

LOOKING AROUND

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Vernazza
Cinque Terre – Liguria



LUCIANO BIGONI
SALES DIRECTOR ITALY - SPAIN

In 1997, when I started, profile-wrapping (as seen through today's eyes) was important, but still in its infancy, in terms of type of profile, range of available decorations and technology, which was completely mechanical. The most interesting thing, from the point of view of production, was the output: at the time, in one week, it was possible to wrap only 3 different sections with at most 3 or 4 decorative foils.

I HAVE BEEN WORKING IN THE FIELD OF PROFILE WRAPPING FOR OVER TWENTY YEARS AND I DECIDED THAT NOW IT IS TIME TO TAKE STOCK, UNDERSTAND WHERE WE ARE AND, MAYBE, TRY TO UNDERSTAND THE DIRECTION THAT OUR CORE MARKET IS GOING TO TAKE.

After a few years, thanks to the commercial impulse provided by some of the world's leading manufacturers of PVC profiles for windows and to the colour innovation of decorative foil manufacturers, market needs changed considerably, thus originating a change in production.

In the mid-2000s, our technology consisted of the classic manual machines (still the most sold today) but, the year 2008 was the turning point for WPR, when the first automatic set-up machine was launched on the market. These plants allowed and still allow very fast preparation times for coating, obviously reducing production costs.

At the time, the only companies that could afford these machines were manufacturers of PVC systems, partly because they were the only (or almost the only) ones that wrapped their own profiles and partly because the first machines cost a lot.

Subsequently, profile wrapping concerns also approached this technology. In order to meet the multiple market demands at lower costs, they adopted the latest generation technologies.

Back to today: PVC windows have had a significant growth at a global level and the finished product has no borders, as production has moved to many Eastern European and other non-European countries, the quantity of windows required by individual window manufacturers has increased, and so have the requests for non-standard sizes, and for this reason, many of the world's largest window manufacturers have adopted both specifically designed manual machines and automatic ones.

Even though my area of interest in WPR covers only part of our market (Italy, Spain and Portugal), I noticed that consumer demand and new generation window and door manu-

facturers' needs have evolved quite rapidly, focusing on three main aspects: colour palette, quality and service!

WPR anticipated such changes of direction, and has always developed cutting-edge systems that are satisfactory for operators at all levels in the chain. It is understood that, whatever the type of machine the company offers, there is no compromise with regard to the quality of the product manufactured with it.

The WPR-TAKA team, together with its subsidiary TAKA (specialising in HMPUR adhesives) and the Academy, closes the circle by supporting the customer in making the all-important choice to ensure the right production process.

What does the future hold for us? Quality will certainly improve further, thanks to the research and development activities concerning more performing products and we in the WPR-TAKA team are already working on this!



ACADEMY TIPS

BEST PRODUCT (EITHER ADHESIVE OR MACHINE) = BEST RESULTS (WRAPPING - BONDING), IS THE EQUATION REALLY SO SIMPLE?



Usually, people think that buying the best adhesive or the best system available on the market is 99% of the final successful outcome. Thanks to our many years of experience we realised that, as fundamental the quality of the chosen products and technologies may be, quality alone is not enough to reach the final goal. There are many factors that can influence the final outcome, in particular when using a special process such as surface finishing.

chnologies may be, quality alone is not enough to reach the final goal. There are many factors that can influence the final outcome, in particular when using a special process such as surface finishing.

BELOW IS A BRIEF LIST OF ESSENTIAL POINTS TO TICK OFF FOR A SUCCESSFUL APPLICATION:

1. Knowledge of supports and treatments to be performed in the presence of materials with low surface energy, such as PVC, WPC, etc. (by developing low carbon footprint adhesives such as the LOW VOC WPN 3 and WPN10-0% VOC- primers)
2. Knowledge of wrapping foils: each foil needs special application techniques; for instance: CPL melamine foils require a specific pre-heating treatment - at above 90°C - in order to be modelled without breaking and be applied to profiles with difficult geometries, such as door jambs. It is by combining application knowledge with the best product, in this case, TK 2308.25PV, an adhesive with a very high initial grip at high temperatures, that ultimate success is attained.
3. Knowledge of systems: The importance of knowing how to choose a high-precision hot melt application head that allows for homogeneity of coating over the entire width of the foil even on extremely wide surfaces of over 1000 mm. Homogeneity of coating is fundamental, for example, with thin foils or glossy foils, where the quantity of glue used can create visible surface waves.
4. Knowledge of adhesives: The choice of adhesive, as mentioned above, is essential. Often, customers use a different adhesive for each type of foil or profile. It is our experience that, in some cases, the same adhesive can be used with different materials, adjusting the application parameters or the tooling, and by using specific machine accessories to heat or cool the surfaces according to need.
5. Knowledge of guaranteed product performance: For instance, in the case of profiles to be used outdoors, it is important to know where the final product shall be installed and choose the right combination of adhesive and wrapping foils, one that can withstand specific climate stresses.
6. Knowledge of the application process, in order to guarantee improved performance: for instance, increasing the machine speed by 1m/min makes it possible to produce 480m of profiles more in an 8-hour shift.

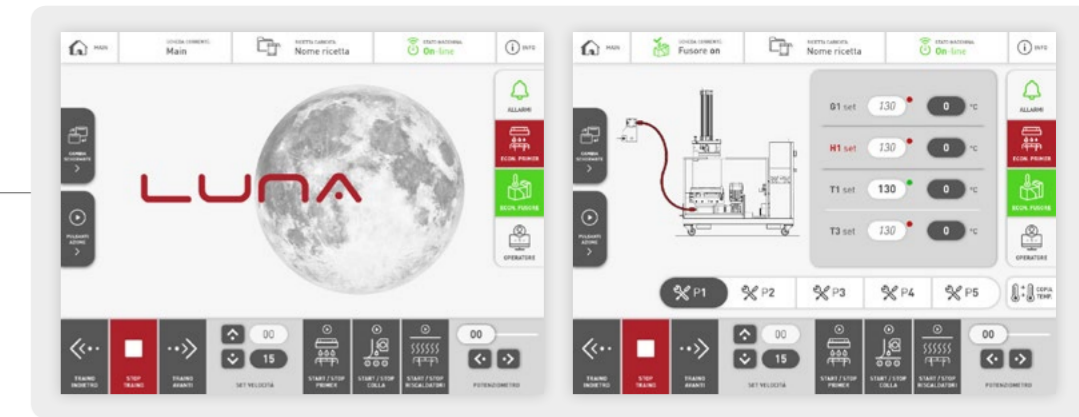


THE WPR-TAKA EXPERT TEAM SHALL BE AT YOUR SIDE FROM START ... TO END, FOR GUARANTEED PERFECT RESULTS!

LUNA R: The New Frontier

We introduce the new Luna model, the only automatic profile wrapping machine that can:

- REDUCE SET-UP TIMES**
- REDUCE WASTE**
- IMPROVE DELIVERY TIMES**
- LOWER THE COST OF PRODUCTION**
- OFFER PROCESS REPEATABILITY**
- ACCESS THE PROCESSING DATA** of each individual profile
- CHECK ALL PRODUCTION PARAMETERS** including from external devices (PC, Mobile, etc.)



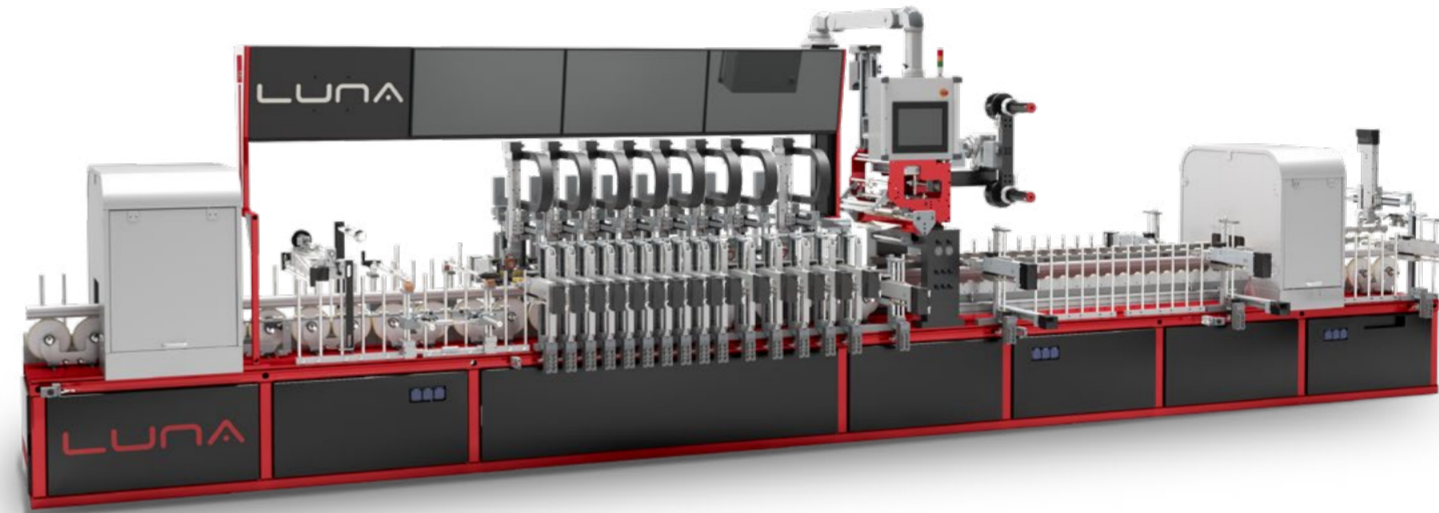
Thanks to know-how integration, LUNA R can monitor and automatically adjust the production parameters, thus guaranteeing maximum safety for the operators and the complete control of production.

Its user-friendly interface makes it possible to learn the workings of this next genera-

tion system quickly and easily. Additionally, LUNA R can wrap a wide variety of profiles, including those with complex geometries!

These characteristics make LUNA R the only machine in the world to add value to wrapped profiles, increasing their profitability and creating a new standard.

AND ALL THIS THANKS TO A PERFECTLY SUSTAINABLE INVESTMENT!



FOR ADDITIONAL INFORMATION OR TO WATCH A DEMONSTRATION, PLEASE SEND AN E-MAIL TO INFO@WPR.IT

THE CUSTOMER'S VOICE

WPR / Taka & aluplast: Cooperation between peers

No matter if it is in Germany, Poland, Austria or Mexico, at aluplast we mainly use profile-wrapping machines by WPR / TAKA. For years the profile manufacturer from Karlsruhe has been satisfied by the optimal service, the individual consultation, the excellent quality and the good price/performance ratio of the Italian machines manufacturer. When looking for a new profile wrapping machine for the Karlsruhe site, it was quickly clear that WPR / TAKA would be the manufacturer of choice again.

The NWA.350.10000 was individually adapted to the needs of aluplast. aluplast was supported in the installation of the new line by technicians from WPR / TAKA, until the line was running perfectly. A service that is not always a matter of course.

"We feel very well looked after. This is not the case with every partner," explains aluplast managing director Patrick Seitz. And this applies not only to new machines, but also to the entire life cycle of all systems.

Spare parts are delivered without formalities, and very reliably, according to the motto "Ordered today, there tomorrow". There is also competent help for technical questions: "Whether in the evening or sometimes even on weekends, our contacts, above all Franca Bajeli, Andreas Smentkowski and Matteo Battirossi, are always there for us," explains Patrick Seitz. "This is cooperation between peers, as one would like it to be!"



PATRICK SEITZ
MANAGING DIRECTOR
ALUPLAST

Patrick Seitz,
Managing Director of aluplast:

"It was immediately clear to us that our new profile wrapping machine would come from WPR / TAKA. Optimum service, excellent quality and a very good price/performance ratio. This is actually only surpassed by the customer service. We get immediate support, regardless of the time of day and the problem. That is cooperation between peers, as one would like it to be"



OUR TEAM: MERCEDES MENEGOTTO

It is almost inconceivable to think how much the company has developed and achieved. Taka turned 15 last year... It seems like yesterday when my husband Giorgio Costenaro delivered the first glue sample to Remo Baldassin in 2003, when it all started.



MERCEDES MENEGOTTO
CHIEF KNOWLEDGE OFFICER (CKO)

The first TAKA plant was the one in Mason Vicentino, and there were only five of us! In time we invested a lot to create new products and to grow to today's size, by hiring more and more resources and skills and developing a state of the art research & development centre and, recently, our own Academy!

One of my jobs, and I daresay the most delicate and essential one, is probably the management of human resources, a task that entails great responsibility and important choices: my greatest challenge is to be able to inspire "my boys" to teamwork and the development of family and professional ethics, and to create a corporate culture based on respect, optimism, courage, determination and honest work in accordance with the rules.

I like to communicate with all of them, in a transparent and simple way!

Thanks to the extended TAKA/WPR family, TAKA was able to open 3 plants, and export our products all over the world: I am proud to be part of this great family and to have contributed to this success by working tirelessly and believing in it from the beginning.

TAKA is our home, a place where we all spend most of our day, most of our life, to which we dedicate time and strength together, so it must be our pride and deserves the love and respect of all.

The future is difficult to predict, in this scenario of great and fast changes, but thanks to my optimistic and trustful spirit, I have no doubt that the future will bring us many more success stories.

My advice to young people is to be curious never to give up, to be passionate, not to be afraid of making mistakes, to have the courage to accept proposals and new challenges, not to sit on the sidelines but to "get on the train" because 'an opportunity missed is an opportunity lost... "

THANKS TO EVERYONE FOR WHAT WE ARE TODAY...

OUR TEAM: CINZIA VOLPATO

Thanks to everyone for what we are today...

How long have you been working at WPR/TAKA?

I joined the WPR team in October 2002, with enthusiasm and a certain recklessness, and I am still here, still as enthusiastic as the first day, after 17 years. I jokingly refer to myself as a "relic", due to the number of years I spent in this company, during which I also experienced my best personal life experiences, such as my wedding and the birth of my two children. I worked with quite a lot customers, suppliers, partners and colleagues, and all of them helped my professional growth. I like to consider WPR as a house, where every person who belonged and still belongs to the company placed "their brick" and contributed to the solidity and self-sufficiency of the structure. As a great athlete once said: "with talent you win the match, but with team work you win the championship". Teamwork is essential for the growth of a company.

What did the company look like back then?

When I started my WPR adventure, the company was small, young, having just been created, with only 5 young employees.

I remember we shared one open space office, where we discussed everything that concerned the company, irrespective of our areas of competence. Each of us participated in the

work of the others in a spirit of collaboration and mutual help. Many of the jobs we had at the time we tackled for the first time, always worrying and checking that they were done properly. I remember the first system we sent to Russia: there were a lot of customs formalities, required certifications and more, and we were terrified that the shipment would be held up by customs because of some error and/or oversight on our part. In all these years, each of the WPR team members has accumulated considerable skills, also thanks to the support of the company, that has always invested in its human resources, knowing that people make the difference.

Which were your biggest challenges?

I would not speak of bigger or smaller challenges. The company went through all the necessary changes as if they were challenges: from the implementation of the management system, to the inclusion of cutting-edge design systems, from the transfer to the new premises to the adoption of the new procedures that today constitute the foundation of a well-oiled organisation. The move to the Spresiano headquarters undoubtedly sealed the transition from a small business to a more industrialised and structured entity, also in terms of space organization.

Personally, my biggest challenge was and is doing my job with full commitment and vision,

while at the same time actively contributing to my own family life.

How did the company develop in all these years? (growth, responsibilities, role)

It was a continuous growth, supported by the owners and by the collaboration of internal and external partners. In spite of some difficulties due to the difficult overall economic situation, the company held fast to its goals and thus succeeded in living through the less favourable periods.

Growth entailed an evolution of certain corporate roles, including mine, with additional responsibilities and professional growth; all this constituted a difficult challenge on the one hand, but on the other also provided great personal satisfaction.

What does belonging to the WPR family mean?

It means sharing the values, goals and ideals that guided the development of the company. It means wanting to improve constantly, always setting new goals

How do you see your future?

The company shall increasingly focus on new ideas, quick response, customer care, advanced technology able to face the challenges of technological development. The company shall certainly maintain its "small business"



CINZIA VOLPATO
FINANCE DIRECTOR

approach, with each employee feeling part of a compact team sharing the same goals.

Some thoughts on the WPR/TAKA "new generations":

Young people are a valuable resource because they contribute to the spirit of innovation, and are willing to act and to learn. I wish them an experience like mine, with them ready to grab every growth opportunity provided by the company.



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