

"Global Success Is
the Result of Local
Commitment Around
the World."

Unknown

**NAFTA ALTANA
Innovation Conference
2014**

Our knowledge makes the difference





NAFTA ALTANA
Innovation Conference 2014
Wallingford, October 22–23

"Innovation needs exchange within regions."

Dear readers,

in 2008, the first global ALTANA Innovation Conference took place, followed by similar events every year until 2013. The conference has become an institution at ALTANA, that's why today we refer to it simply as AICON.

AICON aims to provide an intense network for the ALTANA innovation community which consists of 350 members by now, all registered in the ALTANA Innovation Portal. By encouraging an exchange of information and know-how on the one hand and the use of synergies and competences on the other, the conference initiates new business and promotes innovation.

For six consecutive years, 150 experts from all regions met for two or three days under the roof of our beautiful headquarters in Wesel in order to exchange ideas, attend social events, and participate in workshops. As a result, many new initiatives and platforms grew, for example the ALTANA Technology Platform Printed Electronics which has turned into an internal start-up with labs at our locations in Hamburg and Günterstal. Based on our annual poster sessions at AICON, members of the community received an update regarding the most important research and development projects. At the same time, the content of the ALTANA Innovation Portal was updated.

ALTANA is up-to-date, and all members of the community can access the information transparently and barrier-free. ALTANA knows what knowledge ALTANA has. After six years of intense encounters we could observe that the active community members know each other well on a professional and – more importantly – on a personal level. The network of the ALTANA Innovation Community has grown considerably and its influence is felt well beyond the actual conference date. Lasting working relationships have been established, many new issues were addressed and successfully completed. Mainly, these

activities and the exchange took place within the German speaking community. That's where most of the R&D activities of our divisions are centered. Due to this structure plus the geographical distance, participation from NAFTA and APAC regions was less pronounced.

The markets in those regions, however, play an increasing role or have already assumed a leading role for ALTANA. They show a dynamic development. It is therefore essential that we integrate these regions into our global innovation activities. That's why the ALTANA Innovation Council and top management decided back in 2011 to establish an innovation council in each region: the NAFTA Innovation Council and the APAC Innovation Council.

Staffed with representatives from each division, it's each council's task to ensure a cross-divisional exchange of information and knowledge and to facilitate a shared utilization of resources, e.g. labs and equipment. The councils are also expected to organize network events. What's more, the two regional innovation councils constitute an important bridge to the ALTANA Innovation Council. To sum up: With these three councils, a global basis for innovation has been built from which we can work resolutely and thoroughly.

Another practical measure taken in order to strengthen the regions was the decision to establish a biennial rhythm for the global ALTANA Innovation Conference while organizing two parallel regional ALTANA Innovation Conferences in the NAFTA and APAC regions every other year. As a result, the regions can now offer experts from their region opportunities for intense networking every two years. Community members who, due to restricted participation or a restricted time budget, did not have a chance to attend the global conference, now have the opportunity to get involved proactively within their region and to make their know-how available. Alternatively, they can profit from other experts' knowledge.



The AICON members who are already strongly cross-linked will miss the annual conference opportunity. Given their intense and well-formed networks, however, they will be able to put up with the loss in favor of their regional colleagues who are less well linked. The organization of and responsibility for the regional events is solely in the hands of the regional councils, with support from Corporate Innovation, if needed.

Based on the extremely positive feedback from participants, hosts, and organizers alike, the following conclusion can be drawn: Both conferences were a success and it is understood that in 2016 there will be a follow-up in each region. We thank both our hosts – Mr. David Qin (ACTEGA Foshan) for hosting the APAC AICON conference and Mr. Dirk Plas (BYK Wallingford) for hosting the NAFTA AICON event. Our special thanks go to the two organizing teams and their respective spokesperson: the APAC Innovation Council with Cathy Hao (ECKART) and the NAFTA Innovation Council with Kevin Lassila (BYK).

This booklet is meant to provide you with authentic impressions of the event.

We wish you pleasurable reading!

Dr. Matthias L. Wolfgruber
Chief Executive Officer, ALTANA AG

Dr. Georg F. L. Wießmeier
Chief Technology Officer, ALTANA AG



NAFTA ALTANA Innovation Council: Improving Regional Cooperation

The NAFTA ALTANA Innovation Council was founded in 2011 to improve cooperation between and across divisions. This includes joint workshops, sharing labs and technical equipment, even exchange of staff, if necessary. With Thomas Murray (ELANTAS), Jim Wittig (ACTEGA), Jorg Mannig (ECKART), and Kevin Lassila (BYK) each division has a representative.

As the council's spokesperson Kevin Lassila explained, in 2014, one of the council's task was to plan and organize the regional ALTANA Innovation Conference.

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Corporate Communications
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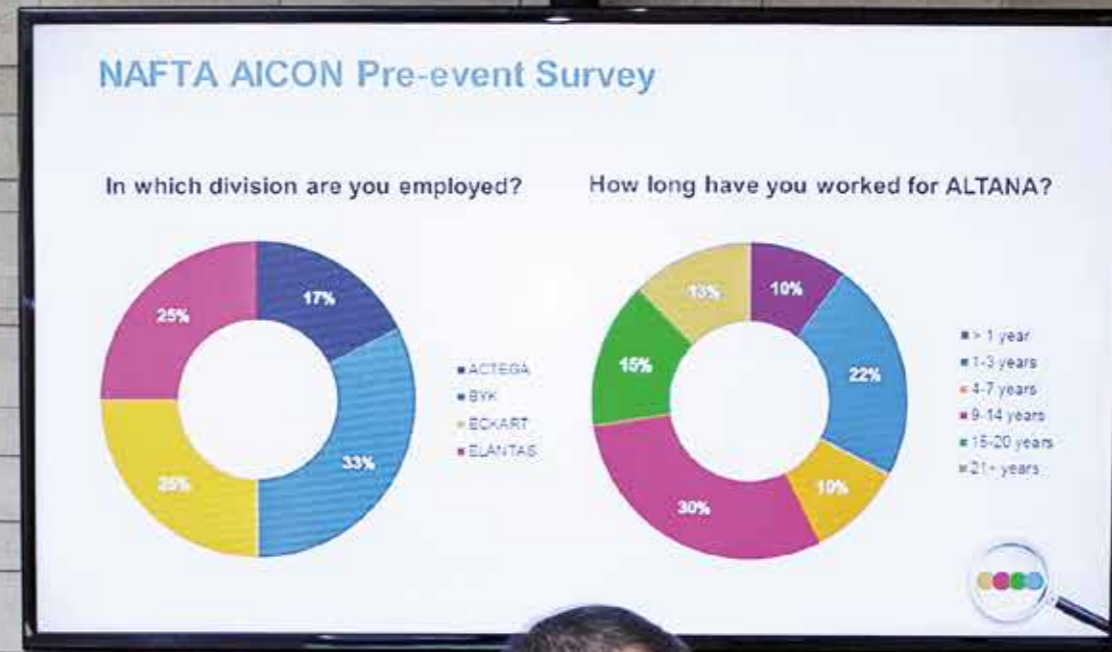
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1st Day

NAFTA ALTANA

Innovation Conference 2014

Wednesday, October 22nd, 2014
Wallingford

09:00 – 09:15h

Welcome Address / Opening Remarks

Dr. Georg F. L. Wießmeier, Kevin Lassila

09:15 – 10:00h

Introduction to BYK

Kevin Lassila

10:00 – 10:45h

Networking and Coffee

Posters on Display

Innovation Portal Demo

10:45 – 11:15h

Introduction to ELANTAS

Thomas Murray

11:15 – 12:00h

Introduction to ECKART

Jorg Mannig

13:00 – 13:45h

Introduction to ACTEGA

Jim Wittig

13:45 – 15:30h

Tours and Tutorial Sessions

15:30 – 19:00h

Innovation Activity

Jill St. John

20:30h

Optional Ghost Tour

2nd Day

NAFTA ALTANA

Innovation Conference 2014

Thursday, October 23rd, 2014
Wallingford

09:00 – 10:00h

Keynote Address

Dr. Georg F. L. Wießmeier

10:00 – 12:00h

Poster Session

13:00 – 14:45h

Tours and Tutorial Sessions

14:45 – 15:30h

Networking and Refreshments

Posters on Display

Poster Voting

15:30 – 17:00h

Right Brain Challenge:

Innovation in the Conceptual Age

18:30h

Dinner and Innovation Challenge

Poster Awards & Closing Remarks



"Cooperation across regions and divisions is key to growth."

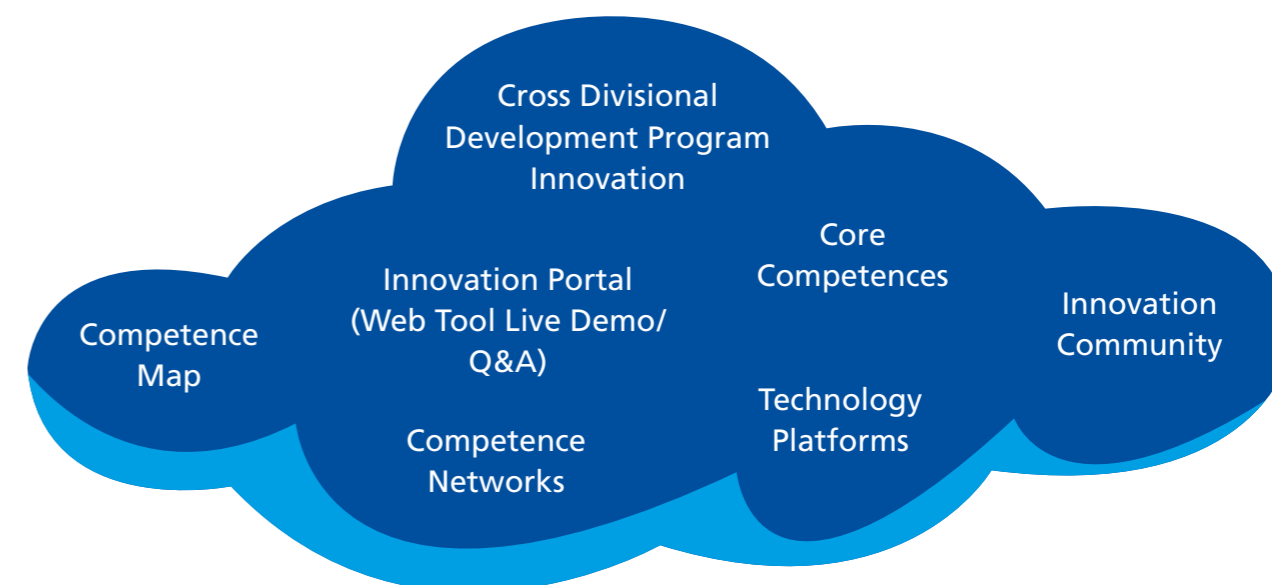
In his keynote address ALTANA CTO Dr. Georg Wießmeier provided an overview of the multitude of measures ALTANA has taken to strengthen cooperation across regions and divisions and encourage exchange of information and knowledge.

The ALTANA Approach to Innovation

BYK as host

Having opened a brand-new production site and a new conference center in Wallingford in 2014, BYK was more than happy to host ALTANA's first regional innovation conference in the NAFTA region, Kevin Lassila, spokesman of the NAFTA Innovation Council, pointed out in his welcome address.

The event not only offered technical presentations by representatives of the four ALTANA divisions. It enticed participants to reflect about creativity and the "right brain challenge," while also offering plenty of opportunities to become innovative during special expert tutorials and innovation sessions.



The ALTANA technology platforms are outstanding examples of using knowledge synergies across divisions, the CTO pointed out, referring to the Printed Electronics platform in particular. Over time, the platform has expanded into an internal start-up and was therefore equipped with the appropriate resources.

As regions play an important role in ALTANA's development, Dr. Wießmeier encouraged participants to close ranks even further and start cooperations across divisions and regions. The prerequisites for cooperation are established, he asserted, and resources will be allocated, provided the new ideas are well thought-out and promise potential for growth.



ALTANA from the NAFTA Perspective

Generating about 25 percent of sales, the NAFTA region constitutes a stable factor in ALTANA's overall global performance. Our 18 locations – including 19 labs – are proof of our customer-oriented business model.

Welcome to the NAFTA Region: Reception in Wallingford



Welcome Address by Division Presidents

More than 70 colleagues from the United States, Mexico, and Brazil as well as CTOs from ALTANA and the divisions gathered in Wallingford from October 21st to October 23rd, 2014, for the inaugural NAFTA ALTANA Innovation Conference. Welcome addresses were given by Dirk Plas, President of BYK USA, and Anthony Ameo, President of ECKART USA. The purpose of the conference was to extend participation within the ALTANA Innovation Community to those who had not been

able to participate in previous global ALTANA Innovation Conferences. More than 70% of the participants had not attended these AICON events. The conference provided many opportunities to form and strengthen relationships with colleagues, to learn more about the divisional topics, and to discover new tools and techniques. All this took place in an atmosphere that was not only fun and exciting, but also intellectually invigorating and uniquely North American.







ELANTAS: Innovation with Sister Divisions

ELANTAS products are applied in different parts of the electrical industry's value chain, Thomas Murray told the audience. Products are classified according to three business lines, whose R&D expenses differ significantly.

Innovation drivers range from environmental demands to application efficiency and performance improvements. In some cases, nanotechnology plays a role, too. In the U.S., ELANTAS pursues a number of R&D projects with ALTANA sister divisions.



ECKART: Efficient Innovation Structures

With its four locations in the U.S. and Mexico, ECKART America generates 24% of ECKART's global business, Jorg Mannig's overview showed. The company has established dedicated technical marketing groups for the market segments it services.

In combination with its end use management and its service labs for specialty testing, it can rely on efficient innovation structures. Further innovation stimuli stem from cross-divisional activities.





ACTEGA: Special NAFTA Lab for Market Projects

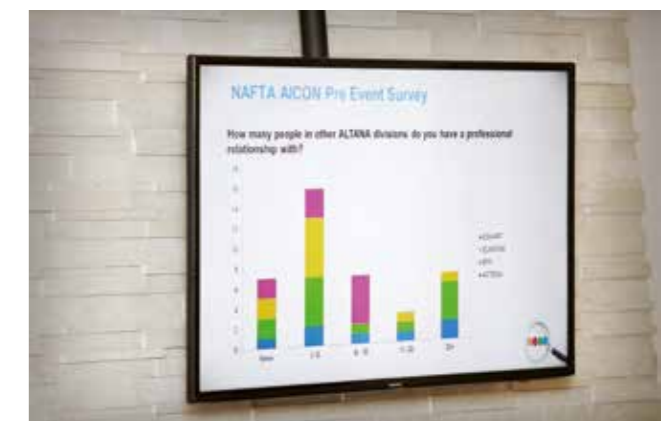
Focusing on the graphic arts business, ACTEGA enjoys a unique position in the American markets, Vice president Jim Wittig explained. Beside its two R&D labs run by ACTEGA Kelstar and ACTEGA WIT, respectively, the division has set up a special NAFTA Innovation lab.

The lab's task is to carry out market-driven projects. Additionally, it gives support to the two application labs and facilitates technology exchange between ALTANA divisions.



What's Going on at ALTANA?

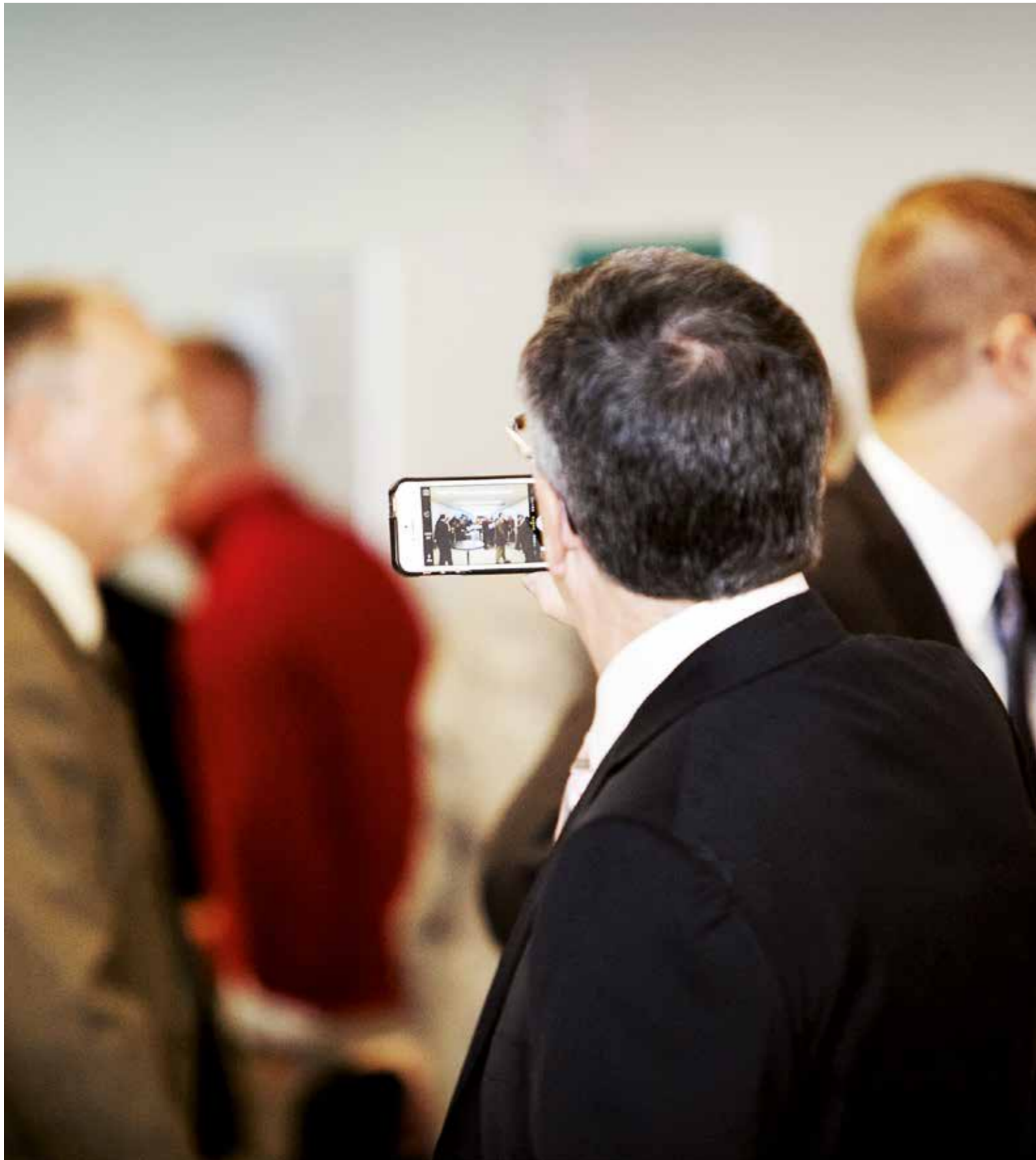
How do we best employ the ALTANA Innovation Portal? That was one of the issues participants could address during the poster session on the first day, when the portal was on live display. Moreover, they had a chance to take a look at projects and activities from other divisions.

















Why Not Be Playful?

There are many ways to turn a pumpkin into an advertising medium for a new company as part of a business game. That's only one of the creative lessons participants learned in several innovation activities, offered during the two-day event. The activities were based on a personality test participants had completed at the start of the conference. It helped to identify and define their problem-solving style according to the so called FourSight method.







Go Packaging. Think Shrink Ink.

Expand Your Circle

Background

Shrink packaging is predominantly associated with applications of either solvent based or aqueous ink systems. A combination of solvent or aqueous ink systems for shrink packaging applications has been challenging, especially for achieving UV curable ink systems.

When a UV ink product is printed and subsequently cured onto a shrinkable film substrate, the ink product becomes more rigid and adheres to a substrate that is the substrate. However, the challenge is expansion and design of a UV ink with a solvent based system that will shrink and move precisely with the substrate as the substrate shrinks. The two technologies were tested against multiple engineering to shrink as much as 80% during the process.

Processing

Shrinkable films in the range of 100 microns, being processed at high speeds, require precision in the ink formulation. The ink must be able to adhere to the substrate and high speed printing on the substrate is required for the ink to be able to move with the substrate.



Figure 1: Printed shrink sleeve converted (before) and an container (after)



Requirements for a Successful UV Shrink Wrap Formulation

- Adhesion to the following substrates:
 - Clarity Polyethylene (CPE)
 - Polycarbonate (PC)
 - Polycarbonate Copoly (PC/PC)
 - Poly (Acrylic Acid) (PAA)
- Excellent cure speed
- Excellent heat
- Flexibility
- Shrinkage up to 80%
- Stability during shrinking process (high temperature and/or steam)
- Ink integrity after shrinking and uncuring

Figure 2: Competitive UV white ink vs. ACTEGA WIT Anuloxite 200



Table 1: Typical ACTEGA WIT Pharma/Pharma 200 ink formula

| Ingredient | Percentage |
|-------------------------|-------------|
| Resin | 75% |
| Photo-initiator | 10% |
| Manufacturing additives | 2% |
| UV absorber | 2% |
| Shrink additive | 10% |
| Dispersant | 10% |
| Polymer particles | 20% |
| Green tint | 2% |
| Total | 100% |

Table 2: Typical ACTEGA WIT Pharma/Pharma 200 ink formula

| Ingredient | Percentage |
|------------------------------------|------------|
| UV Ink | ACTEGA WIT |
| Anti-static Coating | Fluor |
| Polymer Film (CPE, PVC, PETG, PLA) | Fluor |
| Anti-static Coating | Fluor |

Figure 3: Typical shrink sleeve construction

ACTEGA
Coatings & Services

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ACTEGA
Coatings & Services



Dressed up for Dinner

Even a dinner party can tickle creativity. Provided it's a murder mystery dinner and guests have to play characters different to their individual style. Amazing what a wealth of original, clever, and witty ideas participants came up with.









Brand New and State of the Art

BYK's new production site in Wallingford opened in 2014. With this expanded facility the company more than doubles its production capacity in the U.S.





ALTANA Group Locations

Turning Innovation into Added Value.

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Unknown

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Innovation Conference
2014**

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APAC ALTANA
Innovation Conference 2014
Foshan, November 5–6

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Staffed with representatives from each division, it's each council's task to ensure a cross-divisional exchange of information and knowledge and to facilitate a shared utilization of resources, e.g. labs and equipment. The councils are also expected to organize network events. What's more, the two regional innovation councils constitute an important bridge to the ALTANA Innovation Council. To sum up: With these three councils, a global basis for innovation has been built from which we can work resolutely and thoroughly.

Another practical measure taken in order to strengthen the regions was the decision to establish a biennial rhythm for the global ALTANA Innovation Conference while organizing two parallel regional ALTANA Innovation Conferences in the NAFTA and APAC regions every other year. As a result, the regions can now offer experts from their region opportunities for intense networking every two years. Community members who, due to restricted participation or a restricted time budget, did not have a chance to attend the global conference, now have the opportunity to get involved proactively within their region and to make their know-how available. Alternatively, they can profit from other experts' knowledge.



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We wish you pleasurable reading!

Dr. Matthias L. Wolfgruber
Chief Executive Officer, ALTANA AG

Dr. Georg F. L. Wießmeier
Chief Technology Officer, ALTANA AG



APAC ALTANA Innovation Council: A Region's Expertise

Without communication there is no chance to create something new, be it products or strategies. This belief is central to our interpretation of innovation. By the same token, exchange needs management and steering to be successful, plus a dedicated number of participants. That's why we introduced a regional innovation council for the APAC region in 2013.

Its four members – Akihiro Wakahara (BYK) from Japan, Vinayak Bhanu (ELANTAS) from India, Cathy Hao (ECKART) and Tian Yu Lin (ACTEGA) from China – reflect the diversity of the conference. With the four working in different divisions, they are able to pool know-how and expertise across the region. Besides, the council's first task was to organize the APAC ALTANA Innovation Conference – with great success as the following pages show.

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ALTANA South China Lab Synergy Members (f.l.t.r.): Tony Tsang (ECKART Zhuhai), Tian Yu Lin (ACTEGA Foshan), Helen Huang (ECKART Zhuhai), Jian Wei (ACTEGA Foshan), Grace Zhao (BYK Guangzhou), Cathy Hao (ECKART Zhuhai), Meiyong Zhou (ELANTAS Zhuhai), Shangqing Yao (ELANTAS Zhuhai), You Xing Yu (ACTEGA Foshan).



1st Day

APAC ALTANA

Innovation Conference 2014

Wednesday, November 5th, 2014
Foshan

09:00 – 09:15h

Welcome Address / Opening Remarks

David Qin

09:15 – 09:30h

Welcome Speech

Dr. Georg F. L. Wießmeier

09:30 – 09:50h

ACTEGA: R&D and Technical Services

Jacky Zhang

09:50 – 10:10h

ACTEGA: Divisional Overview

David Qin

10:40 – 11:00h

BYK: R&D and Technical Services

Akihiro Wakahara

11:00 – 11:20h

BYK: Divisional Overview

Dechun Fu

11:40 – 12:30h

Lab/Plant Tour

14:00 – 14:20h

ECKART: R&D and Technical Services

Cathy Hao

14:20 – 14:40h

ECKART: Divisional Overview

Paul Brooks

15:10 – 15:30h

ELANTAS: R&D and Technical Services

Dr. Vinayak Bhanu

15:30 – 15:50h

ELANTAS: Divisional Overview

Lixin Ye

16:40 – 18:40h

Poster Session

19:00 – 21:00h

Dinner

2nd Day

APAC ALTANA

Innovation Conference 2014

Thursday, November 6th, 2014
Foshan

08:30 – 09:00h

University Screening

Lynne Wang

09:00 – 10:50h

Workshops

Rajanikant Salunke, Heewon Oh,
Georg Toennissen, Richard To

10:50 – 13:00h

Live Demo and Q&A "ALTANA Innovation Portal"

Dr. Georg F. L. Wießmeier

14:00 – 14:30h

Closing Remarks

Dr. Georg F. L. Wießmeier

14:30 – 15:00h

South China Culture Introduction

Stephanie Lai

15:00 – 18:00h

Social Activity (Qing Hui Garden)

18:30 – 20:00h

Dinner



The ALTANA Approach to Innovation: Let's take on the challenge!

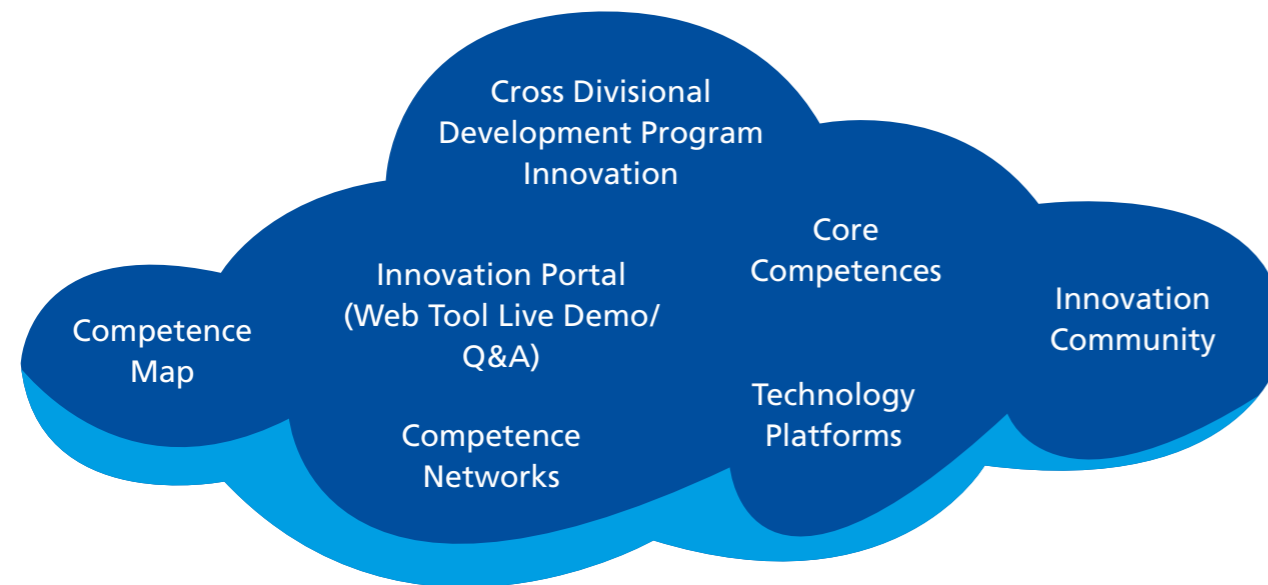
Welcome to the APAC ALTANA Innovation Conference
Hosted by ACTEGA Foshan, 57 guests gathered to discuss opportunities and strategies that arise when adopting a local or regional approach to innovation. Participants included ALTANA CTO Dr. Georg Wießmeier, its director of Science Relations, Dr. Jürgen Omeis, the Chinese managing directors of the other three divisions, plus innovators from China, India, Japan, Korea, and Singapore.

In his welcome address David Qin, managing director of ACTEGA Foshan, thanked Dr. Wießmeier for his trust in and support of the APAC Innovation Council. This team, he said, has taken on a tough challenge.



"Cooperation across regions and divisions is key to growth."

In his keynote address ALTANA CTO Dr. Georg Wießmeier provided an overview of the multitude of measures ALTANA has taken to strengthen cooperation across regions and divisions and encourage exchange of information and knowledge.



The ALTANA technology platforms are outstanding examples of using knowledge synergies across divisions, the CTO pointed out, referring to the Printed Electronics platform in particular. Over time, the platform has expanded into an internal start-up and was therefore equipped with the appropriate resources.

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ALTANA's Map of Asia

To a large extent, ALTANA's continuing growth depends on Asia's booming economies. Our map of Asia mirrors this. With 40 locations in ten countries we are close to our customers and markets.

This proximity includes lab services, too. In 16 of our Asian locations, we provide R&D facilities where we can run special tests for our clients. What's more, we develop special applications for our Asian markets in these labs.



ACTEGA: On the Road to Leadership

With its broad portfolio of coatings and sealants for the packaging industry, ACTEGA Foshan has paved the way for establishing a strong position in the Chinese market, managing director David Qin explained.

Focusing particularly on food, beverage, and pharma packaging in the future, the company aims to become market leader. In the long run, it wants to establish itself as a strategic partner for its customers. To this end, the company upgraded its lab equipment, established a new R&D building in Foshan in 2014, and plans to step up its innovation activities considerably.







BYK: Labs Accelerate Product Development

Having established eight local labs in the APAC region, BYK, already a leader in many technologies, aims to accelerate its product development. The improved infrastructure also helps to launch new technologies and to approach new industries, Akihiro Wakahara pointed out.

In his business overview, Dechun Fu made it clear that he expects new business opportunities to arise from bi- and multilateral trade agreements in the region. Relying on its open-minded personnel, the company is hungry for innovation.





ECKART: Expansion of Regional Portfolio

Developing tailor-made products for regional customers is an integral part of ECKART's business strategy in Asia. In the past, these new products have been successful in terms of sales, Cathy Hao explained in her presentation.

Based on this experience, the company plans a number of measures. It intends to expand ECKART's portfolio, developed and produced in Zhuhai. Ultimately, this regional strategy will improve customer intimacy and lead to better market penetration and sales growth, Paul Brooks, ECKART Asia's managing director, explained.







ELANTAS: Focus on Local R&D

A good brand image plus close contacts to customers characterize ELANTAS business in the APAC region. Being able to share world-class technologies from sister companies keeps the division's products always at a high level, Lixin Ye told the audience.

However, competition is becoming fiercer and centers more on pricing. Accordingly, the three Asian ELANTAS companies focus on local R&D, often exploring cost-saving projects, Dr. Vinayak Bhanu said.







Lab and Plant Tour

Before touring the production site, the conference participants visited ACTEGA Foshan's newly opened lab building. Thanks to the new technical equipment, the company is now able to offer local product development in dedicated areas.





China: Battle for Talents

The battle for talents is being waged in China, too. As the chemical industry's global players turn to recruiting their staff from the eight relevant universities in China, ALTANA has devised its own successful recruiting strategy, Lynne Wang explained to the audience.

With scholarships, joint research projects, lectures, and summer internships, ACTEGA offers students and trainees a wide variety of possibilities to start their career path.





Function Room 1

Big Ideas Wanted

2014 Atlanta
APAC Innovation
Conference
Posters Session

Small Poster Room 2014



Poster Session: Time to Exchange

What kind of activities are going on in other divisions and in other APAC countries? How can we achieve further growth? The poster session provided many interesting answers to these questions. A total of 22 posters were on show, 18 of which related to technical and research topics while four had to do with marketing, services, or strategy.





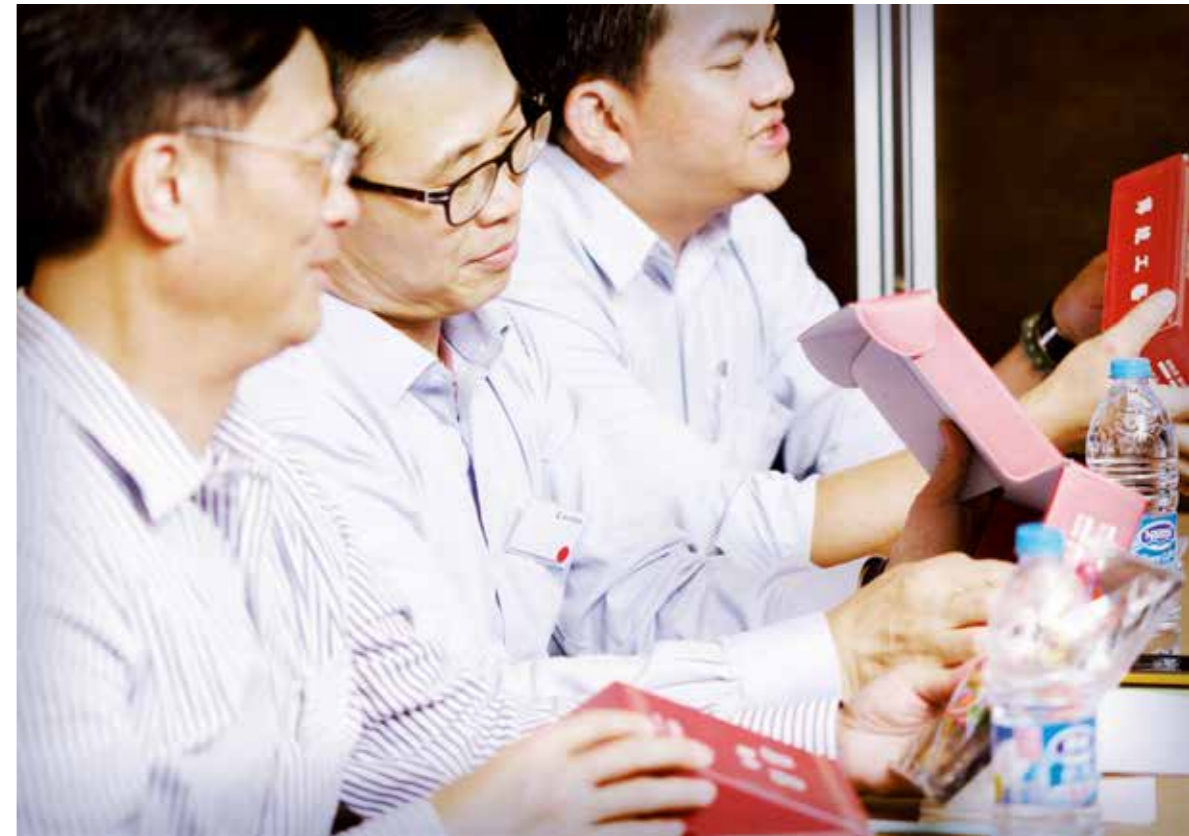


Workshops: From New Business to Localization

In four different workshops, hosted by Rajanikant Salunke, Heewon Oh, Georg Toennissen, and Richard To, participants discussed various issues. They ranged from regional communication within and across divisions and new business opportunities to sufficient product development in Asia and localization. Results were presented in a plenary session afterwards.







Dinner at the Sheraton Hotel ended the activities of day one.









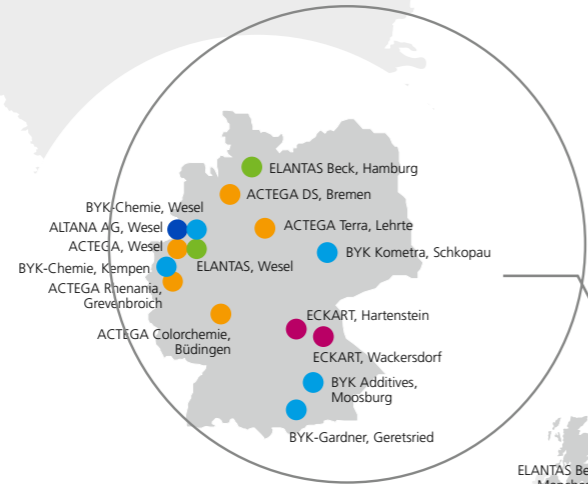
Culture in South China

An excursion to the Qing Hui garden, dating from the Ming Dynasty, gave participants an opportunity to learn more about the history and culture of South China. It also provided further opportunities for networking in a leisurely atmosphere.

Get-together

Joined by members of the ALTANA Innovation Council, innovators from five Asian countries gathered for a final get-together.





- Site
- Representative
- ALTANA Holding
- BYK
- ECKART
- ELANTAS
- ACTEGA

ALTANA Group Locations