

## The new generation

One of TAKA-WPR's core values is innovation, seeing what everyone has seen and turning it into what no one has thought of. To do this, it is essential to keep your eyes open, surround yourself with fresh ideas and observe the market very carefully.

This is precisely why Giovanni Costenaro has recently joined the TAKA-WPR team, reinforcing the sales department. A native of the HMPUR glue world, the youngest of the Costenaro family has all the background of TAKA behind him with the advantage of having grown up in the family business watching both production and laboratory work at close quarters. Giovanni had the opportunity to live abroad and being one of his great passions to travel he knows different realities and cultures that allow him to have a wide cultural background and give him the precious flexibility of reasoning in new ways.

Giovanni's youth and energy will be

essential for continuing to develop TAKA-WPR's commercial operations and reaching out to areas not yet reached by us. His plan is to look for potential in different markets and identify new customers.

He is currently working alongside the sales team to profit from their experience and familiarity with customers, getting to know the different production realities and touching on their needs and requirements.

Giovanni Costenaro confirms that this initial period of exploration is fundamental to achieving his goals, allowing him to experience the uniqueness of TAKA-WPR and see in the field the perfect harmony that exists between the production of HMPUR adhesives and lamination machines, being able to witness the added value brought by TAKA-WPR's all-round service.

We also asked what motivated Giovanni to embark on this journey: "I'm curious

to see what's out there, to take on new challenges and to look at the world of lamination with new eyes. Bringing renewal, creating value and maybe even a new vision".

We are sure that Giovanni's contribution will be fundamental for the new future of TAKA-WPR and his motivation will bring new ideas and new visions that will allow us to continue to be always at the forefront.

We take this opportunity to welcome him as an official part of our team and look forward to being part of his future.

Good luck!



**GIOVANNI COSTENARO**  
AREA MANAGER TAKA-WPR

## 2021 Sales Meeting - More than ever glued together!

This past 26th and 27th of October we held our Sales Meeting, an occasion that allowed us to gather most of our sales team.

The location of Bardolino on Lake Garda was the perfect setting for our team to get together again after more than two years apart.

Agents from different locations in Europe and America took advantage of this opportunity to share ideas and experiences, learn about the latest market trends and discover the new products TAKA-WPR has developed during this period.

There were also moments of light-heartedness and sharing, which allowed us to feel the family spirit that defines us. Two days of meetings, technical training and evening entertainment served to reaffirm one of TAKA-WPR's core values, namely the importance of personal relationships, our best asset to ensure the success and well-being of our customers.



# LOOKING AROUND

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## Dear Readers,

It is my duty to begin this letter by sending you, and through you to your staff, my heartfelt thanks for everything you have done and keep doing to ensure the continuity of our business.

I would like to send a message of hope to everyone; these months have allowed us to demonstrate once again that our products, in their various forms, are indispensable and we have been able to continue operating, despite the enormous difficulties. Let me say that 2021 must be considered "Year Zero": as citizens of the world, we must all be more than open to change. Change, as we used to understand it, would mean today to stand still and look to the future with an obsession for growth. Instead we have to continue always with a positive point of view: that industrial competitiveness has social value because it makes our society evolve. This emergency has shown the importance of being united, of moving

forward with a common goal, and the work we have done and keep doing is a concrete example of this.

Precisely for this reason, during 2021, my partner Giorgio Costenaro and I finalised the agreements for the merger of the companies TAKA and WPR.

As you know, TAKA and WPR have always operated as a single company. This operation, therefore, will consolidate the group and define it as one of the main players in the market, able to combine the design and construction of wrapping machines with the production of HMPUR adhesives.

This financial transaction represents not only the merging of capital and technical expertise, but also the coming together of people who work and have different experiences. Giorgio Costenaro and I believe that working to develop a cohesive culture is the best investment a company can make.

This strategy will thus enable us to face the new challenges of the market by rationalising and optimising decision-

making levels and consolidating skills. The marriage between TAKA and WPR is a marriage between two historical realities and two iconic companies in their sector that will definitely join forces to pursue together a vision that has always united them with a renewed team spirit for new market challenges.

I would like to close these reflections with the words of Gandhi: "There are two kinds of people: those who do the work and those who take the credit". Our advantage is to be in the first group (less crowded and with little competition), aware that we have to communicate with deeds and not with words.

I renew my invitation to look to the future with confidence that must accompany and guide us.

Thank you.  
I wish you all happy holidays.

Remo Baldassin



REMO BALDASSIN  
CEO WPR

## Cold temperatures are not a problem...anymore!

New market trends have led to a growing use of heat-sensitive foils with very low or no embossing for the lamination of exterior door panels. This can create quite a few application problems when working with "traditional" temperatures. In fact, on some foils, high temperatures may change the surface finish (such as the opacity of the foil). This has stimulated our R&D department to develop a dedicated solution, adding a new product to the range, the HMPUR TK 1308.18 adhesive.

This adhesive meets the demand for lamination at low application temperatures, even on roll coaters with 1350 mm coating heads. In panel lamination, 1308.18 is suitable for use at temperatures of up to 90°C, both of the glue and of the slot nozzle, thus significantly reducing the deformation of the foil with unsightly dents and creases that spoil the panel finish.

In fact, 1308.18 guarantees excellent application results using lower temperatures than foiling with

"traditional" foils, thus preserving the quality of the foil with optimal aesthetic results.

Furthermore, 1308.18 can be used for both the exterior (PVC- PP- HPL etc.) and interior market (MDF or Chipboard and PVC), making this adhesive a versatile product.

The glue 1308.18 can also be used for edges or profiles in the presence of low thickness and soft foils with simple geometries.

This product is currently being certified

according to GKFP RAL 716 for use in combination with the 171 or 171M primer and the LOW VOC primers WPN3 and WPN 10.

If you would like to know more about TAKA-WPR products please visit our website: [www.taka.it](http://www.taka.it) or send an email to: [wpirtaka@academy.it](mailto:wpirtaka@academy.it)

- Low temperature melting glue (90-100°C)
- Medium-low initial bond strength.
- Medium-high hydrolysis resistance.

### Ideal for:

- Flat surfaces.
- Panels with low temperatures.
- Thermosensitive foils.



## ACADEMY TIPS

### An additional resource at your service

The WPR-TAKA Academy was founded in November 2017. Since this date, the activities of the WPR-TAKA Academy have intensified and grown year after year, meeting the demands and needs of our customers.

The combination of our expertise with WPR dedicated to the production of panel and profile wrapping machines and TAKA specialised in the production of HMPUR adhesives, has allowed us to increase the know-how of our technical staff. Hence the idea of transferring this experience to our partners.

The contact with the customer constantly stimulates us to deepen our knowledge and to develop new products for both machines and adhesives.

Since its beginning until today, we have carried out more than 100 trainings to more than 1500 participants with a total of more than 900 hours of dedicated work by our technicians.

This activity has covered 17 countries on 4 continents.

In the last two years, with the ongoing pandemic, the training activity has not stopped, both towards our customers with web-based training and internally with the creation of ad-hoc tutorials for each type of application both for the world

of PVC and aluminium exterior profiles and for the wood sector, in order to make our customers receive our technical trainings even from a far distance.

From the feedback we received after the training sessions, both in the classroom with theoretical lessons and on the production lines with the practical trainings, we realised that the outcome of the courses was a greater in-depth knowledge of the wrapping process with a clear reduction in non-conformities and production waste.

This translates into lower costs and higher quality of the finished product. It also serves as an incentive to increase our range of activities towards the customer, who puts his trust in our hands.

Between 2019 and 2021, more than 80 customers in 15 countries used our application laboratory to test their production. The analysis of their data gives us an in-depth knowledge of the wrapping application process.

All this has motivated some customers to repeat the courses annually with new operators on their production lines.

In addition, for the past two years, the WPR-TAKA Academy has included a book, unique in the world, entitled "WINDOWS PROFILES WRAPPING" available in three



languages (Italian, English and German) written by Maurizio Carrer, head of the WPR-TAKA Academy.

For the wood sector we have collaborated with the wood adhesives association AVISA of FEDERCHIMICA in the writing of 2 books. "GLI ADESIVI NELL'INDUSTRIA DEL LEGNO" by Franco Bulian and "IL MANUALE PER L'INCOLLAGGIO DEI BORDI". Both will soon be available in English.



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## THE CUSTOMER'S VOICE

### DECCO - Confidence in every profile



We had a great conversation with Piotr Domaszewski, Managing Director of DECCO, here you have the highlights of the interview:

#### What can you tell us about DECCO?

We at DECCO Extrusion are manufacturers of high-quality PVC window and door profile systems. Our main production plant home of our extrusion and lamination department is located in Suwałki in the beautiful Eastern part of Poland. Even though we are a relatively young company, founded in 2004, we have continuously grown over the years and today sell our products to over 30 countries in Europe.

#### What are the peculiarities and the choices that have made your company a leader in the production of window and door profile systems?

We strongly believe in people, technology and research as the main drivers of growth and success. In fact, our strategy has made us win numerous awards such as the Gazela Biznesu for most dynamically developing companies and being listed by the London Stock Exchange among the "1000 companies to inspire Europe". It all comes down to our professional team, a modern machine

park and a meticulous quality control, because in the end this is what our customers expect from us: quality. In our own research and development centre we continuously work on new solutions to offer our customers always innovative products at competitive prices.

#### What made you choose a WPR wrapping machine?

Our collaboration with TAKA-WPR started in 2018 when we were looking for new profile lamination machines in order to satisfy the always growing demand of foiled profiles and large colour ranges. At that time, we invested in a traditional NWA machine and a double sided NWD machine, which have helped us not only to increase our productivity but also to optimize our production. This year we have completed our machine park with a very special WPR machine, which has been tailor-made to our needs.

#### What is special/unique about this machine?

We have seen that small profiles, like glass bead profiles and ancillary profiles reduce the productivity of our lamination machines. So we came to the conclusion, that with a dedicated machine for this kind of profiles, we will have a specialized machine for the lamination of these sometimes tricky profiles. As a positive side effect, we have liberated the other machines in order to gain further productivity for the lamination of main profiles. Being able to dedicate the right

job to the right machine really makes the difference.

#### Why is the partnership with TAKA-WPR so important?

Since the very first meeting we have noticed a deep understanding of our needs. Apart from the exceptional quality of the machines and adhesives, it's the great team of people that have convinced us. TAKA and WPR offer an incomparable service, there is always somebody to listen, to fix problems and to develop new ideas together. Only very few companies on the market can give you this carefree customer experience.

#### How do DECCO see the future of the Window Industry and what will be the new challenges?



After the last turbulent years this is really a crystal ball question. The recent explosive developments are not sustainable for sure and after every high there comes a low. But on the long term, we are very confident that the market and the demand for PVC windows will keep growing. We are investing a lot of time and resources in our research and development to keep up with the pace or even be ahead of time.

To find out more about DECCO Extrusion, please visit their website:

[www.decco.eu/en/homepage/](http://www.decco.eu/en/homepage/)