



OUR TEAM

Our USA Team is growing!

As part of the mission to offer always the best advice to our clients, TAKA-WPR and WRAP-TAK are pleased to welcome the new member of the team Mr. Raymond Rice.

Raymond's passion is to find every possible way to help fellow, existing and start-up companies that are laminating for themselves or companies that are contract wrapping.

Raymond has 20 plus years of experience and has worked hand in hand with many companies in the window & door, lamination, wood and adhesive industries.

Raymond, who is the Chief Consultant and Owner of Lamination Technologies Consulting (LTC), will now support the WRAP-TAK team with technical service and foiling solutions for the PVC sector.

LTC and WRAP-TAK are TAKA-WPR official partners in the US and offer the following services to American customers:

- HMPUR warehouse in the US
- Machinery spare parts warehouse in the US
- Technical support and training
- Maintenance and cleaning of machinery
- Check-up of machinery [WPR]
- Consulting to optimize the lamination process
- Consulting to start the lamination process

If you want to know more and take advantage of our American partners, please contact:

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RAYMOND RICE
HEAD CONSULTANT AND OWNER OF
LAMINATION TECHNOLOGIES CONSULTING (LTC)



ABOUT US

Family that eats together stays together!

Last July the big TAKA-WPR family celebrated their traditional summer party.

This year, we had two different events, our teams from Spresiano and Pianezze had dinner gatherings to enjoy good food and most important, great company!

The Spresiano office opted for an international menu with a delicious paella, while the Pianezze branches preferred a country BBQ.

For TAKA-WPR, the bond and respect between us is one of the most important core values. The communication and close relationship of the team is key to achieve ambitious goals and strive for excellence. Working as a unit we can change, innovate, create and to have diverse perspectives of the evolving market trends.

The basic prerequisite for this is an open exchange of ideas and great empathy from the entire team, which works with one goal and one vision: to provide our partners with quick answers and the technical solutions they expect from us! If this goes along with good food and a cold beer, what more would you ask for?



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WE CARE!
THIS IS WHY WE ONLY USE
PEFC CERTIFIED PAPER

LOOKING AROUND

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Our USA Team is growing



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Is there a recipe for successful products?

In my personal experience, you have to distinguish between two basic areas in product development. On the one hand, there are the ideas and innovations that are stimulated internally within the company. They are based on the wealth of experience of the experts and these technologies usually anticipate customer trends or needs. The challenge is to develop a marketable product that offers our customers a real advantage and raises the state of the art to a new level.

On the other hand, there are product ideas that arise through close contact with the customer. In most cases, a concrete need is not defined, but rather the customer is usually missing something that he himself cannot name exactly. Here it is important to listen carefully and to put ourselves in the customer's shoes in order to formulate an effective solution together, which we can then incorporate into the product development.

Thanks to our Academy, we spend a lot of time with our customers discussing the respective problems and providing assistance. A clear win-win situation: the customer benefits from our wealth of experience and learns how to optimise his production, while we take home new ideas for new products.

A product can only be successful if it is technically feasible and offers the customer real added value. An example of this is the integration of automatic process control in the latest generation of profile lamination machines, such as the STRATO series and our LUNA-R. Due to changing personnel and lack of operator experience, many difficulties in the production of our customers were due to problems with the process control. Therefore, we took up this point and integrated it into our line technology. The result is convincing, not only do we have a significant increase in sales figures, but, more importantly,

the feedback from our customers is consistently positive.

Of course, the process of product development is very complex as well as time-consuming and costly. Therefore, you have to rely on a well-coordinated team, people you can trust and who share the same vision. I think that at TAKA-WPR, this is exactly what guarantees success: the colleagues. Together, we will continue to face all the challenges that the market will present us with, and there will be many to come in the near future.



MASSIMILIANO GIULIOTTO
PRODUCT MANAGER

ACADEMY TIPS VEKA invests in trainings

We asked David Sykes, Head of Lamination of VEKA PLC, his impressions about their recent WPR-TAKA ACADEMY training:

"At VEKA plc we've been extruding PVCu window profile for over 35 years and we introduced laminated profile just over 25 years ago. During this time there have been a lot of changes - new people, new technology, new materials, and new processes. We've learned a lot in that time, but we are always looking to learn more, to get the best possible results for our customers. Recently we partnered with the WPR-TAKA Academy to develop a training package to suit our specific needs, which were:

1. To give everyone in the team, the A-Z fundamentals of lamination
2. To give the Leadership Team the tools and techniques to run a high performing Lamination Department.
3. To advance a selection of employees into Lamination Experts

Once the training had been fully scoped, the first step was for TAKA-WPR to audit our existing processes, so that the training could be tailored to our exact needs and the training materials could be 'brought to life' with examples from our production.

Then came the delivery of the training with all +90 lamination employees and

5 members of the leadership team attending sessions 1 & 2, onsite in our factory here in Burnley-UK. Some of the team members were with us when we installed our first line all those years ago, and some have just graduated from their new starter training.

Next came the Lamination Expert training with 5 members of the team attending a 3 day course at the TAKA-WPR sites in Italy. Seldom do you get the opportunity to test your craft in such depth, with industry leaders.

TAKA-WPR has a genuine passion for lamination, and this comes across in its training. Regardless of their level

of experience, we received positive feedback from all who attended. We look forward to seeing the improvements in our quality and efficiency, and the service that we provide our customers."



IF YOU WISH TO KNOW MORE ABOUT OUR ACADEMY AND THE TOOLS IT MAKES AVAILABLE, PLEASE SEND A MESSAGE TO ACADEMY@WPRTAKA.IT

Technologies for an uncertain future

In the course of the last two years, all laminating companies have been confronted with the great challenge of adjusting to double-digit growth rates in production in a very short time. Many companies have therefore invested heavily in equipment and personnel.

Today, a downward trend is becoming increasingly apparent, which again demands new solutions in order to work optimally and profitably. Is there a common solution for both scenarios that allows companies to react quickly and flexibly to future market fluctuations?

From the engineering side, the answer is "diversification and automation". We

have seen that customers who already rely on a mix of standard and specialised profile lamination machines have been able to quickly adapt to changing market demand. In times of full order books, productivity-enhancing machines such as double-sided wrapping machines are particularly helpful in foiling large amounts of linear metres. Small production batches and special orders, on the other hand, are transferred to flexible single-length machines so as not to reduce the productivity of the standard lamination lines. In this way, depending on the batch size, the respective job can be processed on the machine optimally designed for it, and this applies to both high and low order volumes.

The ideal solution, however, are profile laminating lines with automatic set-up. Thanks to the considerable savings in set-up times, much larger production volumes can be handled with reduced personnel costs. To achieve the same production output with conventional equipment, several lines and multiples of machine operators are needed. This is associated with high personnel costs, which can put a strain on the company's profitability, especially when demand decreases.

An automatic laminating machine like the LUNA-R enables profile laminating "on demand" to reduce storage costs. In addition, small batches as well as

large orders can be produced quickly and effectively with the same staffing levels. TAKA-WPR is seeing a clear trend towards automatic profile wrapping. Our customers are increasingly investing in future-proof technologies to remain competitive and generate growth in all possible market development scenarios. In the first half of the year alone, we have already delivered four LUNA-R automatic lamination machines and successfully integrated them into our customers' existing production.

Our experts at TAKA-WPR will be happy to advise you on how to make your lamination department fit for an uncertain future.



THE CUSTOMER'S VOICE DECEUNINCK: A colourful future



Eight years ago, Deceuninck Ltd took the strategic decision to increase the number of colours it sold from stock.

Since then, the systems company has continued to increase the availability of its colour offering, while investing in warehousing and machinery.

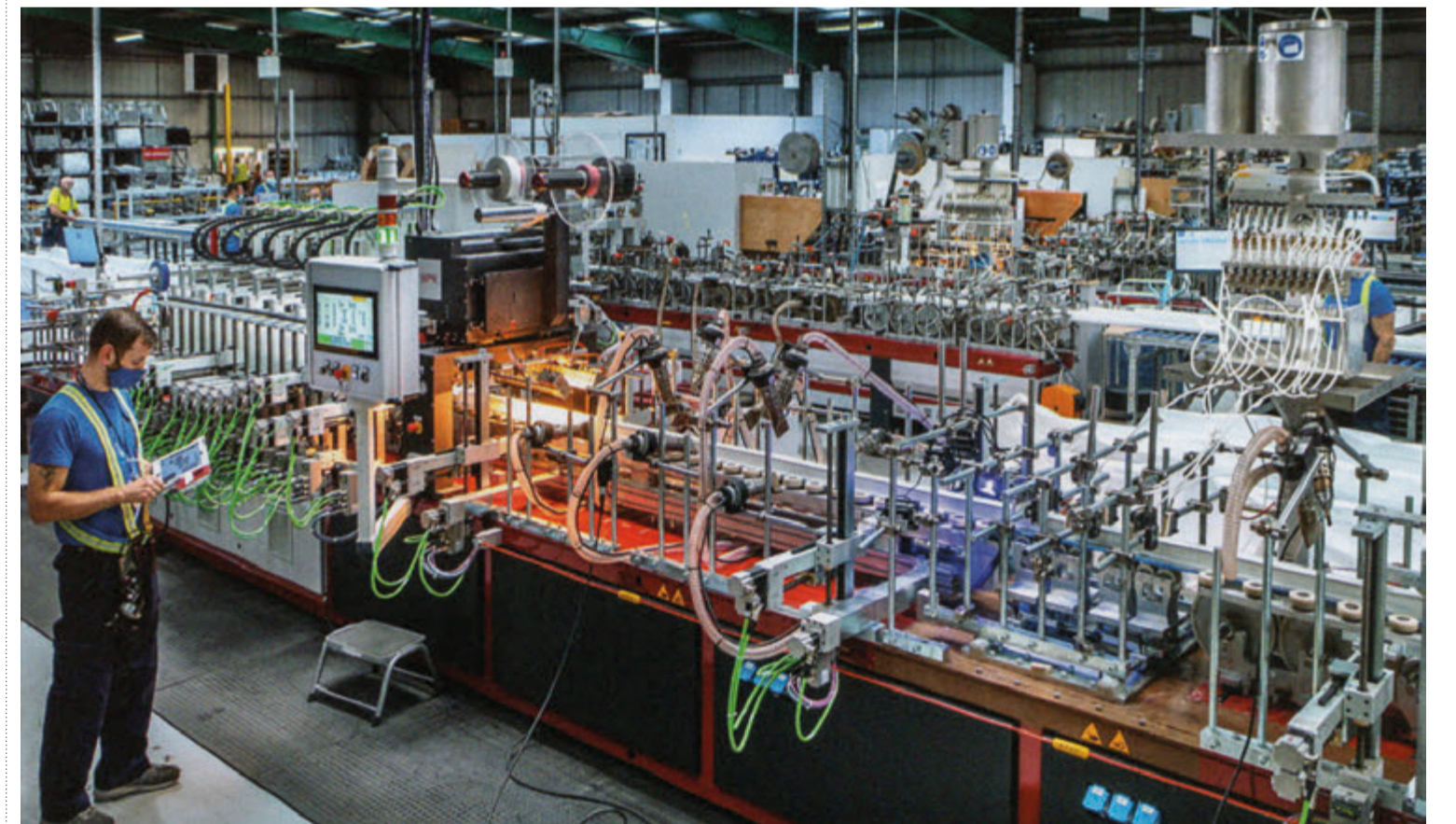
Today, Deceuninck offers 30-plus colourways in stock, and 20 additional colours in just 15 working days, with Deceuninck fabricators on average selling twice as much colour as their competitors.

To achieve this goal, Deceuninck has made significant investment in its foiling capability, including a six-figure spend last year on an automatic state-of-the-art LUNA machine, which is capable of processing highly complex profiles, and thanks to its automatic set-up, allows quick profile changes that improve lead times.

In addition, Deceuninck has recently installed an automatic foil slitter of the W-CUT series that allows to manage the many colours in an efficient way thanks to very short set-up times and reduction of foil scrap.

"We are winning significant new business on the basis that we can supply 30-plus colourways on the same lead time as a standard white product," Rob McGlennon, Deceuninck's MD, says. "For example, patio doors are available in 30-plus colourways on a 10-day turnaround. No-one else can do this.

This also tells me that coloured windows have shifted away from nice-to-have niche products that can be bought-in and offered on longer lead times, to



one where they are expected to be in a window installer's standard range." A study commissioned by Deceuninck and conducted by leading consumer poll YouGov, found that while 43% of homeowners said white would be their first colour choice if they were to change their windows, more than 50% expressed a preference for a colour option.

At this point, the investment in technology is part of an increasing trend towards higher-value products

and should be viewed as part of a bigger trend (customer satisfaction), Rob argues, pointing out that, the two go hand-in-glove.

We asked Rob McGlennon a final comment on the relationship with TAKA-WPR: "The partnership with TAKA-WPR allows us to keep on the cutting edge of technology and enables us to evolve and quickly adjust to what seems to be a sizeable shift in buying habits. Colour is the future and Deceuninck is ready."