

## Ten successful years

BASF Coatings partnering closely with ArcelorMittal in Africa.

BASF Coatings (Pty) Ltd, South Africa, celebrated two anniversaries in October 2008. The company has supplied African nations with coil coatings for ten years now, the same length of time that steelmaker ArcelorMittal and BASF Coatings have been partners in South Africa. At the anniversary celebration, Driaan de la Guerre, General Manager of BASF Coatings South Africa, greeted the many guests, including Pieter Swanepoel, Works Manager Rolling at ArcelorMittal South Africa. Mr. Swanepoel congratulated BASF Coatings on its successful achievements over the last ten years, highlighting the high level of mutual trust that characterizes the partnership. ■



**Team spirit:** BASF Coatings staff outside the gates of the Vanderbijlpark plant near Johannesburg

## Protection and visual appeal

A new BASF Coatings brochure turns the spotlight onto the production and uses of foil coatings.

Foil coatings are used mainly for wood-deco imprinted paper. The resulting coating finish provides decorative protection for furniture, doors and paneling. As the world's leading provider of foil coatings, BASF Coatings deploys a range of environmentally compatible coating technologies and a global distribution network. This 20-page brochure is available in both German and English; to receive a copy contact Pia Haber, Industrial Coatings Solutions Marketing Europe, Tel. +49 2501 14-3304, E-Mail: pia.haber@basf.com ■

→ [www.basf-coatings.de/en\\_UK/products/eci\\_precoatings.xml](http://www.basf-coatings.de/en_UK/products/eci_precoatings.xml)

## Coil coatings business expanding

BASF Coatings is consolidating its market leadership position through new technologies.

BASF is now the market leader in Russia, the UK, South Africa and German-speaking Europe in the field of coil coatings that are applied to metal coils. The rate of growth also continues to exceed the market average. In Asia, including India in particular, and South America, BASF is posting double-digit growth. The outlook is also good for moving into Australia and Oceania. BASF Coatings will be developing new technologies and investing to widen its lead in coil coatings. This includes, for example, the improved third generation of chromate-free primers for coil coatings, weather-proof plastisol-based topcoat, polyurethane and polyester for façade protection, and new, more efficient coating solutions for white goods like washing machines and refrigerators. ■

**Architecture with steel:** BASF's coil coatings help architects realize designs.

