



Flexible and compact solution with high-quality coating

A total of seven Sprimag roundtable machines were delivered to Brembo, the flexible and compact coating systems have been integrated directly into the brake disc production lines.

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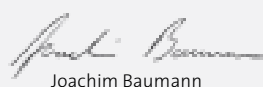
Joachim Baumann and Philippe Nollet, Managing Directors of Sprimag, looking forward positively to 2012

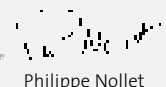
Dear Readers,

Following mild temperatures in the fall, the cold winter came back again in February. Nobody froze at Sprimag, however, since we were able to keep warm with plenty of work! In the last few months we have produced and assembled twelve machines, and dispatched them to ten different countries. We could not have coped with this order volume without the dedication of our employees. We would therefore like to take this opportunity to thank all Sprimag employees, suppliers and partners for the fact that everything has gone so well in the last few months.

After a promising start to 2012, we are expecting another successful year in spite of the permanent Euro crisis. We regard the order opportunities as positive, and new additions to the workforce will make us well-equipped to cope with the forthcoming tasks and challenges.

In April and June we will be represented at two industry trade fairs for coating technology: PaintExpo in Karlsruhe and O&S in Stuttgart. We hereby cordially invite you to visit our stand to see our innovations and discuss with us new trends in surface coating. During O&S in Stuttgart you can also make use of the opportunity to visit our company, which is only 15 kilometers away in Kirchheim-Teck. Our Application Center will be open during this period for tours by all customers and interested parties. We look forward to seeing you in person.


Joachim Baumann


Philippe Nollet

A clean business

New Sprimag mixing unit optimizes cleaning and increases machine availability

Sprimag not only manufactures coating machines, but also the suitable application technology for the machines. From spray guns to complete paint supply units, the product portfolio is becoming increasingly more mature and is being developed continuously. Precise paint handling, material guidance with minimal dead space, quick and simple maintenance, and good rinsing capability are recurrent themes in application technology.

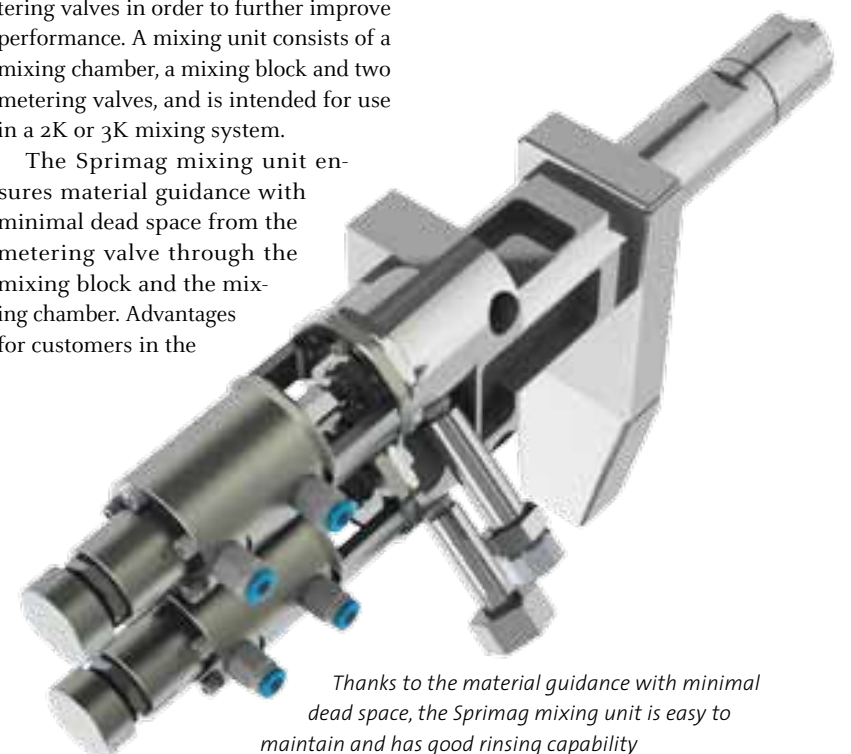
The logical consequence of development at Sprimag was therefore the production of its own mixing block with metering valves in order to further improve performance. A mixing unit consists of a mixing chamber, a mixing block and two metering valves, and is intended for use in a 2K or 3K mixing system.

The Sprimag mixing unit ensures material guidance with minimal dead space from the metering valve through the mixing block and the mixing chamber. Advantages for customers in the

production process: Precise paint applications, minimum maintenance times and costs, lower reject rates and increased machine availability through an uncompromising design of all moving parts.

Optimized cleaning results enable customers to use different paints in a mixing unit in an even more flexible manner. Thanks to its compact design, the Sprimag mixing unit can be set up in different places, thus minimizing the distances between the mixing chamber and the application unit.

» Bernd.Koerner@sprimag.de



Thanks to the material guidance with minimal dead space, the Sprimag mixing unit is easy to maintain and has good rinsing capability

NEWS + FACTS



Sprimag exhibits at two trade fairs for surface treatment

Trade fairs for surface treatment in 2012

PaintExpo, the industry trade fair for industrial coating technology, will be held again in Karlsruhe from April 17 to 20, 2012. Sprimag will be present in Hall 2, Stand 2511, and will provide information on a wide range of machine concepts which can be used in a flexible manner. Sprimag will also exhibit its products on a VDMA (German Engineering Federation) joint stand at O&S in Stuttgart from June 12 to 14, 2012. You can order your admission ticket by sending an e-mail to: marketing@sprimag.de. We look forward to seeing you at these events!

» Marketing@sprimag.de



Now online: www.youtube.com/SprimagVideo

Sprimag on YouTube

Since the production of the Sprimag image video, the company has had its own YouTube channel. At www.youtube.com/SprimagVideo you will find the image film along with other videos of Sprimag reference systems. You can also watch our Applications Center live on YouTube. Other films are planned in future. If you subscribe to our YouTube channel, you will be automatically informed when a new video is available!

» Marketing@sprimag.de

UV applications in the Applications Center

Stricter quality standards are increasing the demands on the application of coating materials

Increasingly stricter quality standards now apply to the coating of plastic parts. This trend is also substantially increasing the demands on the application of coating materials. More attention is therefore being paid to coatings using UV-curing paints. Although the processes are not entirely new, they now especially offer a number of advantages for UV application. Firstly, corresponding processes have an excellent environmental balance since volatile organic compounds (VOC) can be dispensed with entirely or to a large extent. Secondly, these processes are very economical. Drying takes place within seconds and the wet paint layer is only exposed to dust for a very short time, thus substantially reducing the reject quota.

The costs per component can be significantly reduced with UV coating. The coating machines can be constructed with very compact dimensions, a fact which is clearly shown by the investment costs. Sprimag not

only offers its customers complete system technology for UV coating, but also the corresponding know-how for this process. Thanks to state-of-the-art system technology in its in-house Applications Center, Sprimag is well-equipped to handle a wide range of UV applications. We are therefore always able to jointly determine the process parameters with paint manufacturers and demonstrate efficiency by coating specimen parts. This procedure not only ensures process reliability, but also the opportunity to present the suitably coated parts to customers and also carry out tests if necessary.

Using the machines and systems in the Sprimag Application Center, original UV samples were therefore coated in the last few months. Coating in high gloss black placed the highest possible demands on the coating machine.

The trend towards UV applications is also clearly reflected in the frequency of customer tests in our Application Center. "We set great store by offering the

entire process from a single source – from cleaning of the parts, ionization and activation through to paint application and linking", said Michael Blankenhorn, Process Engineer at Sprimag. The proven cleaning processes are the power wash technique or CO₂ snow blasting. Snow blasting is impressive because it actually only requires one process which can then also be better regulated and controlled. Activation mostly takes place through flaming or atmospheric plasma is used. All steps are performed "inline" without any unnecessary intermediate times.

Sprimag is regarded as the leading company in the field of plastic application.

» Michael.Blankenhorn@sprimag.de



Sprimag process specialists are carrying out more tests using UV coatings in the Applications Center

TREND OF THE MARKET

Look back – and look forward

The latest key industry indicators of the German Engineering Federation (VDMA) for 2011 and the predicted figures for 2012 were published a few days ago.

The key indicators for individual industries in 2011 are just as varied as individual companies' expectations for 2012. Whereas sales in the machine tool industry increased by 38%, sales of process engineering machines and systems suffered a decrease of 32%. With a total workforce of 950,000 people, the engineering industry is still the largest industrial employer in Germany.

The forecasts of the German Engineering Federation and the individual companies for 2012 also differ. Whereas many companies are anticipating stabilization at a high level, there are also some companies which are looking ahead to the next few months with concern. Uncertainty factors still include the Euro crisis, falling demand from Asia, especially China, but also the impacts of the high wage demands in the coming collective bargaining round.

Seen in this way, export growth of around 15% in 2011 could be reversed in a few months.

There is still certainly great demand for machines and systems "made in Germany". Sprimag Spritzmaschinenbau GmbH & Co. KG is also profiting from this demand. Our Packaging Division was working almost at full capacity for 2012 at the start of the year. Interesting projects in Asia confirm that there is still high investment demand on the market in that region. We are now also seeing an increasing number of customers from newly industrializing countries. These customers are interested in state-of-the-art system technology "made in Germany" and the associated high production speeds, and are also financially able to implement these projects. The demand for systems featuring powder technology is also continuing. It is becoming clear here that this alternative internal coating technology for monoblock aerosol cans and aluminum tubes will become firmly established.

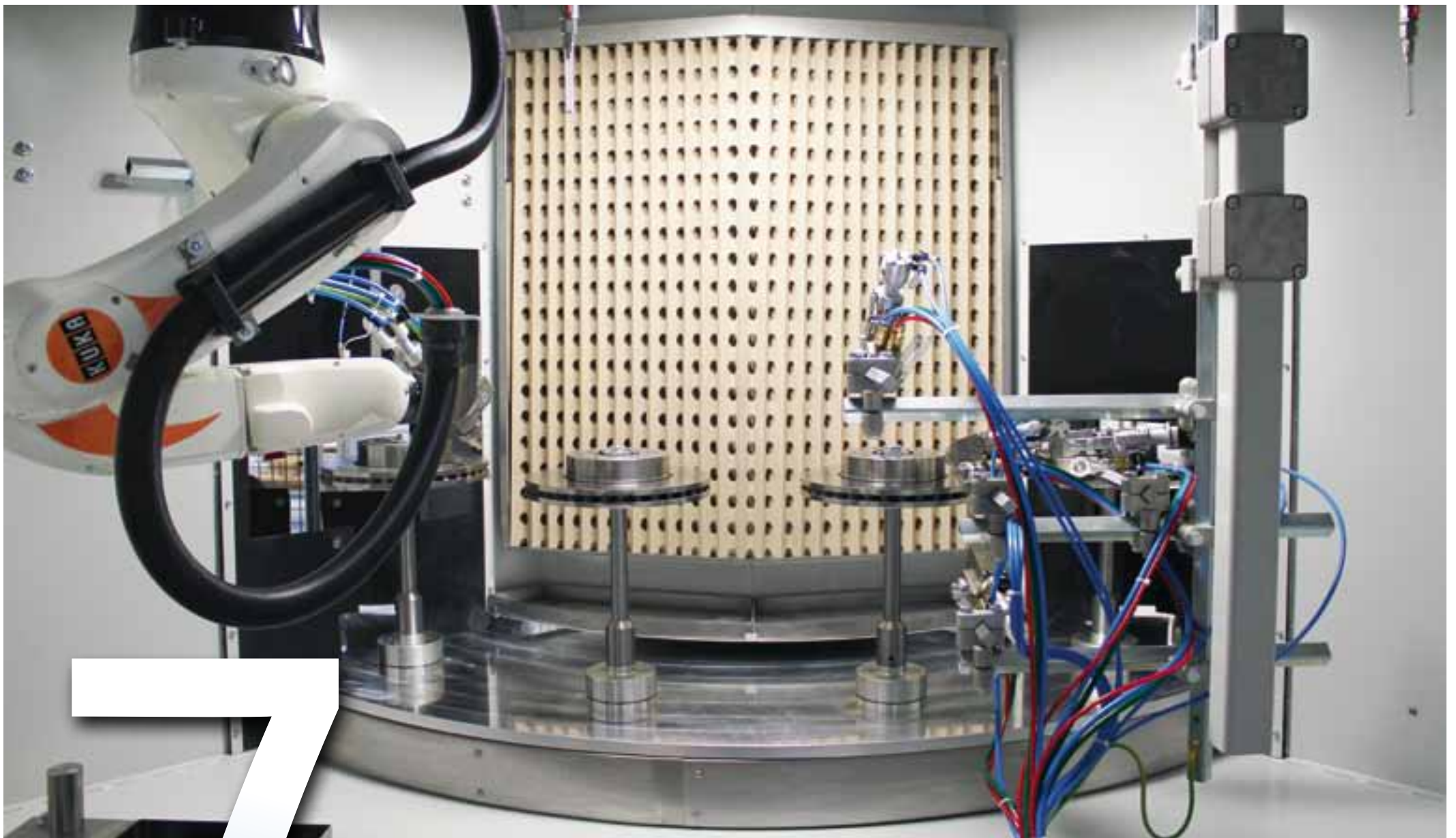
In the Surface Coating Division there are indications of a continuing propensity to invest in the automotive industry and among automotive component suppliers. There are also a large number of smaller and medium-sized projects from a wide range of industries. Together with large-scale projects, these projects represent a stable demand mixture. We are also experiencing increased demand from the USA via our subsidiary in Cincinnati.

Overall, we can therefore look to 2012 with confidence. However, despite all our sober business analyses, we must also keep a close watch on world politics and social matters – appropriate quick forecasts can change. Japan and the political flash points in the Middle East prove to us how natural disasters and political developments can influence the global economy.

» Joachim.Baumann@sprimag.de



Sprimag also benefits in 2012 from a demand mixture of different sectors and increased inquiries from Asia and newly industrializing countries



At two spray stations Brembo brake discs are precisely coated

at Once

Sprimag roundtable machines supplied to Brembo in order to increase the capacity in the coating of brake discs



Sprimag is to supply seven roundtable machines to Brembo, one of the leading automotive suppliers worldwide, most famous for the production of brake systems for motor vehicles. Brembo is OEM for many car companies and motorcycle manufacturers, such as Ducati, Aprilia, BMW, Harley-Davidson, Subaru, Renault, Nissan, Ferrari, Lamborghini, Mercedes-Benz, Opel, Aston Martin, Porsche, and Alfa Romeo. Every year Brembo produces a considerable number of brake discs worldwide. In future the coating of these discs will be done with an additional seven Sprimag roundtable machines.

Flexible and compact solution

When we received the inquiry from Brembo regarding brake disc coating systems, the number of the machines and the type of installation were not defined exactly. On account of the increasing demand for brake discs and the order from a major automotive company, however, it was clear that Brembo will definitely increase their production capacity in brake disc manufacturing. It quickly became apparent that it does not make much sense to use a chain-type coating machine with a high production capacity, as Brembo intended to integrate the coating process directly in several production lines. The brake disc manufacturer therefore decided to use a more flexible and compact version. It was scheduled to install a

Exactly the same type of machine is rarely ordered in such a quantity

total of seven roundtable coating machines in different production lines at Brembo in Italy and Poland. Sprimag successfully asserted itself against other competitors, thanks to its many years of experience in the area of coating brake discs. Not least, Sprimag's own application technology was the decisive factor for securing the order for the company.

After receiving the purchase order, Sprimag was faced with a challenge, as exactly the same type of machine is rarely ordered in such a quantity. Without the solid basis for negotiation of our purchasing department, the great commitment of the Sprimag production staff, as

well as the work input of the service technicians, it would not have been possible to carry out the installation of the seven facilities on location in Poland and Italy in such a smooth manner.

Various types of brake discs on one machine

The seven roundtable coating machines are identical in equipment and capacity. Each machine has been programmed to allow storage of up to ninety-nine different brake disc coating programs. Two different types of brake discs can be coated at the same time by one machine. The brake discs are loaded fully automatically with a loading robot. In the case of short

runs, it is possible to load the machines manually as an option. The parts are secured by the chucks, which are mounted on rotary spindles. Each roundtable is provided with fifteen rotary spindles. The cycling of the rotary table is effected automatically in regular operation. When the parts are loaded they pass through a pre-heating zone with induction. Before the induction process starts, the brake discs are scanned by a light conductor to check the correct position. Afterwards the brake discs are pre-heated to approximately 50 °C to achieve better adhesion of the lacquer.

Two spray stations and less overspray

Subsequently, the discs pass through a spraying cabin with two spray stations. The first accommodates a robot with an S-7 spray gun.

The spray gun is provided with needle rotation to prevent crusting of the nozzle, by means of which optimal and precise coating can be achieved. A spray gun cleaning station is integrated in the robot spray station. The robot controls the cleaning station automatically after a specific coating cycle and the nozzle of the spray gun is cleaned fully automatically. This procedure not only helps to keep the spray nozzle clean to achieve a good uniform spray pattern, but also ensures that current production is not interrupted on account of cleaning cycles.

The second spray station is equipped with four fixed S-7 spray guns with needle rotation. In this spray station the subsequent retrofitting of a robot is provided for. The brake discs are coated in both spray stations with zinc dust paint. The precise coating through the Sprimag spray guns helps to keep the overspray at a minimum. Since the overspray

can never be eliminated completely, an exhaust spray station with dry filters was installed. As dry filters, cardboard box filters with a subsequent paint-stop glass-fiber filter mat have been used. This provides the advantage of quick and easy cleaning and disposal of the excess paint.

After the coating, the brake discs go through an outfeed cabin, where the parts are dried and cooled down. As the parts are heated before the coating, no further drying is required.

Suitable Sprimag paint supply

Each roundtable coating machine was provided with a Sprimag paint supply unit, which enables the supply of the coating material into the spray gun. Each paint supply unit contains a diaphragm pump of type MP-SP2, as well as two pneumatic stirrers and a control fitting with bypass pipe.

Finally, it can be stated that the delivered machines meet the customer requirements for a quick and flexible solution with a high coating quality. Thanks to the perfect teamwork of the purchasing, design, assembly, installation and commissioning departments, the scheduled delivery date for the seven roundtable coating machines could be kept and the project was carried out to the customer's entire satisfaction.

As Brembo has been a customer of Sprimag already for a long time, the cooperation between the two companies' employees was excellent, which also contributed to the successful conclusion of the project.

» Rainer.Mendl@sprimag.de

INTERVIEW

“The Mexican talent for improvisation is making it difficult for us to sell machines”

Tobias Schmitz provides local support to regular customers and acquires new contacts

In recent years, the Mexican market has changed greatly. As an on-site representative of the company, how do you view the development of the country?

I regard the development as positive since a very large number of – predominantly foreign – industrial enterprises are investing in the country and are therefore boosting economic growth. The quality of the generated products is on a par with international standards, thus making the export business brisk.

This in turn is stimulating growth in other industries, which is also leading to the development of the city at a breathtaking speed.

Which industries do you think are particularly strong in Mexico?

One of the largest industries in Mexico is the automotive industry, which attracts a wide variety of other industries. However, most of the machines are imported or are built by foreign companies domiciled in Mexico.

Mexico has significant oil resources and operates huge refinery parks. Crude oil exports are probably one of the largest sources of revenue, but are controlled by the Mexican Government.

National and international tourism is also a very important sector. A good 25% of the population lives from agriculture while coffee growing is very important for the export market. The raw material, mineral, pharmaceutical

and chemical industries also rank among the strongest sectors.

You have been working as a sales representative in Mexico for many years. Can you detect a trend in coating at customers?

What makes it very difficult for us to sell systems is the great ability of the Mexican people to improvise. In particular, manual coating is still very much the trend here and it is often preferred over greater investments. Very often our application technology is also combined with self-made "systems". Companies that are willing to invest in good, clean and functioning technology are mainly controlled from abroad, where the investments are then also made.

Here at home, the subject of energy efficiency – for machines as well – is becoming increasingly important. Is the environment also an issue in Mexico?

Thoughts about the environment and energy are also present in Mexico and, because of the increasing industrial growth of the country, are becoming more and more of a priority.

The Mexican Government is increasingly committed to the development of energy-saving concepts and environmental concepts. Companies are using existing options and are offering more and more workshops on topics such

as energy utilization and process optimization.

Mention must also be made of the cooperation between Mexico and Germany in Conacyt (National Council on Science and Technology) and GIZ (German Society for International Cooperation). GIZ offers advanced training courses on relevant topics, for example "technology cooperation to promote energy efficiency and the use of renewable energies in Mexican companies". Great attention is paid here to the communication of in-depth knowledge.

Where do you see the Mexican market in ten years?

Strong in exports, but also continuing to be determined by foreign companies, which are increasingly investing here. There is no lack of initiative, but there is a lack of money and especially in the provision of credit.

How have you gotten along as a German in Mexico? Would you still call yourself "typically German" or have you changed over the years?

I no longer regard myself as a typical German, but rather as a "Mexicanized German". I therefore had to simply forget some of my German principles. However, the numerous worldwide trips for Sprimag

taught me to treat other cultures and types of behavior with goodwill and respect. Consequently, I didn't find it difficult to adjust to life here in Mexico.

I have now settled down to such an extent that many Mexicans ask me where I actually come from because I speak Spanish without an accent. However, the color of my hair immediately betrays that I am definitely not Mexican.

In the news we often hear negative headlines about gangs and drug wars in Mexico.

How do you personally deal with this and how do you protect yourself and your family?

This causes me great concern, especially since I am traveling, as a proud father, all over the country.

We live in Puebla where there has been no trouble whatsoever to date. Sprimag is very interested in the location and opened an office in Puebla in November 2011. I naturally hope that the situation will not deteriorate, but that life in Mexico will become safer.



TOBIAS SCHMITZ,
Sales representative for Sprimag in Mexico

He came to Mexico by chance: a colleague dropped out in 2004 and Tobias Schmitz spontaneously took over responsibility for the project at Brembo, i.e. installation of three brake disk systems. He got to know his current wife and decided to stay in Mexico. He therefore initially left Sprimag for two years. Tobias Schmitz has represented Sprimag in Mexico since January 2007.

» Sprimag is very interested in the location and opened an office in Puebla in November 2011 «

Tobias Schmitz

IMPRINT



Sprimag
Spritzmaschinenbau GmbH & Co. KG
Henriettenstraße 90
73230 Kirchheim/Teck, Germany
Phone: +49 (0) 7021 579-0
Fax: +49 (0) 7021 41760
info@sprimag.de

Responsible for content:
Bettina Maier-Hermann (V.i.S.d.P.)

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Tine Bärthel, Martin Reinhardt
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Friedrich-List-Straße 4
70771 L-Echterdingen, Germany

NEW EMPLOYEES IN THE SURFACE COATING DIVISION



Mark Dekreon
Key Account Manager
Phone +49 (0) 7021 579 -190
Mark.Dekreon@sprimag.de

The Surface Coating Division has been further strengthened: Mark Dekreon joined Sprimag in Kirchheim-Teck as a Key Account Manager on January 2, 2012. Dekreon will primarily be responsible for the area of coating machines for metallic surfaces with the focus on brake disk systems. The industrial engineer was previously employed in the key account area at a large machine manufacturer. In his function as a Concept Engineer, he gathered initial experience in the design, planning and budgeting of coating systems in the automotive industry. Thanks to his know-how and knowledge of the industry, he will be able to provide competent advice and support to our customers.



Ralf Wassermann
Sales Representative in the Surface Coating Division
Phone +49 (0) 7021 579 -231
Ralf.Wassermann@sprimag.de

Ralf Wassermann is a true salesman: he speaks eloquently, is communicative, prefers personal contact with customers and likes traveling. Wassermann started his professional career as a designer, then transferred to development as a project engineer and finally ended up in sales. The graduate engineer's most recent position was Sales Manager at a manufacturer of non-destructive material test systems for the entire region of southern Germany. With his passion for sales and his technical background, Ralf Wassermann will actively support the Sales Department at Sprimag.

CALENDAR

NPE
The International
Plastics Showcase
Orlando, Florida, USA
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