

# LOOKING AROUND

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## It's almost time to start making New Year's resolutions when we set new tasks and targets that we would like to achieve.

At WPR/TAKA we want to start right away!

It is a pleasure for me to present the latest issue of our newsletter, "Looking Around". It has been a while since the last edition and I am very keen to share the latest news from the world of WPR/TAKA.

We are aware that most of our success results from close contact with our customers, therefore, our resolution for 2019 is

to intensify our relationship with each one of you. "Looking Around" builds a bridge between our company and you, our customer.

The latest issue features industry news, helpful advice from our Academy, and in-depth insights into some of our products. It includes customer profiles and gives personal insights into the everyday work of our team.

We are looking forward to telling you our story, issue by issue, and I am certain that you will enjoy it.

I take this opportunity to wish you a peaceful and calm end of the year and very merry holidays with your loved ones.

Remo Baldassin - CEO



REMO BALDASSIN  
CEO - WPR



### ACADEMY TIPS

Your success is our mission



The true GLUE of our team at WPR/TAKA is believing in what we do and being united in always giving our best.



Our desire is to share everything that we have developed, learned, discovered and especially invented to our partners...our customers.

We are convinced that training of the operators is the key to guaranteeing quality, repeatability and excellence. Based on this idea we have founded "The Academy" with a spirit of responsibility and humility, which has already offered great results. The Academy offers training courses but also does research and development, application tests on new materials, quality control and trials on our lamination machines. All testing is done to the standards set by the most important certification institutes. The head of the Academy is Maurizio Carrer, Technical Director of TAKA, who has more than 30 years of experience in adhesives. "I am very happy and proud that TAKA and WPR developed this idea and transformed it into reality, which is highly appreciated by our customers. We have already received a large

number of requests during the first year, which is proof that we are doing the right thing."

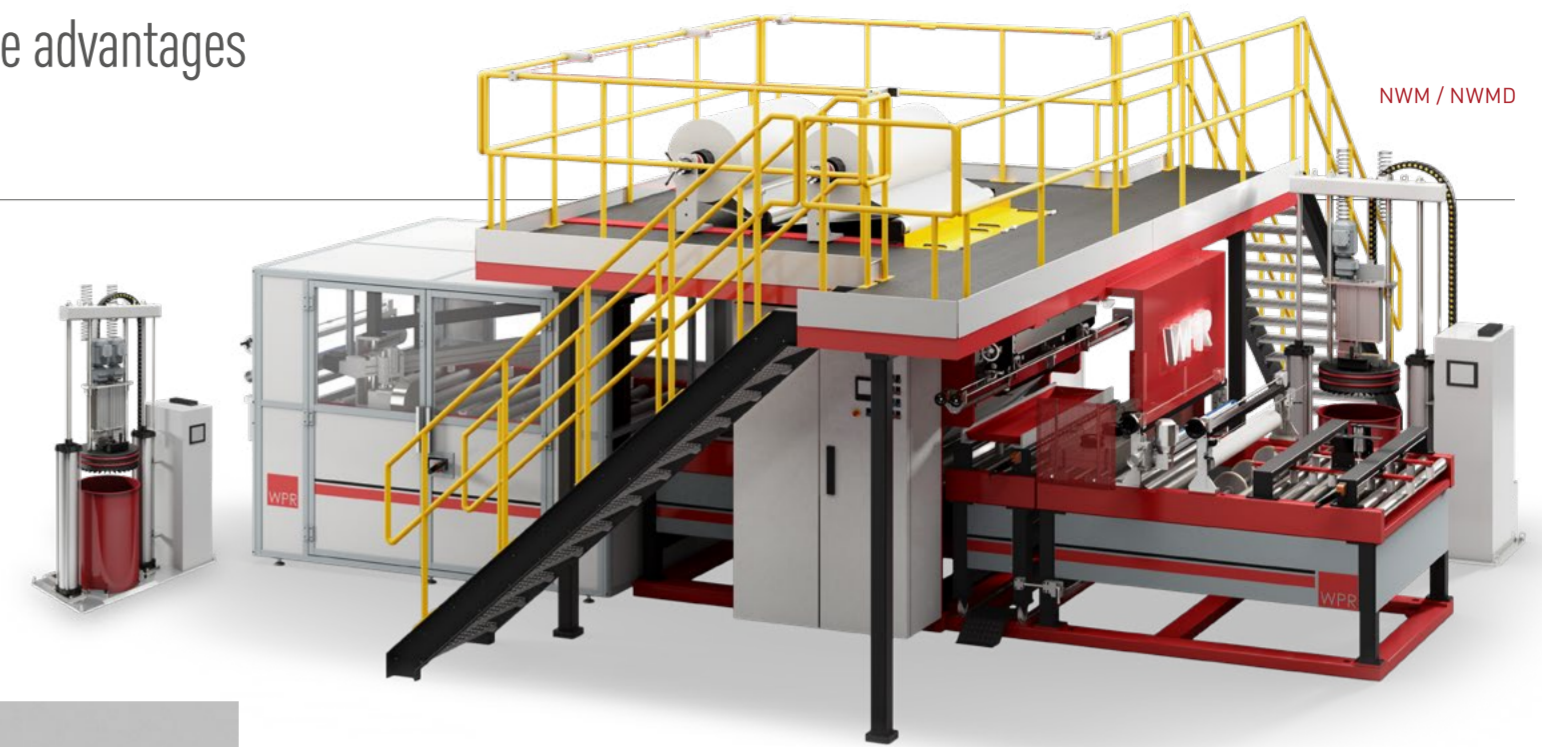
Looking back on the first year of the Academy, we can claim to have increased the quality of the final product, thanks to open and honest collaboration with our customers. One of my former bosses once told me: If we both have a watch and we swap, then in the end we still have one watch each. But if I give you an idea and you give me an idea we both have two ideas to work on. In our case we even have three: the ideas of WPR, the ideas of TAKA and the ideas of the customer."

IF YOU WOULD LIKE TO KNOW MORE AND TO DISCOVER WHAT THE ACADEMY CAN OFFER YOU, JUST SEND AN EMAIL TO [ACADEMY@WPRTAKA.IT](mailto:ACADEMY@WPRTAKA.IT)

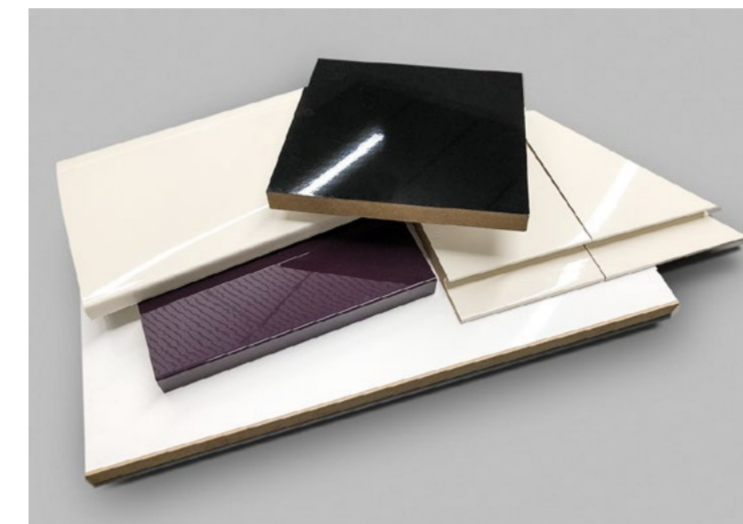
### IN FOCUS

NWM/NWMD – Offers all the advantages of slot nozzle application!

NWM/NWMD is the ideal machine for single and/or double sided lamination of wood, MDF and chipboard panels up to 2200mm. This machine features all the advantages of slot nozzle application along with the top performance of hot melt PUR adhesives.



LAMINATED PANELS BY NWM/NWMD



- ADHESIVE IS APPLIED:** directly to the foil which gives a smooth surface finish
- HIGH PROFITABILITY:** allows precise adhesive application minimizing cost
- GREAT AESTHETIC RESULTS:** mirror-finish
- IDEAL APPLICATION PRECISION:** for High Gloss foils
- HIGH QUALITY:** avoids contamination since the glue is not in contact with the air
- INCREASED PRODUCTIVITY:** easy and fast cleaning that guarantees reduced maintenance time
- SLOT NOZZLE APPLICATION:** allows post-forming

### THE CUSTOMER'S VOICE

The advantages of flexible production

WPR Srl is always striving to meet our client's requirements and expectations. This is why we would like to congratulate our partners at Liniar on their latest acquisition from WPR, the NWS.350.12000 Profile Lamination machine.

Liniar needed a new lamination machine to wrap aluminium profiles for its Alumina door range, which has grown in volume since its 2017 launch. The NWS.350.12000 enables PVCu or aluminium profiles to be laminated in fast and efficient small production runs –

ideal for the requirements of Alumina with its myriad colour options. Thanks to a quick set-up, the NWS.350.12000 can be programmed and operated by a single person during production.

The innovative lamination process combines fast setting with excellent results in terms of quality and appearance – ensuring Alumina profiles perfectly match the PVCu profiles of Liniar windows. The NWS.350.12000 allows Liniar to respond to customer requirements by efficiently producing small quantities of

laminated profiles without the need to build large volumes of stock, and is an excellent addition for companies who already have traditional lamination lines or only need to produce small amounts of laminated profile.

This is the sixth WPR lamination machine supplied to Liniar (with another one to arrive in March) and we are sure this flexible machine will be an excellent addition to their state of the art lamination department!



EDWARD WEBB  
PRODUCTION DIRECTOR - LINIAR

NWS.350.12000 IN LINIAR'S PRODUCTION PREMISES



Liniar's Production Director Edward Webb commented:

"We choose WPR for our lamination machinery as the company is a market leader. The team is always responsive to our needs, and this installation was no different – a technician was on site for four days to ensure everything was working perfectly."

GET IN TOUCH TO DISCOVER ON HOW TO INTEGRATE THE NWS.350.12000 INTO YOUR PRODUCTION LINE: [WWW.WPR.IT](http://WWW.WPR.IT)



**MATTEO BATTIROSSI**  
SERVICE MANAGER - WPR

Matteo Battirossi joined WPR in 2001, just two years after the company was founded. During the last 17 years he has witnessed important changes and aided in the growth of the company.

Initially he worked in the machine assembly area. He performed test runs and participated in installations at the customer's

sites. His first installation was a milestone in his career, it was a particularly sophisticated machine for VEKA AG.

**Here is Matteo's story of his growth at WPR:**

*"In the beginning I was doing a bit of everything, as is very common in small companies. As the company grew my role became more defined. Eventually, I was mainly responsible for machine installation at the customers' production sites. I remember a conversation with Remo in 2002, when I told him my goal was to grow professionally and today, nearly 20 years later, I find myself responsible for the Service Department coordinating a team of technicians who respond to all requests from our customers."*

**What do you think about the evolution of WPR?**

*"WPR has evolved a lot during the last years and what surprises me most is that we never went backwards. We never hesitated*

*to invest or to work that little bit more than usual. The results speak for themselves, today we are the industry leader in the lamination business.*

*WPR offered me the opportunity to visit different countries and cultures. They invested a lot in my education and led me to learn new languages. All this strengthened my relationship with customers (the key to successful technical assistance) but also allowed me to develop personally, which I am even more proud of."*

Matteo faced a lot of challenges which taught him that the secret of technical assistance lies in transparency, honesty towards customers, and to join forces to achieve the best results together.

**We asked: What advice do you have for our customers?**

His answer: *"I would strongly recommend investing in the education of the operators. All sophisticated systems need an opera-*

*tor with good experience and a knowledge of the production process. This is why the Academy was born; to help companies train their employees. It is essential that the operator knows exactly what he is doing and why he is doing it."*

**The final question was: What does it mean to you to be part of this family?**

*"WPR is part of my life, I have grown up here. I arrived when I was in my twenties and now I'm over 40 years old. It was my first work experience and I am still here because I believe in this company. Despite all the difficulties, all the challenges and all the problems to solve, I work with passion. I am still convinced we are doing the right thing and that there is a long road to go ahead of me!"*

 ABOUT US

**2018 – Taka's 15th anniversary**



**REMO BALDASSIN AND GIORGIO COSTENARO**  
CEO - TAKA

In 2003 Mr. Giorgio Costenaro and Mr. Remo Baldassin were discussing a fundamental question:

**What do customers really need? They need peace of mind!**

With this basic concept as a blueprint, Mr. Remo Baldassin, owner of **WPR**, and Mr. Giorgio Costenaro, a long-time manufacturer of adhesives, founded a company with an authentic Italian name **"TAKA"**. In the Venetian dialect "tacare" means to stick.

A company was born from this vision of the two founders. In an incredibly short amount of time, TAKA has earned the reputation of industry leader in Italy, Europe and overseas!

Meticulous attention to the customer's production requirements and an exhaustive knowledge of the application process, combined with state-of-the-art adhesives and raw material production form the foundation on which skyscrapers are built.

Taka is listed among the 500 best performing Italian companies in the ranking of the newspaper "L'Economia del Corriere della Sera".

The selection was made from among 16,000 privately owned companies with 100% Italian ownership. 500 of these stood out thanks to an average growth of at least 7% per year in the last 7 years, proving financial reliability and continuous growth.

We recently celebrated this achievement with a big party at the latest production site, TAKA 3, where we partied like a big family, because that's what we are!

TEAM WPR/TAKA



**WE SHARE THE SAME PASSION,  
RESPECT AND PEACE  
OF MIND WITH REGARD  
TO OUR CUSTOMERS.  
LET'S CELEBRATE TOGETHER!**



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