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Kai Müller  
CEO  
ROWA GROUP

Dear Business Associates,  
dear Ladies and Gentlemen,

as in so many issues in recent years, I could start this issue by listing the current problems facing global trade in general and our industry in particular - what did the government call it when it presented its annual economic report in February? We are in "rough waters" and are "emerging from the crisis more slowly than hoped". We at the ROWA GROUP can confirm that the situation is still tense, but we are certainly one of those companies that are acting efficiently and with a view to the future, even in difficult waters, and are thus helping to overcome the crisis!

You can find out what this means on the following pages, where we give you a brief insight into the innovations from the ROWA GROUP companies. Fancy a teaser? ROMIRA's Mold In Color solutions, for example, are going full steam ahead (see right) and have been very well received in the important automotive sector, among others. ROWA Masterbatch has also developed a new product range in tune with the times - the ROWALID® series, which you can find out more about on page 5, serves the popular speckle look trend perfectly.

As always, we will be happy to inform you about the latest developments in a personal dialogue. The upcoming trade fairs, such as Techtextil in Frankfurt at the end of April, where ROWA Lack and TRAMACO will be exhibiting together, and KUTENO in Rheda-Wiedenbrück in mid-May, which is already showing positive signs with a record number of exhibitors! I hope you enjoy reading our positive signals and may there always be enough water beneath your keel!

With kind regards,  
Yours Kai Müller

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## Mold In Color from ROMIRA: THE IDEAL CHOICE FOR METALLIC DESIGN IN THE AUTOMOTIVE INDUSTRY

**Metallic designs are the latest trend: they can be modern, audacious and glamorous - in particular the radiator grille, which is a highly recognizable part of the vehicle. The advent of e-mobility has meant that the grille has lost its intended function, leaving room for creativity in the truest sense of the word. This has been overshadowed in recent times due to increasing demands for CO<sub>2</sub> reduction, particularly in conventional finishing processes. ROMIRA however, has taken this development on board and is already positioning itself as an effective partner through its CRE.ACTIVE Design Mold In Color (MIC) solutions in metallic effect colors.**

The wishes of customers can be described as follows: Alongside an elegant design and aesthetic appearance, scratches should be barely visible and restoration and polishing should be simple and easy. Then there are the additional, customary requirements and demands of the automotive industry in terms of quality and durability with regard to weathering, cleaning and use.



Radiator grille: The bars and trim strips are made from metallic effect ROTEC® AC-MA and have the appearance of brushed aluminum

The advantages of using Mold In Color from ROMIRA are obvious: simplified production, no post-processing and the resulting reduction in CO<sub>2</sub> emissions. Individual solutions for metal optics from ROMIRA are metallic effect colors. These have been continuously developed in recent years together with OEMs and partners from injection molding, toolmaking and pigment manufacturers. The knowledge gained from various tests has now made it possible to produce components that are barely recognizable as plastic and, for example, exhibit virtually invisible weld lines and flow lines.

Component design and mold construction are extremely important in this respect, as injection molding of effect pigments requires a different approach to conventional molds for single-colored plastics. An uninterrupted flow of the polymer melt must be guaranteed. In addition, rear ribs and clips should be oriented in the direction of flow as far as possible. Working closely with the Turkish-based automotive supplier Assan Hanil (Bursa-TR), among others, ROTEC® AC-MA was successfully used in metallic effect colors for the Turkish OEM.

With its latest Mold In Color solutions, ROMIRA once again demonstrates that it not only keeps abreast of the latest trends, but also helps to develop and shape trends, including in the automotive industry. ■



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## TOP PRODUCT PORTRAIT: ROMIRA'S ESTABLISHED LURANYL® GRADES

Our LURANYL® compounds represent a highly valued product group in the ROMIRA portfolio and have been for many years. Their applications in injection molding and extrusion are primarily based on an increased heat resistance. As well as our established standard grades, we can always provide customized solutions if required.

Our main products include PPE/PS blends under the trade name LURANYL® KR and PPE/PA blends under the trade name LURANYL® HT:

The inherent hydrolytic stability of PPE/PS blends in combination with a high heat deflection temperature allows LURANYL® KR grades to be used in water-carrying components such as pumps or pipelines - even under temperature stress. Consequently, this product class covers specifically certified grades for drinking water applications according to KTW, ACS and WRAS.

Flame-retardant LURANYL® KR blends have high flowability, high heat resistance and excellent flame-retardant properties, which are effective even in the case of thin walls. The excellent processability of this product class makes it highly attractive for the electrical industry for the production of thin-walled parts and is used in terminal blocks, fuses and relays, for example.

LURANYL® HT blends are characterized by very high heat resistance, high media resistance and high impact strength. This combination of properties makes them ideal for special applications in challenging environments, such as powder coating. Would you like to find out more about our range or are you interested in a customized solution? Our team would be happy to help you - we look forward to hearing from you. ■

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**LURANYL®**

*for special applications*



Cover cap for a water pump made using LURANYL® KR without flame protection



Relay for a switch cabinet made using flame-retardant LURANYL® KR compounds

## The world needs more Peach Fuzz

### THE PANTONE COLOR OF THE YEAR IS A SOFT, GENTLE SHADE OF PEACH

"Peach Fuzz", the current color of the year, represents serenity and peace and is a light, fruity and at the same time warm and cozy tone - a „color that nourishes us“, as described by Leatrice Eiseman, Executive Director of the Pantone Color Institute. "We feel that in the next year, with so much happening in the world around us, we will need some calm, peace and tranquility, and that's exactly what Peach Fuzz aims to deliver," Leatrice Eiseman commenting on the color choice at the end of 2023, which incidentally is the 25th Pantone color of the year!



The Pantone Color Institute has been selecting the color of the year since 1999 - ROWA Masterbatch however has been ensuring that plastic applications radiate in any color for much longer period of time. Indeed, they have been your competent partner since 1978 for the development and production of polymer-specific and

customized color, additive and multi functional masterbatches as well as special compounds for thermo-

plastics. So please contact us if you would like to add "Peach Fuzz" to your products! ■

### Bellini

The world-famous Bellini cocktail also promises light, fruity serenity, and perfectly captures the "PEACH FUZZ" trend in terms of its color. The drink was developed by Giuseppe Cipriani in Venice in 1931 and began its victory march through the world's bars from there. If you would like to enjoy the Bellini as it was originally made, make a fruit puree from white peaches, pour it into a champagne or cocktail glass and then fill it up with a ratio of ¼ peach to ¾ Prosecco - or at best champagne - while stirring. Incidentally, connoisseurs use frozen puree and ice-cold Prosecco to create the characteristic Bellini frothy top. **CINCIN!**



## ROWA MASTERBATCH PROVIDES SUPPORT FOR THE OPEN RECYCLING WORKSHOP INSEL E.V.

The Open Recycling Workshop insel e.V., led by Nick Haimerl and Ivonne zum Felde, was founded in 2022 with the aim of providing access for everyone to issues such as sustainability, education and modern technology. These are often the very topics that are exclusive. Exclusivity implies exclusion. This means that some people are excluded and do not have the same opportunities. Insel e.V. is committed to participation. Creating an open space for EVERYONE with enthusiasm and an approach based on solidarity, inclusion and inventiveness, where each and everyone can work together to create sustainable objects and learn new skills.



The free-to-use workshop is located in the north-west of Hamburg and is open Tuesdays to Thursdays between 11am and 4pm, it offers visitors the opportunity to try their hand at candle casting, 3D printing and plastics processing, for example. There is also a variety of workshops on offer.

From the moment insel e.V. first contacted the ROWA Masterbatch team, the employees were immediately keen to get involved. ROWA Masterbatch is also deeply committed to sustainability and social engagement. It was therefore only natural for the employees to consider not whether, but how they could support the association. Since then, many old stocks of PE and PP-based materials have been collected and made available to the association free of charge. In less than a year of working together, many faces have already beamed with joy. Everyone at insel e.V. is extremely grateful for every granulate donation, no matter how small, and the opportunity to make lives and components more colorful. After all, they too have the problem that recycled material is usually grey or brown. Susan Schneider (Head of Customer Service) and Dr. Susann Neubert (Head of Quality Assurance) visited the workshop in Hamburg last February to get an overview of insel e.V.'s impressive work.



f.l. Kristina Vietz-Schmidt, Susan Schneider, Nick Haimerl, Dr. Susann Neubert

Plastic waste is collected in the workshop either through donations, sometimes from other organizations or companies, or brought in directly by private individuals. The plastics are pre-sorted using an NIR scanner. They are then separated by color. Owing to the different plastic properties and processability, insel e.V. has decided to only process polypropylene (PP) and polyethylene (PE).

Afterwards, the pre-sorted pieces are shredded into a fine grind - it is also now possible to shred film or plastic bags.

Those who wish can then make something sustainable and beautiful from the shredded material and take it home with them. There is a panel press available for this purpose. The shredded plastic is placed in a frame and pressed at high temperatures. The individually designed panels produced can be used in many different ways.

Beautiful, decorative patterns can be created using different colors. For example, roofs for birdhouses, hedgehog hotels, flower boxes and new seat surfaces for chairs have already been produced. A house in Hamburg's Lurup district will soon even be clad with plastic panels. ROWA Masterbatch is supplying colored masterbatches for the regrind used in this project. The house facade will then radiate in different shades of blue and green.

Planters for vertical greening are another great idea; these can be attached to fences, for example (see photo). Suitable masterbatches can also be added to the mold according to requirements and color preferences.



PLANTER

A small extruder is also available as a further option for processing the plastic regrind. Different tools (casting molds) can be filled in this process. For example, 16 new benches for the HSV press room were created by shredding old seat shells from the Volksparkstadion and coloring them with masterbatches from ROWA Masterbatch - of course in the typical HSV colors black, white and blue. The substructure of each bench consists of three square, rollable black feet, to which white extruded battens were screwed and finally completed with three old seat shells. The best part: the designers even thought to include a drinks holder (see photo).

Plastic battens had already been extruded ahead of this project. The individual battens can be colored with different masterbatches, which is particularly practical and aesthetic. The "beams", as they are called at insel e.V., are then processed in the same way as wood. This means they can be sawn, drilled and screwed together. The result is unique, colorful recycled benches (see photo).

When someone finds a bench project is a little too small, entire walls can be produced if required. A tool is available for the extruder to produce so-called "bricks". The overall process is similar to putting Lego bricks together, except that the bricks are significantly larger and there are no limits to the color.



PRESS ROOM HSV

The workshop is also equipped with a small lever injection press. This can be used to fill small tools and produce unique snap hooks and combs. Naturally, the color selection is up to each individual.

ROWA Masterbatch will continue to support the amazing projects and commitment of insel e.V. in the future and will most certainly be making its own bench in the future. ■



COLORFUL RECYCLING BENCHES



## New ROWALID® series produces the very latest speckle effects SPECKLE AESTHETIC BY ROWA MASTERBATCH

The way an object looks and how it feels is playing an increasingly important role in the purchasing decision process - and this begins with the packaging, which gives an indication of the value of the contents. Products or packaging that resemble natural materials are proving to be a particularly popular choice with end consumers.

An excellent example of this is the granite look: granite is found in nature in a wide variety of shades with different nuances and grains - from light to very dark, from fine to coarse, from cool and elegant to sparkling and luxurious. This kind of natural aesthetic is generating increasing interest, particularly for packaging in the cosmetics industry, for example in the design of jars and sleeves.

The new masterbatches in the ROWALID®-FX GRANITE and ROWALID®-FX SPECKLE series from ROWA Masterbatch can produce precisely these effects in different color shades and, for example, achieve a stone or speckle look - and not only that: ROWA Masterbatch also offers a large, vibrant selection of colors for the speckles themselves.

It is also possible to create a natural appearance beyond the granite look by using special cellulose fibers. These generate an optical effect that resembles fabric or paper rather than plastic. In addition to the renewable raw material cellulose, ROWA Masterbatch is also able to create these effects with waste and by-products from the food industry that would normally be disposed of.

This new development from ROWA Masterbatch has yet another advantage: the new ROWALID®-FX series is not only formulated for polyolefins and TPU, but also gives engineering plastics such as PC or PMMA the sought-after appearance. It is suitable for both injection molding and extrusion processes.

Would you like to lend your products a naturally elegant aesthetic? Contact us for more information about our ROWALID® innovation! ■



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## TRAMACO REACTS ON RECENT CLASSIFICATION OF CUMENE



Since December 1, 2023 the organic chemical substance Cumene has been classified as carcinogenic substance of the category 1B according to the 18th ATP (Adaptation to Technical Progress) Regulation (EU) 2022/692. This also applies to products with Cumene concentration of more than 0.1 %.

TRAMACO reduces the Cumene content in xylene-containing TRAPYLEN® products. Cumene is a chemical compound which so far often could be traced as a component of Xylene, a common solvent.

Xylene is also used in some of TRAMACO's TRAPYLEN® types. The TRAPYLEN® products are adhesion promoters especially developed for bonding of polyolefin plastics such as polypropylene. These adhesion promoters are essential for the production of diverse products, from automotive parts to consumables.

The recent classification of Cumene by the European Parliament requires companies to rethink and adapt production processes to meet the new legal regulations.

TRAMACO exclusively utilizes Cumene-reduced Xylene for its production processes. Thereby the company ensures an extended level of protection to its own employees and all business partners involved in the production and application processes of the above-mentioned products.

Therefore the labelling of the Xylene-containing TRAPYLEN® products will not change even after the regulations come into effect. In addition to the xylene-containing TRAPYLEN®, xylene-free solvent-based and solvent-free TRAPYLEN® are also available. ■

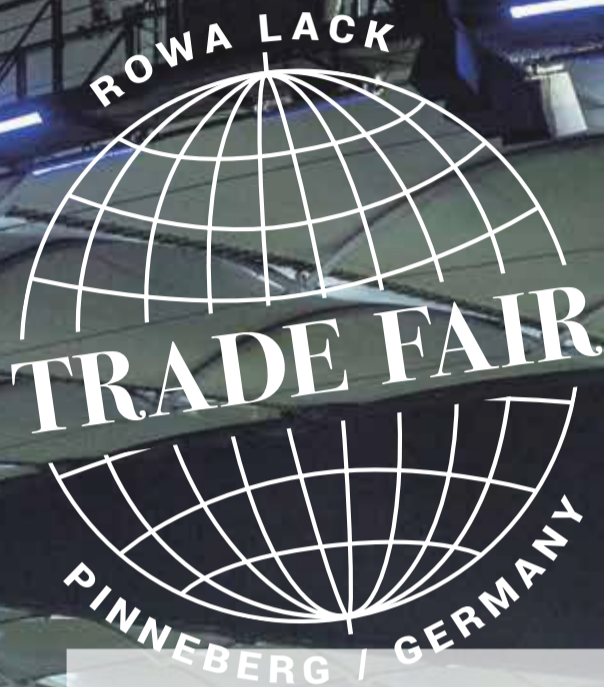


### More information

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**TECHTEXTIL 2024**

*in Frankfurt/Main*



## ROWA LACK PRESENT AT THE LEADING INTERNATIONAL TRADE FAIR TECHTEXTIL

Leading international trade fair Techtextil will open its doors for the 20th time from 23 to 26 April 2024. Exhibitors and visitors will once again have the opportunity to come together in Frankfurt to discuss the latest trends and innovations in the field of technical textiles. ROWA Lack will of course attend this renowned industry event and will be presenting its products and latest developments together with TRAMACO in hall 11 booth C15.

On the first two days of the trade fair, representatives from sister companies Ningbo ROWA Coatings (China) and ROWA Korea will also be there to meet and welcome any interested trade fair visitors.

This year, ROWA Lack is once again looking forward to presenting its high-quality, water and solvent lacquers based on acrylates, PVC, polyurethanes and fluoropolymers as well as the field of pigment preparations. As always, our colleagues from technical sales, development and application technology will be happy to provide project-related, technical application support or provide information on new development areas. Take the opportunity to find out about innovative, highly transparent lacquers such as the combination of ROWAFLON® G-75370 and ROWAFLON® G-75281 for textile construction with exceptional protection against external influences such as UV radiation.


But ROWA Lack's expertise extends far beyond the field of textile construction: ROWAKRYL® G-35089, the latest generation of SVHC-free acrylate lacquers, is available for use in the PVC-coated tarpaulin segment. As an alternative, the water-based product ROWAKRYL® G-35397W can also be used in this field. Water-based products are becoming increasingly common in other product areas, such as the

silver lacquer ROWALID® TIM-95371W or ROWANYL® 105004W, which is designed for synthetic leather applications using the transfer process.

In addition to other standard applications like print media, furniture and decorative foils as well as artificial leather, ROWA Lack also serves very special and complex areas of application - the product portfolio includes coatings for biogas membranes, coatings for antistatic finishing, low-E coatings, coatings for pool liners and book covers or products for PVC tablecloths.

If you are a manufacturer of products such as lacquers or adhesives and even if you have bottlenecks in your own production, ROWA Lack is on hand as a competent partner for toll manufacturing. Come and talk to us and get to know the various options we have available.

We look forward to seeing you in Frankfurt in hall 11 booth C15 and experiencing many interesting and exciting days at the trade fair. ■

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## A new color faster with ROWAPURGE

# NEW CLEANING AGENT FROM ROWASOL SPEEDS UP COLOR CHANGES

When using liquid colors for coloring plastics, beside peristaltic pumps also other dosing systems are used whose pump heads must either be replaced or cleaned when the color is changed. For the latter, ROWASOL has now developed a dispersion that enables effective and gentle rinsing and also speeds up the color change on the injection molding machine and extruder.

The peristaltic pump is still the dosing system of choice in many applications for the simple liquid coloring of plastic products. The advantages of a quick hose change are obvious, especially with a large variety of colors and many color changes in a short time, as no peripherals need to be cleaned or purged.

Even with the relatively new and very precise piston pumps, the color change is quick, as here a set consisting of piston and connecting hoses is also changed for each color. The investment costs for a so-called piston set are many times higher than for a hose, possibly with quick couplings.

However, today there is a wide range of other modern dosing systems to choose from if, for example, high precision is required, high pressure is needed to inject the liquid color or handling the hose is undesirable. Depending on the application, innovative micro annular gear pumps, progressive cavity pumps or gear pumps can be used.

To remove the liquid color of the previous production from these pump heads, the proven ROWACLEAN, a liquid cleaning concentrate based on modified fatty acid esters, was previously recommended, which in turn can be very easily displaced by the new liquid color for the upcoming order.

In order to optimize the cleaning effect, ROWACLEAN has been further developed and a color-neutral, gently abrasive special mineral has been added. The resulting product, called HM 1108.01 ROWAPURGE, removes the color even faster and more thoroughly from the pump head, minimizing both color carryover and set-up times. But ROWAPURGE is also convincing on the processing machine, as the adjacent illustration shows. For comparison purposes, a polypropylene was mixed with approx. 1 % Red 254 pigment, an organic pigment that is difficult to purge, and displaced from the injection molding machine with the natural plastic. The process was then repeated with approx. 1 % ROWAPURGE, which led to a significant reduction in the number of rinsing cycles.

Of course, even better results are achieved if the colored plastic is first continuously ejected into the open air, the screw is then fed with plastic and ROWAPURGE and the mixture is allowed to work for 2-3 minutes so that the fatty acid esters can dissolve color residues and other contaminants. There is no chemical reaction and no foaming, so that ROWAPURGE itself can be removed quickly. Another advantage over chemical cleaning compounds is the comparatively low costs and therefore also the sales prices.

All recipe components are FDA-compliant, meaning that the product can be used without hesitation in the

manufacture of food packaging or toys, for example. The new ROWAPURGE is now available from stock. Interested parties can request free samples directly from ROWASOL. ■



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## ROWA's Day in South Korea

# GET IN TOUCH WITH ROWA!

Seung Heon Han and his ROWA Korea team devised a special customer campaign to mark the start of 2024: the staff welcomed a selection of customers to a personal ROWA's Day on several occasions during January and February.

A number of business partners accepted ROWA Korea's individual invitation and mostly attended with several employees, taking the opportunity to visit the site in Yesan, around 100 kilometers south of Seoul. The program for the day included a presentation of the production and administration facilities, a tour of the plant, a meal together and, most importantly, time to exchange ideas. The objective was to strengthen and expand the business relationship and was most

certainly achieved by all those involved - a repeat experience is highly likely!

ROWA Korea is a key branch alongside ROWA China for providing prompt deliveries to our customers in Asia. The Korean site produces a wide range of solvent lacquers for the technical textiles sector. ROWA Korea is likewise responsible for the logistics and distribution of additional ROWA Lack products that are sold but not manufactured in Korea. Furthermore, ROWA Korea is a local contact that guarantees our customers in Korea and Asia receive the best possible support. ■

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ROWA'S DAY IN KOREA



THE ROWA KOREA TEAM



## ECOVADIS AWARD FOR ROMIRA

ROWAnews has featured several reports in the past on EcoVadis awards for ROWA GROUP companies, for example in 2022 with the articles on the gold certificates for TRAMACO and ROWA Masterbatch and in 2020 on the silver certificate for ROWA Lack. ROMIRA has recently been assessed according to the latest guidelines and has been awarded a bronze medal.

EcoVadis scoring is an established tool for measuring the sustainability performance of companies in the supply chain. All companies are assessed against the various criteria over the course of a year, regardless of their size and industry, and are then compared with each other and ranked in the medal table.

EcoVadis has updated its assessment methods for 2024 - the most significant change, and one that has also affected the ROMIRA ranking, is the raising of the threshold for bronze: previously, bronze was awarded to those companies that were among the top 50 percent of all participating companies. The threshold for bronze has been raised and now only applies to the top 35 percent.

"According to the previous point thresholds, we would have received silver certification, but we are delighted with the bronze medal and are happy to use this as an incentive to be among the top 15 percent in the next

assessment, and consequently be awarded silver according to the current, more demanding assessment methodology," Stig Lindström, Managing Director of ROMIRA GmbH, said of the award. ■



**AWARDED**

again!

## ROWA GROUP

2024

# ROWA NEXT



- APR** **techtex**til

**APRIL 23 - 26, 2024**  
FRANKFURT/MAIN  
HALL 11, STAND C15  
ROWA Lack and TRAMACO
- MAY** **KUTENO**  
Kunststofftechnik Nord  
Die effiziente Zuliefermesse für die kunststoffverarbeitende Industrie

**MAY 14 - 16, 2024**  
RHEDA-WIEDENBRÜCK  
HALL 2B, STAND C8  
ROMIRA, ROWASOL, ROWA Masterbatch
- JUN** **PIAE**  
EUROPE

**JUNE 19 - 20, 2024**  
MANNHEIM  
STAND 50  
ROMIRA

- OCT** **Fakuma**

**OCTOBER 15 - 19, 2024**  
FRIEDRICHSHAFEN  
HALL B1, STAND 1212  
ROWA GROUP
- DEC** **Plast Eurasia**  
Istanbul

**DECEMBER 04 - 07, 2024**  
ISTANBUL  
HALL 2, STAND 216A  
ROMIRA



### STAY TUNED!

You enjoyed reading this and would like to stay at the ROWA GROUP ball? No problem, just scan the QR code on the left or send us an email to: [subscribe@rowa-group.com](mailto:subscribe@rowa-group.com) - we will be happy to add you to our distribution list. By the way: On our website [rowa-group.com](http://rowa-group.com) you will find all recent issues of ROWAnews in the online version. And you can also find exciting news from the companies on our LinkedIn channels. Follow us!

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