

# COATING SOLUTIONS FOR COSMETIC & LUXURY PACKAGING





**MÄDER AT A GLANCE**

**160 M€**

turnover in 2017

**x20**

increase of the turnover  
in 20 years

**750**

employees dedicated to  
customer satisfaction

**70**

countries where MÄDER coatings  
are sold

**12**

Research & Development centers

**10**

production facilities

WE OFFER OUR CUSTOMERS INNOVATIVE SOLUTIONS  
WE ARE COMMITTED TO SUPPORT THEIR GROWTH ACROSS THE GLOBE



**PIONEERING SOLUTIONS**

- 10% turnover invested in high added value Research and Development
- Specialized R&D task force
- Partnerships with universities and research centers



**ECO-FRIENDLY APPROACH & SUSTAINABLE DEVELOPMENT**

- High-Tech and innovative systems: UV curing technology, water-based paints, bio-sourced resins...
- Continued involvement for a sustainable and responsible development
- Health and Safety commitment



**SUPPORT FOR OUR CUSTOMER GLOBALLY**

- High added value tailor-made developments & co-developments
- Technical assistance
- Customer training



WIDE RANGE OF PRODUCTS FOR HIGH DEMANDING MARKETS



**RAILWAYS**



**AUTOMOTIVE**



**AEROSPACE**



**GENERAL INDUSTRY & SPECIALITIES**



**COSMETIC & LUXURY PACKAGING**

## COATING SYSTEMS FOR COSMETIC PLASTIC PACKAGING

Plastic is essential in cosmetic packaging as it can provide a very high level of design, functionalities and quality. Shapes can be molded to match with the imagination of designers, while their colors & effects can be customized infinitely.

MÄDER has developed best-in-class expertise in coatings for plastic substrates. Our products beautify plastic bottles, jars, caps & collars for fragrance, plastic caps & compacts for make-up, as well as lipstick packaging. MÄDER coating systems comply with the requirements of the most demanding cosmetics, perfume and personal care brands. And they can be tailored-made to nearly every desire.



### ▶ OUR PRODUCT RANGE FOR COSMETIC PLASTIC PACKAGING

#### PROTECTIVE & DECORATIVE COATING SYSTEMS

- Single and two-component technologies for monocoats, basecoats and clearcoats
- Primers
- Pigment and color bases
- Glossy and matt varnishes
- Solvent and waterbased UV primers and varnishes





## COATING SYSTEMS FOR COSMETIC FLEXIBLE TUBES

Flexible tubes offer advanced customer experience thanks to their maneuverability. And at the same time, they provide brands with ample 360-degree room to display information & decoration. Unsurprisingly, tube is one of the most popular packaging format in the cosmetic, personal care and beauty segments.

MÄDER offers innovative coatings for flexible plastic tubes. Our systems can be adapted to match the most stringent requirements on both visual and functional levels. This means that MÄDER can provide the appropriate matt (or glossy) varnish to complete any brand's desired look!



### ▶ OUR PRODUCT RANGE FOR COSMETIC FLEXIBLE TUBES

#### PROTECTIVE & DECORATIVE COATING SYSTEMS

- Very high solid content UV varnishes
- Gloss, semi-gloss and matt finishes
- Superior abrasion resistance systems
- Post-decoration possibilities (silk-screen inks and hot stamping)





## COATING SYSTEMS FOR COSMETIC & BEVERAGE GLASS PACKAGING

As it can be molded and decorated in nearly unlimited ways, glass has for long inspired beauty brands and package designers. Together with shapes, colors contribute to make glass products more beautiful and decorative.

As a glass coating supplier, MÄDER is dedicated to bring innovative decorating techniques to transform this ancient material. In the end, MÄDER aims to inspire & influence designers and glass packaging companies. Our product range for glass substrates covers perfume bottles & jars as well as beverage bottles.



### ▶ OUR PRODUCT RANGE FOR COSMETIC & BEVERAGE GLASS PACKAGING

#### PROTECTIVE & DECORATIVE COATING SYSTEMS

- Single-component low-temperature technology
- Primers
- Pigment and color bases
- Glossy and matt varnishes
- Solvent and waterbased UV primers and varnishes
- PVD coatings for glass substrates





# ADVANCED TECHNOLOGY

## WHEN THE BEAUTY OF AN OBJECT IS REFLECTED IN THE INNOVATION OF ITS SHAPE, COLOUR AND MATERIALS

### AT THE FOREFRONT OF INNOVATION

#### ▶ INNOVATIVE COATING TECHNOLOGIES FOR SPECIFIC REQUIREMENTS

- Conventional coatings
  - Solvent-based and water-based
  - Basecoats & topcoats with post-decoration properties
  - Compatible with existing and new printing technologies (digital print)
- UV coatings
  - 100%-solid system (no VOC) or solvent-borne
  - Excellent barrier and low-migration properties
  - Strong adhesion and post-decoration features
- High Vacuum and PVD Metallization technologies
- Optic and haptic effects:
  - Metallic
  - Soft-touch
  - Ceramic-feel
- Functional coatings
- Customer-specific color-shade
  - Full-tone & transparent
  - Matt, semi-gloss or glossy

#### ▶ FOCUS ON METALLIZATION TECHNOLOGIES

The demand for premium and metal surfaces is covered by **Vacuum Metallization technologies**. Vacuum Metallization is the best way to create surfaces which are giving an aesthetic effect close to real metal. MÄDER is a long term partner in the field of coatings for Vacuum Metallization and is offering solutions since 60 years. We are covering the increasing demand for premium surfaces and increasing environmental thinking by offering not just standard solvent-based coatings.

MÄDER has developed a wide range of energy and VOC efficient 100% solid content or very high solid content UV coatings which will be used as primer on various substrates like Plastic (PC, PC-ABS, PA, PP), Glass or also metals, as well as topcoats.

MÄDER coatings can be used on various Vacuum Metallized metal layers and can be matted or colored to create unique and colorful surfaces and meet the specifications of the Cosmetic Packaging market as well as of the Consumer Electronics and Automotive industries.



#### Benefits of Metallization technologies:

- Environmental friendly as no chemicals are used in the Vacuum Metallization process
- Premium surfaces
- Very accurate reproductibility of colors
- Many colors possibilities by the adjunction of metals and coatings
- Very good chemical and scratch resistance
- Excellent adhesion on various substrates
- Fast process cycles by using UV coatings





# CREATIVE DESIGN

## COLORS & EFFECTS IN THE SERVICE OF DESIGN, STIMULATING CREATIVITY

The world of beauty is a realm of dreams...  
Breaking codes by designing innovative shapes and colors is necessary to capture the imagination of our customers.

We are convinced that our coatings offer access to untapped possibilities for creativity and personality, supporting the identify of beauty brands.

### MÄDER design department – Seeking out innovation

MÄDER design department is dedicated to finding innovative colors and effects, including optic and haptic effects, combining knowledge of the latest trends and creativity.

Starting with the analysis of the customer requirements, MÄDER design department develops individualized and tailor-made concepts that transform coatings and their application into unique selling propositions.





# HOW MÄDER MAKES A VALUABLE DIFFERENCE?

## MÄDER IS A GLOBAL, TRUSTED AND CUSTOMER-FOCUSED PARTNER

We work closely with our customers in every step of a project, from the design phase to mass production. MÄDER teams are focused on delivering comprehensive coating solutions leveraging:

- In-house expertise, developing advanced coating technologies
- Upstream thinking and co-engineering with customers
- Innovative product designs including the development of individual colors & effects
- High quality and environmental-friendly coating systems
- Technical expertise including support during industrialization phase
- Technical assistance to customers provided by a dedicated team



MÄDER is certified according to the major European management standards:

- ISO 9001 & IATF 16949 Quality Management
- ISO 14001 Environmental Management

MÄDER products comply with the specifications of the major cosmetic & luxury brands.

**MÄDER, YOUR RELIABLE PARTNER**

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