

Competitive Benchmarking

Green Technology- Automotive Coating



Competitive-Benchmarking

Green Technology- Automotive Coating (1/2)

Background

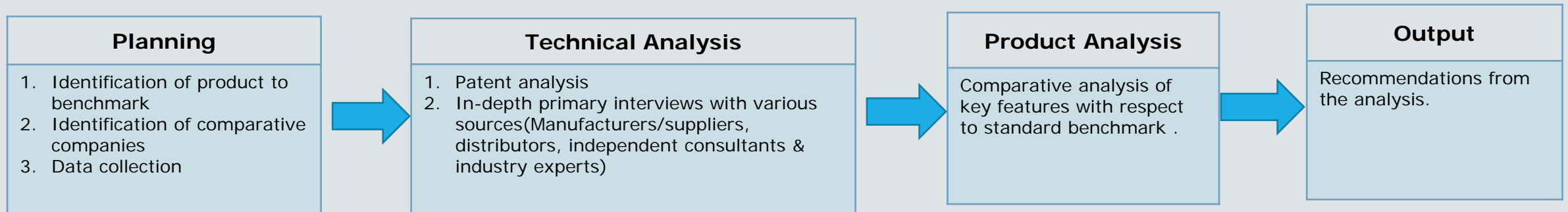
A US based Automotive Paint R&D unit mandated Ingenious to conduct a competitive -benchmarking analysis of PPG and BASF Coating in the domain of automotive painting technologies satisfying the potential future-compliance requirements viz. environment friendly, cost-effectiveness.

Objective

The objective of the competitive benchmarking analysis of PPG and BASF Coating in the domain of automotive painting technologies like E-coating, Base coating and Primer coating for comparing the green techniques employed and their compliance.

Approach



Ingenious conducted an in-depth assessment of above mentioned automotive painting technologies by PPG and BASF Coating for evaluating their performance as well as their key features as per industry standard.



Databases Used

Annual reports, SEC filings, Press Releases, Corporate Presentations, Paid Databases (Factiva, Bloomberg, OneSource, Hoovers, Thomson Reuters and Others)

Competitive-Benchmarking Green Technology- Automotive Coating (2/2)

	 Global Rank 1	 Global Rank 2
Electrophoretic Painting (E-Coating)	Coating formulation with no lead, low VOCs and low HAPs, low energy use and reduced waste ENVIRO-PRIME®, POWERCRON®	Coating formulation without tin and have reduced emissions. CathoGuard®
Base Coating (Waterborne and solvent borne basecoats)	Low VOC, Chip protection, Environment friendly ANDARO®	Low VOC, High Solid, Environment friendly XFine®
Primer Technology	B1:B2 system - Decreases capital and operating costs by eliminates the dedicated primer booth and large paint shop footprint; reducing energy consumption; and increasing overall process efficiency	Integrated paint process - Decreases the length of the production line and the sequence of process steps; significant reduction in solvent emissions, energy consumption and material consumption

IEBS Comment

Paint technology will continue to be driven by environmental concerns by making coatings with the lowest solvent content (low VOC) higher solids, utilizing waterborne and powder-coating technologies in more coatings, UV-light curing and bio-based material coatings