

# Paru dans PACKAGING EUROPE

Septembre/Octobre 2011



*The Coating Technology*

Established following the 1993 buy-back of a regional company based in the North of France (Marœuil), MÄDER is a European group of international scope. MÄDER is founded on the skills of its 850 employees, grouped in 14 production units in Europe and two in Asia, focused on the development of high-tech markets, and with exceptional ability in Research & Development and Innovation.

The company has a very international dimension, expressed through the transverse nature of our specialised areas of business, which allows us to accompany our customers anywhere in the world.

MÄDER's cosmetics activity is primarily a vision and a philosophy which crosses our whole range of products and services to meet the basic criteria of the market: When the beauty of the object is reflected in the innovation of its shape, colour and material. To achieve this, our cosmetics activity brings together a wide range of products adapted to any type of support - including plastic, composites, glass and metal.

The organization of this cosmetics activity is based on a coordination of our R & D resource over two centres of production, in France and Germany; support for innovation; and the creation of specific products and colours; that bring our customers more values, support for innovation, creation of specific products and colours, technical teams that assist our customers, and a design center that allows us to offer research on colours and product features, according to market trends and the wishes of our customers.

MÄDER offers a wide range of solvent and waterborne products for glass and plastic, including primary layer, bases pigment and dyes, gloss and matt varnishes, screen printable and non-screen print, a wide range of UV solvent and Hydro primers and varnishes, allowing each company to marry different technologies and processes, to compose its own shades or to benefit from our skills to achieve specific ready-to-use shades.

MÄDER is also committed to partnerships with glassmakers, applicators, Design Centers and perfumers, so that it can provide a powerful offering in terms of products and innovative features.

In partnership with a company recognized for liquid metalization, we offer a full range of undercoats and varnish finishes, (oven or UV).

All these product lines are developed jointly by our teams based at our sites in Europe, which allows us to offer an extensive range, able to meet all requirements in terms of applications and specifications.

Through partners and suppliers to the cosmetics market, our products are used by all the major subcontractors in the vast cosmetics sector, in particular in the latest creations of perfumers, combining the conventional technologies of metallization and waterborne or UV varnish.. And not only this: our range of products extends to related markets, including beverages and medical, through its many innovations.

#### MÄDER

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