



# GROWING GLOBAL



WITH HEADQUARTERS LOCATED IN KREFELD, NORTH WEST OF DÜSSELDORF IN GERMANY, ALBERDINGK BOLEY (AB) GMBH IS A PRIVATELY OWNED PRODUCER OF WATER-BASED COATING AND FINISHING SYSTEMS FOR SUBSTRATES THAT ARE USED IN A WIDE VARIETY OF END APPLICATIONS. IT IS ALSO THE ONLY EUROPEAN PRODUCER OF CASTOR OIL AND LINSEED OIL DERIVATIVES. LUCITE INTERNATIONAL (LI) HAS A LONG-STANDING RELATIONSHIP WITH ALBERDINGK BOLEY AND IN THIS ISSUE OF FREEFLOW TALKS TO MR TIMM WIEGMANN, EXECUTIVE VP SALES AND MARKETING, TO DISCOVER MORE ABOUT THE ORGANISATION.



**“ALBERDINGK BOLEY IS A TECHNOLOGY DRIVEN COMPANY WHERE MORE THAN 20% OF OUR PEOPLE WORK IN R&D OR APPLICATION LABORATORIES. INNOVATION IS CORE TO OUR SUCCESS.”**

Images: [1] An aerial view of the Rhine, close to Alberdingk Boley's facilities in Germany. [2] Timm Wiegmann, Executive VP Sales and Marketing at Alberdingk Boley.



**FF: Please tell us a little about Alberdingk Boley?**

TW: I would like to describe our company as '180 years young'. What I mean by this is that we are a business that is flexible, forward focused and one that invests in the ability to be able to move and adapt rapidly to market requirements. In our industry, it's very much about looking outwards at opportunity, investing in innovation and bringing new solutions to the table. Being privately owned ensures we have short decision-making procedures that give us real agility in an increasingly competitive global marketplace.

**FF: What you have described captures the spirit of the organisation, what about your products and manufacturing facilities?**

TW: AB started as an oil mill and diversified into producing water-based binder systems around 1975. Since then, the company has developed significantly and is now split into two business units: one dealing with castor and linseed oil production and the other manufacturing water-based binder systems. Our HQ and main manufacturing site is in Krefeld, Germany and we have a second site

in Kerpen, also in Germany. In 2000, we expanded our manufacturing capabilities and set up Alberdingk Inc. in Greensboro, North Carolina, USA. This success was followed in 2007 by the creation of Alberdingk Resin in Chenzhen, China. So now we have a truly global operation.

**FF: LI has supplied you with MMA for a number of years - please tell us how it is used?**

TW: Our water-based binder systems are based on two different types of chemistry. One relies on polyurethane technology and the other on acrylic technology. The MMA we buy from LI is used for our systems that rely on the performance characteristics of acrylic; the main one being toughness.

**FF: In which kinds of applications are your water-based systems used?**

TW: We segment our market according to the different substrates that require coating. The key substrates are wood, metal, plastics, concrete, leather and textile. We also serve the architectural segment but to a lesser extent.

**FF: How would you describe your working relationship with LI?**

TW: Our companies have worked together quite a while. Honestly I don't know exactly how many years, however, LI is one of our key MMA suppliers. The people there are very reliable, professional and provide us with an excellent service. It is also very important to us that they deliver a high quality, constant supply of product, which gives us peace of mind from a production point of view.

**FF: Innovation is important to both AB and LI, how would you describe your approach to innovation?**

TW: As I mentioned earlier, innovation is very high on our agenda. It is the means by which we provide solutions to customers and a key differentiator in a fiercely competitive marketplace. At the end of the day AB is a technology driven company where more than 20% of our people work in R&D or application laboratories. Innovation is core to our success.

For more information about Alberdingk Boley GmbH visit: [www.alberdingk-boley.com](http://www.alberdingk-boley.com)