



Ag-Kote® captures architectural market thanks to Qualicoat label

Oxyplast Belgium NV, the Belgian division of the Canadian Protech/Oxyplast Group, is the first powder coating producer worldwide to have succeeded in achieving the Qualicoat label (P-1030 PE40) for its energy-efficient powder coating Ag-Kote®. The award of this label opens the door into new architectural markets and is an independent recognition of the superior quality and performance of this innovative coating.

[read more...](#)

Ghent welcomes the first International Sales Meeting of Protech/Oxyplast

At the first international sales meeting of the Protech/Oxyplast Group in Ghent, it was decided to combine forces in the area of marketing worldwide and pursue a more uniform approach. This is a necessary step after the international expansion of the group the previous years.

[read more...](#)



[Get the latest news about Protech-Oxyplast](#)

[Discover our productlines](#)

[Contact us](#)



Ag-Kote® captures architectural market thanks to Qualicoat label

World first for Oxyplast

Oxyplast Belgium NV, the Belgian division of the Canadian Protech/Oxyplast Group, is the first powder coating producer worldwide to have succeeded in achieving the Qualicoat label (P-1030 PE40) for its energy-efficient powder coating Ag-Kote®. The award of this label opens the door into new architectural markets and is an independent recognition of the superior quality and performance of this innovative coating.

The benefits of the low bake and degassing Ag-Kote® (PE40FE) have previously attracted attention. Since its launch, this powder has won several innovation prizes and experienced unparalleled success, including the winning of the **Innovation prize** at the important **Eurofinish 2011** trade fair in Ghent. Major coating companies, such as Galvacoat-Steelcoat selected our environmentally friendly powder coating for the coating of mobile phone masts for KPN in the Netherlands and the architectural greenhouse construction project for Thermoflor at Heerlem, Belgium.

The Qualicoat label is the cherry on the cake, however. After extensive laboratory testing, Ag-Kote® received the Qualicoat certificate. This label confirms that these coatings can be used on **aluminium profiles for architectural use**. This opens up new prospects for Oxyplast in the architectural market.

Never before, a Qualicoat approval has been granted for this type of energy friendly technology which combines an extremely high return with energy-efficient production. Ag-Kote® actually cures at 150°C, unlike the 180°C to 200°C required for conventional powder coatings. **Moreover, the end result is of proven top quality.**

Ag-Kote® was launched in 2009 following demand of industry for energy saving technologies and increases in efficiency. It was an **instant success**. The award of the Qualicoat label means an additional competitive advantage and proves in particular that the Protech/Oxyplast strategy of investing in energy-friendly innovations also bears its fruit in commercial terms.



[Get the latest news about Protech-Oxyplast](#)

[Discover our productlines](#)

[Contact us](#)



Ghent welcomes the first International Sales Meeting of Protech/Oxyplast

Marketeers combine forces

At the first international sales meeting of the Protech/Oxyplast Group in Ghent, it was decided to combine forces in the area of marketing worldwide and pursue a more uniform approach. This is a necessary step after the international expansion of the group the previous years.

From 4 to 6 October 2011, 40 people responsible for the sales and marketing of Protech/Oxyplast products, from 16 countries, discussed the **corporate identity** and were given presentations concerning the latest products and technologies.

Every participant agreed that Protech/Oxyplast has much to gain with a streamlined international marketing approach. With a uniform approach and **uniform marketing tools**, Protech/Oxyplast can more efficiently approach large customers and global players, such as Daikin, Caterpillar, or DAF. At this event, the new website of the Protech/Oxyplast Group was also presented. www.protechpowder.com

To promote the mutual contact between the sales and marketing managers worldwide, and the passing on of vital market information to each other, a subject-specific **forum** has been created. Consider it as a kind of Facebook, an internal site where technical and sales staff can meet each other professionally.

During this three-days event, **guest speakers** also provided an overview of important developments in the coating industry. For example, **Dow Chemical** outlined the effect of raw material prices on powder coatings, and **MCS** presented a very effective primer for a better adhesion of silicones onto powder coatings. Besides the pure business matters, time was also made available to become better acquainted with each other in Protech/Oxyplast. A memorable example was a trip on the river Leie on a historic boat, The Barge (photo).



Get the latest news about Protech-Oxyplast

Discover our productlines

Contact us