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N°21 | Spring 2025



Isola di San Giorgio Maggiore
Venice





You are the center of attention: our team, your trust

"Dear Customers, Every day, our dedication is inspired by you and devoted to serving you. You are the beating heart of what we do, the reason why we are passionate about offering you the best. We know that each of your needs is unique, which is why we listen to you carefully, learn from you and adapt to build solutions that can really make a difference.

We deeply believe that trust is built step by step, through small gestures, sincere dialogue and genuine commitment. It is this trust that binds us to you, which inspires us every day to grow together and to improve.

For us, it is not just about products or solutions: it is about real relationships, based on mutual esteem and the desire to always be at your side.

Behind every action is a team that

works with passion and dedication. We are a united team, where everyone puts their heart and energy into providing you with a service that meets your expectations. We do not just sell: we want to be part of your journey, accompany you at every stage and show you that our presence does not end with a purchase. The real relationship begins after the first sale

Being there for you means being there when it matters, supporting you when you need it and providing you with peace of mind. Our after-sales service is not just a commitment: it is a promise of closeness and attention.

For us, your every satisfaction is a shared victory, because success is never ours alone: it is the fruit of a journey made together.

We look to the future with determination and optimism, facing each challenge with the knowledge that together we can achieve great things. We will continue to innovate, to improve and to give you the best, because we believe that genuine relationships are the key to everything: seriousness, respect and attention are the values on which we build our work every day.

Thank you for being part of our story. Thank you for the trust you place in us and for the path we walk together. We are here for you, today and always!"

Luciano and Franca



FRANCA BAJELI
INTERNATIONAL SALES MANAGER



LUCIANO BIGONI
SALES MANAGER ITALY, SPAIN, PORTUGAL



ACADEMY TIPS

Academy returns to One Solution

After the 2023-2024 events in Padua, Naples, Poland and USA the TAKA-WPR Academy team continues its collaboration with Renolit for the One Solution event format.

After two years, we returned to Spain given our success in 2023. We chose Santiago de Compostela as the setting for our event, the arrival point for every person who decides to tackle the famous Way of St. James.

We at TAKA-WPR-Academy also want to be a point of arrival for all our customers' requests for a process in the production of PVC window profiles with the highest performance. As always, the main objective is to create synergies and provide training in the PVC window sector.

This event is an important opportunity for system providers and window manufacturers to exchange ideas in a stimulating and content-rich environment. During the event, our guests had the opportunity to participate in training sessions and workshops that highlighted the latest innovations and trends in the sector.

In the speeches by Luciano Bigoni, Sales Manager Italy, Spain and Portugal, Maurizio Carrer, Academy Director, and Lorenzo Munaro, Technical Assistant Manager, the focus was on analysing the organisation of the production lines by identifying the most important points of the lamination process in order to propose alternatives. Thanks to the training and consulting

modules of the Academy our customers can find solutions to optimise results, with an increase in productivity and quality, as well as time and cost savings. The One Solution event proved to be an important networking opportunity, allowing participants to establish new partnerships and strengthen existing ones. We are organising the next stages of these events to offer further insights and growth opportunities for those working in the PVC windows and doors industry.

TAKA-WPR will continue to work together with its partners to develop innovative solutions and support professionals in the sector, confirming its commitment to promoting a culture of collaboration and continuous training.



MAURIZIO CARRER
ACADEMY DIRECTOR



IF YOU WISH TO KNOW MORE ABOUT OUR ACADEMY AND OUR NEW TRAINING COURSES, PLEASE SEND A MESSAGE TO: ACADEMY@TAKA-WPR.COM



The underestimated power of cleaning for quality adhesion

Cleaning machinery may seem like a simple operation, but actually, it is one that requires special time and care, which is essential to ensure an even and constant flow of glue.

When the glue flow is not constant, we are facing many problems, for example, dots under the foil. These are micro-residues of cross-linked glue that are slowly but surely clogging the glue distribution system. The same problem occurs in edgebanders and roller coater machines.

For this reason, we have created video tutorials that will guide you step by step to remove any kind of hot-melt glue residue from your machines.

How to clean an edgebanding machine

After purging the excess glue, add small amounts of Cleaner Blu or Cleaner Green to the inside of the melter. You can now clean the roller until the purging product has a distinct blue or green colour. Cleaner Green is the newest addition to the TAKA cleaner family made from 50% reused material. It is not only a sustainable product but also safe for operators, bearing no hazard label.

How to clean a slot nozzle glue head

Cleaning starts at the melter where the block of Cleaner Blu or Cleaner Green is inserted. As soon as the glue is purged and the cleaner has melted, it is pumped through the hoses and filters and out of the glue head. The result is a complete cleaning of the glue distribution system. For the outside of the slot nozzle, we recommend the use of Cleaner WPR, now available in a convenient spray can. It is sprayed directly onto the glue head while still hot and then glue residues can be removed with a cloth. The procedure ends by sealing the glue head by passing Cleaner Blu or Cleaner Green on the slot nozzle.

How to clean a roller coater

Cleaning the roller coater is also easy thanks to Roll Cleaner 2. It is a cleaning salt that can be easily dosed, which runs through the rollers and dissolves glue residues. All it takes now is a spray of Cleaner WPR to finish.

With the collection of our video tutorials we hope to help you with your doubts by making cleaning an easy and environmentally friendly operation.

Watch our video tutorials



THE CUSTOMER'S VOICE

Borselli srl - United by a common goal: the satisfaction of our customers



Can you shortly present Borselli srl?

BORSELLI was founded in the 1960s in the Pesaro furniture district. Today we have more than 50 employees and three production sites. Initially the business was dedicated to customised coating of profiles and semi-finished products for the furniture and furnishings sector. In 2007 the company started a second plant specialising in exterior cladding, profiles for PVC and aluminium window and door frames. In May we will open a new production site with three foiling lines, bringing the total to twelve wrapping lines, of which nine are TAKA-WPR machines.

What are the main sectors in which you operate?

We operate in two sectors, furniture and windows&doors, which are united by the need to have profiles of any material wrapped with decorative paper and PVC foils. This is an advantage for us, because we are able to transfer skills and knowledge from one market to the other.

What are your main strengths?

In addition to being the trade laminator with the most production lines in Italy (and therefore the greatest capacity) BORSELLI has always taken great care in customer service. Everyone is capable of making large batches all the same but the real service to the customer is to complete the job by making specials or small batches that complete the offer. We all have the availability both economically and in terms of space to make a complete film stock of low-turnover decors. In addition, we also support customers in the organisation of articles and logistics.

In the exterior cladding sector, our customers are abandoning the scheme of shipping to a central warehouse and redistribution, in favour of a scheme where we handle shipments directly to the end customers.

This new method teaches us that it is often not the price that is a priority for customers but receiving an all-round service.

What innovations have you introduced recently?

In the outdoor sector, as we specialise in the production of non-standard and contract orders, we have developed software and a production flow that allows us to manage orders and to label each individual item with a barcode, thus strictly tracking the entire process.

How did the collaboration with TAKA-WPR start?

In the 1990s. Those were years of great change in the furniture industry from painted wood to laminated panels. We sensed the change and equipped ourselves with new profile wrapping machines.

What are the main advantages you have experienced working with TAKA-WPR?

The main advantage for us is that we have a single point of contact for the entire lamination process, supplying both the machines and the glue and primer. If there is a problem, we know who can solve it. Over time our relationship has

grown because we value after-sales support. When a production plant stops, it is essential to find an answer and an immediate solution to the problem to avoid losing working time.

What are the main challenges for you in the future?

The challenge is always the same: happy customers.

With new logistics, in seven years we have reduced product packaging by 45%, also in view of the recent introduction of the EU PPWR Regulation.

How do you see the future of your industry in the coming years?

Although PVC is completely recyclable, it is still oil-based. In the future I think new plastics such as PLA will be used.

SANDRO BORSELLI

OWNER - BORSELLI SRL



Embracing Challenges & Pursuing Passions - Welcome on board Alex!

Our mission is to be close to our customers and agents by dealing with them on a daily basis directly on site. TAKA-WPR officially introduces **Alex Lewis**, our new **Sales Specialist**. With over 12 years of experience in sales, Alex has honed his skills across various construction sectors. His extensive background in adhesives led Alex to RENOLIT, where he took on two different commercial roles in their Exterior Division.

Alex was responsible for the UK and Ireland markets, which are among the company's largest volume markets. His contributions included presenting at customer events and participating in market product interviews. Notably, he played a key role in developing sales of new products.

"The construction industry has seen significant changes over the past decade, with many first-generation customers retiring or leaving. This period of transition, particularly in the UK and Irish markets,

presents a challenge for the industry as a whole. the influx of new customer contacts, with little to know history of the market or products" requires a strategic approach to maintain relationships and ensure continued sales of machines and adhesives." Alex says. His new venture within TAKA-WPR presents an exciting challenge as the company aims to grow in the UK market. Early discussions with potential customers have shown promising opportunities, and he is eager to navigate this new terrain and achieve success.

Balancing family, hobbies and a demanding career is not easy, but he manages to do just that with remarkable dedication and passion. As a married father of two children, with two pet dogs adding to the lively household, Alex finds joy in spending quality time with family and engaging in a variety of activities.

On weekends, he takes on the role of a football coach, guiding a local team to

competitive matches. He also makes time to actively play football. An avid fan of Wolverhampton Wanderers, Alex never misses an opportunity to watch live football games.

Running is another passion that keeps him energized and focused. In addition, he enjoys reading murder mystery books and walking the dogs in the countryside.

We wish Alex good luck and a warm welcome to the TAKA-WPR team!



Ever closer to partners and customers to explore new markets

The first quarter of 2025 started with two important trade fairs that saw TAKA-WPR once again working alongside our partners and distributors to explore new markets and sectors. In the course of two weeks, our Trade Lane Specialist Osama Ezzarzouri, responsible for France, North Africa, the Balkans and India, joined two of our long-standing partners at two key business events. The first event was INDIWOOD, which took place from 6 to 9 March 2025 at the India Exposition Mart Limited in New Delhi. With the presence of all major international

players in the sector, INDIWOOD aims to boost the Indian furniture and woodworking industry and establish India as a major destination for the sector. Thanks to our long-standing partner Doctor Window and its CEO Berk Seckin, TAKA-WPR took part in the event with a dedicated stand. The Indian market is at a key moment of strong development for the transition to the use of hotmelt polyurethane glues. For us the trade fair was a great success, allowing us to meet and talk to new customers, discuss the challenges of the

sector and lay the foundations for future collaborations. A few days later, the International Furniture Fair was held in Tirana, Albania, from 12 to 15 March. It is the most important trade fair for the furniture sector at national level. Our partner Gerald Bardhi of Gerba participated for the first time as an exhibitor, inviting TAKA-WPR to join him. Thanks to the synergy with Osama and TAKA-WPR's marketing team, the collaboration generated an excellent outcome in terms of visits, constituting

an important moment both to fortify the partnership and to approach the interior market in Albania. Direct contact with both our partners and customers, dialogue and discussion of their needs is always a key moment for TAKA-WPR: only in this way can we continue to improve and expand our horizons.



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