的 pH 值和温度范围，安全环保，符合日益严格的法规要求。Defros M19 应用在软质 PVC 材料领域和医院室内装修涂层中，能阻隔病毒传播。使用 Defros M19 配方的涂料可以保护建筑免受微生物

ELEMENTIS
A global specialty chemicals company

永续性
海名斯致力于产品可持续性发展
关注可再生原料的开发

5

侵袭，避免墙面成为细菌和病毒的传播途径。

Defros T790是霍夫曼化学第四代复配型防闪锈助剂，既高效又能将助剂的副作用降到最低。它不仅对各种基材均有出色的闪锈抑制性能，而且对最难解决的埋弧焊缝的闪锈问题效果显著。Defros T790添加至涂料配方后，焊缝和基材可以使用统一涂层，使得施工既高效又快速。随着国家环保标准收紧，水性涂料势在必行，我们相信Defros T790在水性涂料使用方面亦将大派用场。

此外，我们也继续加大研发投入，打造一支实力雄厚的专业研发团队。

In recent years, Hospital-Acquired Infections (HAI) has been of increasing concern, and has driven up demand for antimicrobial coatings in various industries, such as medical, construction and packaging, etc. Coupled with the pandemic, many suppliers of coatings, chemicals and novel materials actively put in extra effort on R&D of antimicrobial products. Hofmann is one of the well-known specialty chemicals suppliers specializing in manufacturing and developing biocides. Aside from this, Hofmann manufactures anti-flash agents for waterborne coatings, aligning with the coatings trend of switching from solventborne to waterborne.

Hofmann Chemie AG specializes in manufacturing performance chemicals and special chemicals. During CHINACOAT2021, we are going to showcase Defros M19, an antimicrobial additive and Defros T790, a new anti-flash rust agent specially designed for welds.

Antimicrobial Additive and Anti-Flash Rust Agent for Welds

Defros M19 can steadily disperse over the coating and integrate into it to offer a long-lasting and reliable protection. It can prevent bacteria, mold and algae, etc. from growing on the surface, accomplishing antibacterial and antifungal effects. In addition, Defros M19 can work well in a wide range of pH value and temperature. It is safe and environmentally friendly, and it complies with increasingly stringent regulatory requirements. Defros M19 can be applied on soft PVC surfaces and hospital interior decoration coatings to prevent germ transmission. Interior wall coating formulated with Defros M19 can help prevent walls from being a means of pathogen transmission.

Defros T790, Hofmann Chemie's 4th-generation anti-flash rust additive, is highly efficient and can minimize side effects caused by additives. Not only does it bear good flash rust inhibition on various substrates, but also produces significant improvement on most-difficult-to-solve flash rust issue at submerged arc welding. Defros T790 displays compatibility, water resistance and storage stability at waterborne coating systems. Applying Defros T790 can allow a uniform coating on the weld and the substrate, thus coating application can become more efficient and faster. With the tightening of national environmental protection standards, demand for waterborne coatings will be increasing. We believe Defros T790 will become more conducive to waterborne coatings.

In addition, we continue to strengthen our R&D team in order to improve our innovations and core competence. C

技术创新缔造新业务 Innovations Leading to New Business Creation



邹宣棠先生
Mr. Jeff Chow

广州柏励司研磨介质有限公司总经理
General Manager,
GZ Pleased Grinding Media (GPGM)
Co., Ltd.

展台号 Booth No.: E2.F11

广州柏励司研磨介质有限公司专业生产高端研磨介质，由开始引进国外陶瓷产品至自己研发制造，二十多年市场积累及技术创新，柏励司已成为不少涂料油墨生产商的首选，包括PPG、阿克苏诺贝尔、海虹等，乳胶漆企业有立邦和三棵树等，油墨企业则有DIC、洋紫荆、乐通、太阳油墨等。

专注核心产品，采用渐进式创新

柏励司的渐进式技术创新，就是在原有产品性能上延续提升。利用中国优势资源如稀土、氧化锆和硬质合金等不断改进技术。公司发展循序渐进，使核心产品在市场中占有优势份额。此外，公司亦依据行业新工艺、客户新要求，特别是一些功能性涂料和油墨，需要开发相应产品配合生产，以提高研磨效率和降低能耗。随着环保要求不断提升及固含量越来越高，柏励司推出了一系列高端研磨介质，其中包括耐诺铈稳定氧化锆珠、耐诺氮化硅珠和耐诺碳化钨珠。

疫情让柏励司与客户关系更巩固

就疫情而言，我们曾经历过2003年非典型肺炎，那时在德国参加「欧洲涂料展」和客户见面时都不敢握手，互相保持社交距离。尽管在营运和销售受到冲击，但却没有影响当前研发计划及技术积累。客户没有跑了，反而订单排满。一些老客户愿意多等一两个月，接受交货延期。我们一直以来严格管控产品质量和稳定回报，即使大环境如何风高浪急，我们仍能中流击水。

Guangzhou Pleased Grinding Media (GPGM) Co., Ltd. specializes in manufacturing high-end grinding media. Since its inception, the company distributed imported products for past two decades, it has now grown to become a grinding media manufacturer with strong R&D. GPGM is now a major supplier for many coating makers, including PPG, Akzo Nobel, Hempel; latex paint companies such as Nippon and Skshu Paint; ink companies such as DIC, Bauhinia Ink, Letong, Taiyo Ink, etc.

Incremental Innovation Upon Core Products

The incremental innovation adapted by GPGM allows performance of its core products to be improved continuously. We make use of China's superior resources such as rare earth metals, zirconia and cemented carbides to keep upgrading our technology. Practicing incremental innovation can help the company grow and products claim their positions in the markets. GPGM has also launched new products to meet with new technologies and new customers' requirements, especially those pertaining to functional coatings and inks. To comply with stricter environmental regulations and higher solid component concentration in coatings, GPGM has developed a series of high-end grinding media, including cerium stabilized zirconia beads, silicon nitride beads and tungsten carbide beads.

Bolster Customers' Confidence and Trust During Pandemic

As far as the pandemic is concerned, we experienced SARS in 2003. At that time, we dared not to shake hands when we were exhibiting and meeting customers in European Coating Show, and we kept social distance from each other. Although our operation and sales have been impacted, it hasn't affected our current R&D plans and knowledge building. We received more orders than we expected. Some customers even accepted delivery delay and were willing to wait for a month or two more. We've gained more repeat customers and extra businesses. It is very rewarding and it also shows our strict control of product quality and stability works. C

一家涂料树脂公司

认识湛新

湛新是全球领先的涂料树脂和助剂生产商，年销售额约21亿欧元。为建筑、工业、防腐、以及汽车和其它特殊用途的涂料和油墨提供树脂原料。

我们在全球拥有33处生产场地，23个研发和技术支持中心以及5家合资公司，业务覆盖四大洲，服务客户超过100多个国家。

欢迎来与我们相遇，展位号：E4. F13

是谁让涂料无泡又无忧？

drewplus® L-3200 / L-3210
消泡剂

中核钛白，绿色循环产业助“双碳”一臂之力！
CHTi, leading a bright way to carbon neutrality.

欢迎莅临2021中国国际涂料展
展位号：E5.F01

探索本届参展商创新产品及解决方案 Discover Innovative Solutions and Products

编辑团队特意为您搜罗本届展览会部分创新产品 / 技术。其他参展商简介已上传至大会网页,请浏览 www.chinacoat.net

Our Editorial Team has brought together some innovative products/technologies to be presented by exhibitors in this year's exhibition.

You can also view profiles of other exhibitors at www.chinacoat.net now.

湛新颠覆传统的非异氰酸酯涂料解决方案 Allnex Subverting Traditional Non-isocyanate Coating Solutions

展台号 Booth No.
E4.F13 湛新树脂运用迈克尔加成反应制备得到非异氰酸酯树酯系列——ACURE™。该系列产品为涂料行业提供了前所未有的涂料性能,是绿色环保、代替聚氨酯涂料的最佳选择,可广泛应用于农机设备、工业金属、轨道交通等众多与现代建设极其相关的重要领域。

Allnex uses Michael addition reaction to prepare non-isocyanate resin series — ACURE™. This series of products provides unprecedented coating performance for the coating industry and is the best choice for environmental protection. It can also replace polyurethane coatings. It can be widely used in many important fields closely related to modern construction, such as agricultural machinery and equipment, industrial metal and rail transit.



赢创新型水性涂料消针孔助剂 Surfynol® 118 Surfynol® 118 New Anti-Pinhole Additive for Water Based Coating Formulation from Evonik Coating Additives

展台号 Booth No.
E4.F01 赢创涂料添加剂最新推出针对水性涂料的消泡消针孔助剂 Surfynol® 118, 该助剂通过分子消泡剂脱泡原理, 消泡的同时可提高水性涂料的出针孔膜厚, 同时与水性配方有极其优异的相容性, 不会影响最终漆膜的外观, 可适用于汽车原厂漆、工业漆、木器漆等。

Evonik Coating Additives has launched a new additive Sufynol® 118, which is used for foam control and anti-pinhole for water based coating formulations. Based on the deactivation mechanism of molecular defoamer, Surfynol® 118 can improve the dry film thickness when pinhole appears, and Surfynol® 118 shows excellent compatibility in waterborne formulation with no any defects on final cured coating film. Surfynol® 118 can be used for auto OEM, industrial coatings, wood coatings, and so on.



攀钢 CR-350 高端通用型及 CR-340 塑料专用型氯化法钛白粉 Pangang CR-350 High-End General-Purpose and CR-340 Plastic-Specific Chloride Titanium Dioxide

展台号 Booth No.
E6.A01 攀钢钒钛生产的硫酸法钛白粉、氯化法钛白粉广泛用于涂料、塑料、油墨、造纸、日化、医药、食品、化妆品等领域, 与人们的生活息息相关。产品出口马来西亚、印尼、印度、俄罗斯、西班牙、意大利等国家。公司以独特产业资源及自主知识产权生产的 CR-350 高端通用型及 CR-340 塑料专用型氯化法钛白粉极具安全卫生等特点, 适用于涂料、塑料、造纸等领域。

The sulfate titanium dioxide and chloride titanium dioxide produced by Pangang are widely used in the fields of coatings, plastics, inks, papermaking, daily chemicals, medicine, food and cosmetics etc. and are closely related to people's daily lives. The products are currently being exported to Malaysia, Indonesia, India, Russia, Spain, Italy and other countries. With unique industrial resources and independent intellectual property rights, the company produces highly safe and hygienic CR-350 high-end general-purpose and CR-340 plastic-specific chloride titanium dioxide, which are suitable for coatings, plastics, papermaking and other fields.

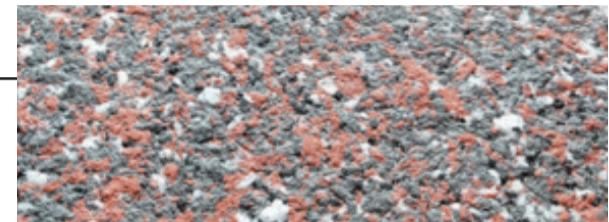


万华化学全新多彩体系解决方案 Wanhua Chemical New Colorful System Solution

展台号 Booth No.
E4.E21 万华化学推出多彩体系中的新秀产品——Archsol® 8087A 连续相乳液与 Archsol® 8028 分散相乳液搭配为多彩涂料带来更出「彩」的表现。

Archsol® 8087A 具有通透性好、与不同的保护胶均有很好的相容性等特点, 赋予多彩涂料优异的储存稳定性、耐水白及通透性等。Archsol® 8028 具有色彩少、粒子韧性及耐候性好等特点, 推荐与常规纤维素及疏水改性纤维素搭配使用, 制备质感性较强的多彩涂料。

Archsol® 8087A 连续相乳液搭配 Archsol® 8028 分散相乳液可赋予多彩涂料优异的粘度稳定性及优异的多彩耐水白性。Wanhua Chemical has launched a new product in the colorful system — Archsol® 8087A continuous phase emulsion, which is matched with Archsol® 8028 dispersed phase emulsion to bring more "color" performances to colorful coatings. Archsol® 8087A has the characteristics of good permeability and good compatibility with different protective glues, which

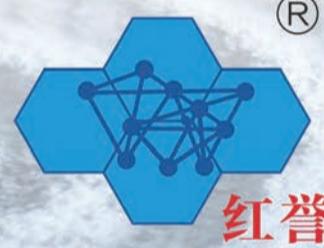


endows colorful coatings with excellent storage stability, water whitening resistance and permeability. Archsol® 8028 has the characteristics of less color bleeding, particle toughness and good weather resistance. It is recommended to be used with conventional cellulose and hydrophobically modified cellulose to prepare colorful coatings with strong texture. Archsol® 8087A continuous phase emulsion combined with Archsol® 8028 dispersed phase emulsion can give multicolor coatings excellent viscosity, stability and multicolor water and white resistance.'

浙江红宇新材料股份有限公司

欢迎莅临2021年中国国际涂料展

展位号 展台号: E5.A01



专业生产:
Main Products:

有机膨润土; 水性涂料、钻井泥浆、铸造、造纸、饲料等专用膨润土; 活性白土。
Organic bentonite; Special bentonite for water-based coating, drilling mud, casting, lettering, feed, etc; Activated clay.

销售: +86-572-6628777 Tel: +86-572-6628777
传真: +86-572-6082200 Fax: +86-572-6082200

绿水青山就是金山银山

让绿色发展成为最动人的色彩

CZNA
www.cznachem.com



WXY
展位号 E4.C35

涂料用蜡助剂

专注蜡助剂20年 20多项国家专利 超百亩生产基地

产品咨询服务热线: 025-58393899

南京天诗新材料科技有限公司 扬州天诗新材料科技有限公司
地址: 江苏省南京市六合区经济开发区雄州路21号 地址: 江苏省扬州市仪征市仪征化工工业园雄州路3号

翁开尔展示 Q-Lab 第 4 代 QUV 紫外老化试验机 Q-Lab 4th Generation QUV Accelerated Weathering Tester from H.J. Unkel

展台号 Booth No.
E3.H21 2020年，
QUV紫外
老化试验
机度过了它的50岁生日。
相比前期版本的设备，第
4代 QUV 的用户现在可
以享受很多设备升级带
来的便利与技术优势，包
括：带双触摸屏显示器的
Gen 4 控制器，支持中文
显示；用于高辐照度测试
的高输出「Plus」灯管，也
增长了灯管的使用寿命；
多彩 LED 状态灯，增强信
息指示一目了然；通过 USB 下载机器两年的诊断数据；设备与温
度和辐照度校准智能探头直接兼容。



In 2020, QUV Accelerated Weathering Tester has been invented for 50 years. Compared with the previous version, users of the 4th generation QUV can now enjoy the convenience and technical advantages brought by many device upgrades, including: Gen 4 controller with dual touch screen displays, supporting Chinese language; high irradiance test Output "Plus" lamp tube, increasing the life of the lamp tube; colorful LED status lights, enhanced information indication at a glance; download the machine's two-year diagnostic data via USB; the device is directly compatible with the temperature and irradiance calibration smart probe.

朗盛拜耳乐® 无机颜料用于油漆及涂料行业 LANXESS Bayferrox® Inorganic Pigments for Paint and Coating Industry

展台号 Booth No.
E4.A12 与其它工业相比，油漆及涂料工业对颜料质量的要求特别高。朗盛的拜耳乐® 无机颜料是专为油漆和涂料所开发，能满足较高的质量要求；这些颜料具有独特的产品属性，能从竞品中脱颖而出。拜耳乐® 无机颜料生产工艺专为环保和资源节约而设计，尤其具有精准的颜色控制。In paint and coating industry, the pigment quality requirements are highly compared to other industries. LANXESS inorganic pigments under the brand name Bayferrox® is specifically developed for the paint and coating industry and fulfill the high quality requirements, being unique in their product attributes and distinctively different to competitors' products. Bayferrox® inorganic pigments production processes are designed to conserve resources and preserve the environment, especially with a narrower specification range for color shade.



瀚岱应对原料涨价的水性环氧新方案 Handai New Waterborne Epoxy Solution to Respond to Price Increase of Raw Materials

展台号 Booth No.
E6.H21 上海瀚岱化学公司是一家水性环氧制造商。面对不断上涨的化工原料市场，针对新产品进行单位成本分析，瀚岱量身定制推出 L903250 和 L903275 两款低成本水性环氧乳液。L903250 固含量为 50%，环氧当量为 800-900，粘度为 30-150cp；L903275 固含量为 75%，环氧当量为 550-650，粘度为 500-1,500cp。该低成本乳液可以和瀚岱化学的大多数水性固化剂配套使用，客户可用同样工艺、流程，方便切换使用。低成本配套方案适用于一般工业，如工程机械、农用机械等，也可以用于土木工程等。

Facing the rising chemical raw material market, Shanghai Handai Chemical Co., Ltd., a water-based epoxy manufacturer, conducted a unit cost analysis for new products, and tailor-made two low-cost water-based epoxy emulsions, L903250 and L903275. The solid content of L903250 is 50%, the epoxy equivalent is 800-900, and the viscosity is 30-150cp; the solid content of L903275 is 75%, the epoxy equivalent is 550-650, and the viscosity is 500-1,500cp. These low-cost emulsions can be used in conjunction with most of Handai Chemical's water-based curing agents. Customers can use the same process and flow to facilitate switching. This low-cost supporting program is suitable for general industries, such as construction machinery, agricultural machinery, etc., and can also be used for civil engineering.



TICHEM® 蒂凯姆化客商城

致力于整合全球优质化学品资源的综合服务提供商

CHINACOAT 2021
第二十六届中国国际涂料展
欢迎参观我司展台 VISIT US
展馆 HALL E5
E5.E35
上海 SHANGHAI
16-18.11.2021

A Unique Supplier of Organic Pigments
Trust Chem Co., Ltd.

WANHUA

化学，让生活更美好！
ADVANCING CHEMISTRY,
TRANSFORMING LIVES.
万华化学邀您参加 CHINACOAT 2021 E4馆E21号

天诗聚乙烯蜡、蜡乳液、PTFE 微粉等 Tianshi Polyethylene Waxes, Wax Emulsions and PTFE Micropowders

展台号 Booth No.
E4.C35 天诗将在 2021 年「中国国际涂料展」带来：具有优异抗擦伤性、抗划痕性及平滑手感的聚乙烯蜡产品；提高水性涂料耐磨性、抗划伤性、手感和高光高透明度的蜡乳液；使涂料油墨产品耐磨效果更长久且满足欧盟标准的 PTFE 微粉产品；全方位解决水性产品防霉抗菌需求的解决方案。

Tianshi will bring following products to CHINACOAT2021: polyethylene waxes with excellent anti-scratch, anti-scratch and smooth handfeel; wax emulsions that improve abrasion resistance, scratch resistance, feel and high gloss and transparency of water-based coatings; PTFE micropowders that make the wear-resistance of coating and ink products longer and meet EU standards, as well as solutions for anti-mold and anti-bacterial needs of water-based products.



柏励司耐诺铈稳定氧化锆珠 NanorZr-Ce Pleased Cerium Stabilized Zirconia Beads NanorZr-Ce

展台号 Booth No.
E2.F11 柏励司耐诺铈稳定氧化锆珠 NanorZr-Ce 跟钇稳定 95 锆珠具相近耐磨性，研磨分散钛白粉或碳酸钙不用担心白度问题，因为其磨耗值达 PPM 级。密度比 95 锆珠还高，95 锆珠的密度为 $6.0\text{kg}/\text{dm}^3$ 多点，而耐诺铈稳定氧化锆珠则达 $6.2\text{--}0.2$ 密度的增加可以在生产方面很大提升。在相同条件下研磨同一产品，耐诺铈稳定氧化锆珠可提高 20 至 30% 效率。

Pleased's Cerium stabilized zirconia beads NanorZr-Ce carry similar wear resistance to the yttria stabilized zirconia beads. Never worry about whiteness issues when grinding titanium dioxide or calcium carbonate, because its wear rate is up to PPM level. The density is higher than yttria zirconia beads with over $6.0\text{kg}/\text{dm}^3$, while cerium stable beads reach $6.2\text{kg}/\text{dm}^3$. The 0.2 difference in density can significantly improve efficiency. Under the same condition, applying NanorZr-ce beads can improve efficiency by 20 to 30%.

