

FORBO EUROCOL GERMANY

A turbulent history

Forbo Eurocol in Erfurt has a similar history to Forbo Eurocol in Wormerveer, although the German part of the story was significantly impacted by the Second World War. The company began the production of all kinds of adhesives in 1920, and was immediately successful. The factory invested heavily in buildings and machinery. During the early days, the focus was primarily on adhesives for the lucrative shoe industry, which had its heyday during WW II. After the Russian troops reached Germany by the end of the war, the owner left to found a new company in Pirmasens, on the French-German border. In 1949, the Erfurt factory came under Russian management and was nationalised under the name: VEB Schuhchemie.

From shoes to new construction

In this post-war era, all goods were scarce, so the factory manufactured all kinds of products in addition to shoe adhesive, such as floor wax. The factory name was changed to 'Chemisol', where a lot of shoe adhesives are still manufactured today. The quality was so good that Chemisol became the preferred supplier for the 'Salamander' shoe brand, which sold its products in both East and West Germany. In order to guarantee the future of the factory, VEB Schuhchemie continued to expand its product assortment. For example with construction adhesives, an enormous market thanks to the ambitious reconstruction plans of the DDR. This resulted in the 'VEB shoe adhesive factory' growing into the market leader in construction adhesives.

Flying the Forbo flag

In the meantime, the factory built in Pirmasens was run like a family company, until it was taken over in the 1980s by the Swiss company Forbo. After the fall of the Berlin Wall, the same happened with the factory in Erfurt, which continued under the name 'Forbo Erfurt' as a centre of expertise for chemical products in construction. The company offers a large number of system solutions for the flooring industry. Under the motto: "One-stop shop", Forbo Eurocol provides high-quality primers, levelling compounds, adhesives, varnish for parquet flooring and cork, and maintenance and cleaning supplies out of Erfurt. Like Forbo Eurocol in Wormerveer, the company believes in high customer satisfaction and provides excellent service, advice and technical and commercial support. This makes it a very strong company and partner for the German construction industry.

FORBO EUROCOL RUSSIA

Russian connection

The activities of Forbo Bonding Systems in Russia, formerly the adhesive division within the Forbo Group, began in 1995. Forbo Flooring Systems already had a strong position within flooring market in the region, and there was a need for good adhesives, primers and levelling compounds. To provide this, the Forbo Group set up an import agency, which primarily sourced its products from Forbo Erfurt in Germany. In order to expand activities and strengthen the market position in Russia, the decision was made to build its own factory in Stary Oskol in 2005, 500 km south of Moscow.

Knowledge and expertise

This factory, established as Forbo Stroitech, was built in close cooperation with Forbo Erfurt. By making optimal use of the knowledge and expertise of their colleagues in Germany, Stary Oskol became a modern, very efficient manufacturing facility. The location was chosen due to the favourable location of various suppliers, all of whom met the high quality requirements set for Eurocol raw materials. The foundations were laid on 21 June 2006, and Forbo Eurocol has been operating in Russia since 2007.

Extensive product range

Since the opening of the Russian facility, the product range has continuously been expanded and improved. To do so, the Research & Development department uses the modern, high-quality laboratory that is part of the factory complex. Together with sister companies in Erfurt and Wormerveer, Forbo Eurocol in Stary Oskol contributes to building the 'eurocol' brand and increasing market share in various parts of Europe.



market leader in the Netherlands
A leading brand
the strong connection
product development high-grade
training centre technology
sustainability

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Eurocol is part of the Forbo Group



A DUTCH
SUCCESS STORY WITH
INTERNATIONAL APPEAL



the strong connection

eurocol

FROM BY-PRODUCT TO LEADING BRAND

Forbo Eurocol was created as private company, the N.V. Nederlandsche Linoleumfabriek in Krommenie, which originally produced flooring products. In order to offer the client a full range of products, they began developing adhesives, levelling compounds, maintenance and cleaning products. This was handled by a separate department. These 'by-products' for flooring proved very popular with installation companies and other clients, leading to swift growth of the department.

Elastic tile adhesive

When the construction sector in The Netherlands was going through a golden age in the 1960's and 1970's, the adhesives department in Krommenie developed a unique technical solution. During those years, many high rise structures were built using concrete, which resulted in a difficult problem when it came to tiling. Concrete shrinks a lot, and the brittle, cement-like tile adhesives of the time resulted in loose tiles and cracks in the tile work becoming a big problem. There was a need for a permanently elastic adhesive to deal with these situations. The product developers in Krommenie managed to develop and manufacture these

products. Once the independent technical testing agency TNO had extensively tested and approved the adhesive, manufacturing demand for the products grew rapidly. The ready-for-use elastic wall tile adhesive Majolicol was born, and remains the best quality tile adhesive on the market.

The 'Eurocol' brand

The new Eurocol tile adhesive also proved a great success, and activity in Krommenie intensified dramatically. The adhesives department remained within the linoleum plant, which had since become part of the Forbo Group. Under the guidance of the Director J.C. Kaars Sijpesteijn, who passed away in 1972. The adhesives plant was sold off that same year under the Eurocol name and established in Wormerveer. Later on, that became: 'Forbo Eurocol', but all products still carry the 'eurocol' brand. Thanks to continuous product development and improvement of Eurocol products by the Research & Development department, in close cooperation with Sales, Forbo Eurocol quickly grew to become the market leader in The Netherlands.

A STRONG BRAND

Waterproof tiling

A key success factor for Forbo Eurocol is the waterproof tiling system for wet rooms. This combination of primer, waterproof flexible tile adhesives, grouting and sealants provides ideal protection on surfaces susceptible to humidity. For example, this system enables bathrooms to be utilised as more fashionable wet-rooms, even using tiling on the plasterboard and gypsum plaster board commonly used in The Netherlands. But Eurocol products are also often successfully used for swimming pools and terraces.



In-house development and manufacturing

The development of these special products lies at the foundation of the success of Forbo Eurocol. The in-house R&D and manufacturing facilities represent significant added value for customers. This allows the company to quickly address technical developments and market trends. For example with special adhesives for LVT strips and tiles, adhesives for large format tiles, or sealants and grouting in matching colours. Forbo Eurocol also pays special attention to sustainability, both in their own factory and office buildings and in Eurocol products. For example, volatile substances have almost entirely been replaced with human and environmentally friendly alternatives, and most of the powder products are now low in particulates. The packaging units have also been made lighter and more health & safety conscious.

Advice, information and project support

At least as important as the quality of Eurocol products is the technical product advice, processing instruction and project support. Forbo Eurocol also provides product training at their own training centre or on location. In addition to a technical help desk, a team of Technical commercial advisors is ready to help clients and partners with whatever they need. If required including project management on the job. There is also the option of an Insured Project Guarantee, that contractors and processors

can sign a project up for to provide even greater security. Forbo Eurocol is always represented at leading construction and flooring trade shows with product news and to talk with customers. Forbo Eurocol also provide high quality brochures and flyers, and instructional videos on the website. Users can also download special Eurocol apps that provide answers to all technical questions pertaining to tile work and floor finishes.



RE-BRANDING 2014-2015

In 2014, the decision was made to re-brand the 'eurocol' brand within the Forbo Group. This resulted in the brand also being promoted visibly by sister companies Forbo Erfurt in Germany and Forbo Stroitech in Russia, literally forming 'the strong connection' between the sister companies. The three Eurocol factories are now called:

- Forbo Eurocol Nederland B.V.
- Forbo Eurocol Duitsland GmbH
- Forbo Eurocol RUS OOO

The factories in Germany and Russia also provide the quality that has made the 'eurocol' brand a success. Their presence in domestic markets contributes to the growth and recognition of the Eurocol brand. The brand is accompanied by the logo: 'the strong connection' and the co-branding: 'Eurocol is part of the Forbo Group'. All Eurocol products are produced in same packaging, with fixed, recognisable colours for each product group and icons representing the finish: floor covering, parquet or tiling. The rebranding will be completed in the 2014-2015 period.



MISCELLANEOUS

SEALANTS

PRIMERS & SURFACE
DPM SYSTEMS

ADHESIVES

REPAIR MORTARS
& LEVELLING
COMPOUNDS

GROUTS