

Wacker Strengthens its Presence in Central and South America

Wacker Chemie AG is investing around 1.2 million euros in expanding its existing Technical Centre in São Paulo (Brazil) and creating a new Technical Centre in Mexico City (Mexico). At the same time, the Group's international training centre – the Wacker Academy – will also be expanded at the former site, and a new one opened at the latter.

With these new projects, the company aims to meet its customers' needs in the strongly growing markets of the region and increase its local expertise in research, development and applications technology. Both projects are scheduled for completion in the first quarter of 2013.

“Central and South America are key future markets for Wacker. Our sales in these regions have grown by an annual average of 15 % over the past five years,” explained President & CEO Dr. Rudolf Staudigl. “Increasing demand for state-of-the-art, high-quality solutions leads us to expect continued growth rates for our silicone and polymer businesses in the years to come. We are meeting our customers' growing demand by enhancing our local services,” said Staudigl on the expansion

of activities in Central and South America.

The expansion of the Technical Centre in Jandira near São Paulo focuses mainly on the laboratories for dispersible polymer powders, which are used in dry-mix mortars for concrete applications, tile adhesives and sealing slurries, for example. In Mexico, too, polymer binders for paints, coatings and adhesives are the focal point of the new Technical Centre. In the future, it will provide support for customers from Mexico, Belize, Guatemala, El Salvador, Honduras, Nicaragua, Costa Rica, Panama, the Caribbean, Columbia, Ecuador, Peru, Venezuela and Bolivia. The Technical Centre in Brazil will continue as the South American hub for customers from Argentina, Brazil, Chile, Paraguay and Uruguay.



Image source: Wacker Chemie AG

At the Technical Centre of Wacker Química do Brasil, application engineers test products and formulations for the South American market. The expansion focuses mainly on the laboratories for dispersible polymer powders, which are used in dry-mix mortars for concrete applications, tile adhesives and sealing slurries, for example.

Pressure-Sensitive Adhesives in Focus at the 37th MKVS

In line with current market trends, the 37th Munich Adhesives and Finishing Symposium (MKVS), held from 22 to 24 October 2012 at the conference centre of the Sheraton Munich Arabellapark Hotel, took pressure-sensitive adhesives as its central theme.

The popularity of the programme, which consisted of 29 presentations on the latest trends in application systems and recent developments in the use of raw materials and formulations, is clearly indicated by the large number of participants at the event – a total of 280 from 16 countries – and by the fact that the table-top exhibition was fully booked.

The highlights of the symposium included an interim report on the ongoing research project entitled “Pressure-sensitive adhesives based on renewable raw materials” by the Karlsruhe Institute of Technology (KIT) and an overview of sustainable applications in the adhesive tape industry. The plenary address at the 2012 event covered the highly topical subject of bio-inspired reversible adhesives.

The 38th Munich Adhesives and Finishing Symposium (MKVS) will take place from 28 to 30 October 2013 and will focus on all aspects of hotmelt adhesive systems. The call for papers has already gone out and experts in this field are invited to submit their abstracts online. ■

For more information: www.mkvs.de