

# LOOKING AROUND

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N°02 | May 2019



— Discover our WPR photo contest "Lights & Colors of your Country"





# Economic growth in America over the last two years has been excellent and, as a result, the construction market is booming with demand for both new builds and retro-fits.

Europe and America have enjoyed solid cooperation in this market for many years now. Most American manufacturers recognize the benefits provided by European equipment for their production and are very comfortable with importing equipment as well as semi-finished and finished components. Over the last few years several European companies made the decision to open subsidiaries or become involved in joint ventures in America. At the urging of many of our larger customers across Europe WPR/TAKA has made the decision to enter the US market as well. Companies such as Deceuninck, Veka and Licar all have US counterparts and applaud our decision. Having access to our adhesives and equipment in

the US has benefitted these companies in numerous ways; from having a single source supplier of both adhesive and equipment to significantly lowering waste and scrap costs. Over the last 20 years the lamination/wrapping of U-PVC window profiles with pvc and acrylic foils in Europe has almost completely supplanted any other type of surface finishing. The almost infinite choice of finishes coupled with extreme durability has made this the industry standard in Europe. The American market tends to follow European trends and every indication is that it is poised to explode much like the European market has. A similar phenomenon is occurring in the wood industry as customers are recognizing the benefits of using PUR

hot melts for the significant heat and water resistance they provide.

WPR/TAKA's mission is to ensure the quality of the finished product by providing state of the art equipment, the best adhesive and, above all, the knowledge, support and experience to make our customers successful. We look forward to continuing our mission in the North American Market



FRANCA BAJELI  
VP OF SALES - WPR

VISIT US AT:  
HALL 17 STAND D75 | MAY 27-31/2019



## HYDROLISIS

### All profile lamination adhesives are not the same!



Are you certain that your foiled profile will not look like this in a few years? The problem with foiling defects is that they sometimes only show themselves years after the installation of the finished window. The demanding weather conditions throughout the seasons put stress on the adhesive until one day it might give and the result will be the foil peeling off the window. Despite common belief, the decorative foil is not waterproof, so heat and humidity penetrate the foil and continuously attack the adhesive. At the same time, additives contained in the PVC and plasticizers in the decorative foil migrate to the surface with an additional weakening effect on the adhesion. You might hope

that this effect will not appear during the warranty period, as it would directly lead to a financial cost, however the damage to the brand's reputation of low quality is irreversible.

This is why in Europe there is a strong trend to guarantee longer lifetimes of foiled profiles by offering the best possible quality. The advantage is not only to achieve a top class reputation but also to avoid today the claims of tomorrow. In fact the costs of correcting foiling defects is far greater than the savings of buying low cost adhesives, and this is without taking into account the damage to the brand's reputation.

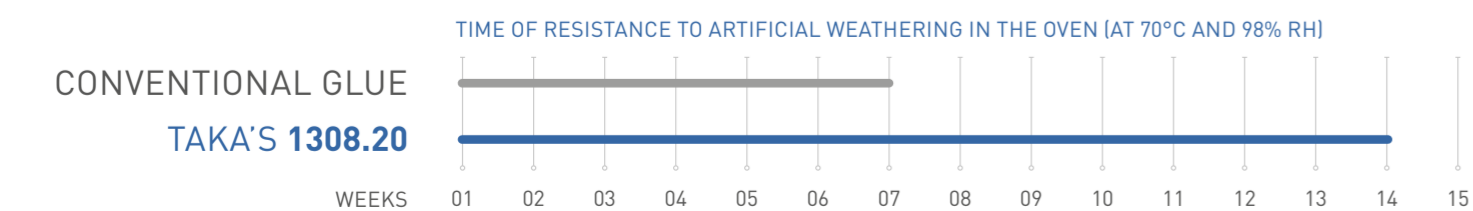
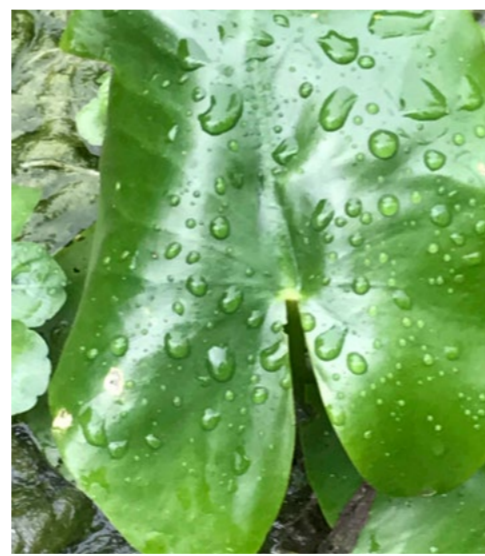
How can you be sure that there will be no delamination in the future? There are different test methods of artificial weathering that have an accelerated ageing effect on the foiled profile. These tests demonstrate the resistance of the compound to the most critical weather conditions, which are heat and humidity. The most common test method is the so called "hydrolysis test" applied by the German quality association GKFP. The test specimen are stored in an oven for 42 days at 70°C and 98% relative humidity. After this time the foil is peeled with a dynamometer. If the strength of adhesion is still higher than 1.5 N/mm the test is passed successfully. This ageing test corresponds to around 10 year's lifetime of an installed window in central Europe.

Do your profiles pass this test?

To face the incredibly growing demand of high performing glues, the Italian adhesive specialists Taka Srl have developed what today is the adhesive with the highest weathering resistance and subsequently the longest lifetime of all available Hot Melt Polyurethane Reactive glues on the market.

Numerous test series by customers and independent laboratories have shown that while conventional glues hardly pass the minimum value of 1.5N/mm after six weeks, the new generation of adhesives overcomes this benchmark even after more than 12 weeks in the oven. Assuming that the degradation of the adhesion is linear, this demonstrates a lifetime of at least 20 years.

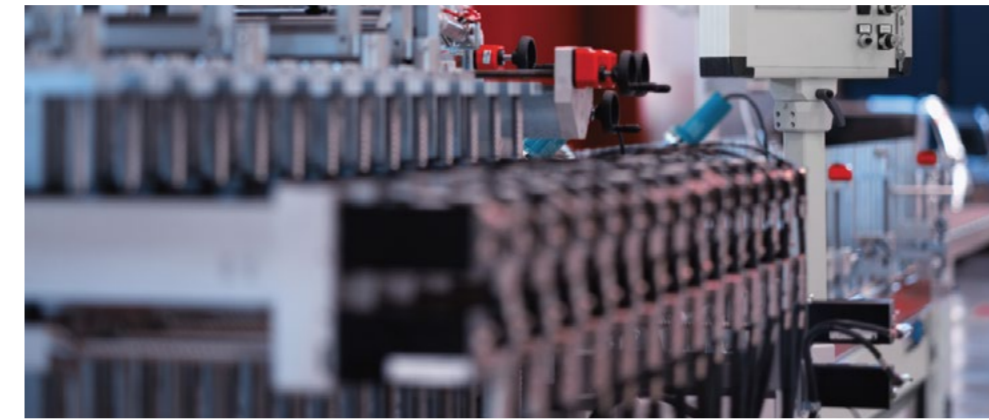
Does your current adhesive supplier guarantee this?



For more information on how to increase the lifetime of your products, contact Taka on [INFO@TAKA.IT](http://INFO@TAKA.IT).

## Lamination of window profiles

Systems technology and automatic process control at the core of the RAL quality association.



LUNA: AUTOMATIC SYSTEM FOR PVC PROFILES

For years, Gütegemeinschaft Kunststoff-Fensterprofilsysteme (GKFP) has worked on important innovations concerning plastic windows, with the purpose of guaranteeing top product quality. Profile wrapping, that is to say, the finish of PVC window profiles with decorative foils, is especially important in this respect.

The expert team entrusted with this research invested a considerable amount of time and work and collected a wealth of knowledge, most of which was included in the "Reliable lamination of window profiles" technical guidelines. The representatives of the

major manufacturers of PVC profiles, decorative foils and adhesives produced a technical guidebook based on their respective specifications. The guidebook, therefore, contains information on the properties of the used materials, on the storage and use of the components, and, in particular, on all recommended operating parameters for a reliable wrapping process.

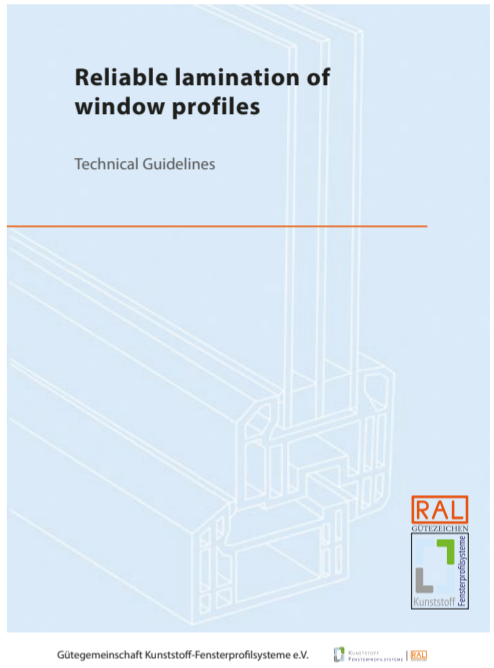
Until today only few attention was given to the technical equipment of wrapping systems. Due to new technical developments, this will be an interesting topic in 2019. WPR, the Italian manufacturer of wrapping

machines, designed a wrapping system that automatically and independently records, checks and regulates all the measured production parameters, thus guaranteeing conformity with the parameters recommended in the guidebook at any time. "The system stores all the collected data digitally, and makes them immediately available for evaluation in the context of quality control, production optimisation or audits. The stated goal is to guarantee maximum product quality using the most advanced technology available, and the pursuit of implementing the determined process parameters in the field of systems technology", according to Remo Baldassin, CEO of WPR.

"There is no doubt that experience, know-how and systems and process technology are essential in order to obtain a product with assured quality. The Gütegemeinschaft offers assistance, in particular through technical guidelines, for trade lamination and product quality assurance. They contain all important information about lamination, and are, therefore, a practical tool for wrapping companies; in some ways, they establish technical standards that are subsequently developed and updated by the as-

sociated. In this way, we make a significant contribution to establish a high quality standard of PVC windows systems", states the RAL quality association.

The finished system will be presented to the public for the first time at the end of May this year at LIGNA in Hannover.



## THE CUSTOMER'S VOICE Deceuninck North America

Deceuninck the undisputed market leader in the U-PVC window profile systems worldwide. Innovative, versatile, effective, flexible, fast just to mention a few of their winning features.

Their strategy of servicing the market with wrapped profiles with better than market delivery times has propelled their expansion. In this ambitious project WPR-TAKA is proud to be their partner by providing state-of-the-art equipment and adhesives.

Within a short time WPR has helped Deceuninck NA retrofit and upgrade all their existing machines and added new full lines: type NWA.300.8000 and Online machines. By applying TAKA ADHESIVE 1308.20 they guarantee profiles with the highest possible hydrolysis resistance on the market. The partnership between WPR/TAKA and Deceuninck NA has the goal of promoting awareness of all the application parameters ensuring an unbeatable quality of the finished profiles, allowing Americans to

have the most long-lasting and beautiful laminated windows possible.

You can find out more about this during the upcoming symposium Deceuninck NA will hold this summer at their Monroe, Ohio location in cooperation with WPR-TAKA and RENOLIT

A date will be determined soon, for further information please contact us at [USASYM-POSIVUM@WPRTAKA.IT](mailto:USASYM-POSIVUM@WPRTAKA.IT)



DANNY COCHRAN  
LAMINATION SUPERVISOR  
OF DECEUNINCK NA

### Danny Cochran, Lamination Supervisor of Deceuninck NA Said:

"WPR EQUIPMENT is versatile and reliable increasing the productivity and the competitiveness of our company" ... "We feel confident doing business with WPR/TAKA since our branches all over the world have been working with them for almost 15 years. They manufacture the complete package of foiling technology: hot melt units, glue heads, lamination machines and adhesives; this allows us to have one partner, who is responsible for all aspects of the foiling process"







## OUR AMERICAN TEAM

Our North American Dealer/Distributor is Wrap-Tak, Inc. They are conveniently located in central Ohio. The principle of the company is Jeff Pitcher. He has been involved in the adhesives industry for 30 years. His primary focus has been in PUR Hot Melts for the wood industry. He is the technical advisor for the WoodWeb adhesives forum and is involved on a committee level with several industry related trade associations.

Following is a brief conversation with Jeff:

### How did you hear of WPR/TAKA?

WPR's VP of Sales contacted us through LinkedIn. WPR/TAKA's market share in Europe (about 75%) intrigued us. Our location and facilities fit with their needs and we quickly developed a strategic partnership. Their European contacts gave us a jump-start in the US with some of the best extruders in the world. World class leaders such as Rehau, Deceuninck and Veka have been key to our

initial success and provided a platform for growth.

### Why did you decide to partner with WPR/TAKA?

We've provided adhesives to the wood industry for over three decades. Our unofficial slogan has always been, "adhesives and equipment working together". When we learned this was one of WPR/TAKA's core principles it just made sense. They've taken this philosophy to a new level. Not only do they provide customers with quality adhesives and equipment, they are vertically integrated with raw materials and offer full training and technical support. And, they are the only company in the world that does this! It's a perfect fit for us.

### What is Wrap-Tak's background?

We've provided manufacturers in the US with PUR Hot Melt products for the last 25 years. We understand the benefits of

PUR and the technology behind it. The US lamination industry is a natural evolution of our business model. The key to our success has always been our ability to move quickly. Same day shipping and immediate technical support have always been at the heart of our business.

### What advantages does your partnership with WPR/TAKA offer the lamination market?

As we see it, the biggest advantage is in providing clients with an industry partner who is willing to take on full responsibility for the success of their laminating process. This means providing the best adhesive, state of the art equipment, and the technical savvy to make it all work.



**JEFF PITCHER**  
US AGENT

FOR MORE INFORMATION ABOUT WRAP-TAK BE SURE TO CONTACT JEFF AT [JPITCHER@WRAPTAK.COM](mailto:JPITCHER@WRAPTAK.COM)

## PHOTO CONTEST

# Lights and Colours of your Country

The Twenties are coming back and here at WPR/TAKA we want this to be something to remember!

Starting now, and until September next, you can send us your best pictures of the wonderful landscapes in your area.

Do you have an artistic streak? Do you wish to put your skills to the test?

Send us your shoots and do not miss this opportunity to show us the beauty of your country! **The best pictures shall be made into our 2020 calendar.**



YOU CAN TAKE PART IN OUR "LIGHTS AND COLOURS OF YOUR COUNTRY" PHOTO CONTEST VERY EASILY: JUST SEND AN E-MAIL TO THE ADDRESS [CALENDAR2020@WPRTAKA.IT](mailto:CALENDAR2020@WPRTAKA.IT) AND WE WILL SEND YOU ALL THE NECESSARY INFORMATION AND TECHNICAL DETAILS!



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