

Plastics technology PUR - tailormade polyurethane processing

Asma GmbH from Austria has already made a name for itself on the world market as a plastics processor with a large number of innovative polyurethane products. For the company's 40th anniversary, we are now taking a look behind the scenes.



The company was founded in 1980 by Aspelmayr Maximilian (asma) as a sole proprietorship. Today the family business is running in the 2nd generation, with headquarters in Weitra with an annual turnover of € 22 million, as well as another location in Poland.



The company building is currently being expanded by a production hall (right) for € 7.5 million.

Of course, back in the 1980s, when asma founder Maximilian Aspelmayr manufactured the first prototypes from polyurethane in his garage, the conditions were completely different. The growth of a well-flourishing company means change, movement, change and transformation. Long-standing asma employees were able to personally help shape and follow the development steps. Whether poured or sprayed, in small numbers or as series production, gel-like-soft to tough-hard. The common basis is always the material with excellent mechanical strength: Polyurethane - or in short: PUR.

An important pillar for the Austrian company with almost 140 employees is the manufacture of extremely resilient oil and paint application rollers.

For the production of parquet and vinyl floors, furniture and MDF board products, application and varnishing roller coatings made of polyurethane, which have been specially developed for this area, are available under the brand name EasyPren®. These are used for the application of paints and oils on workpieces with flat, profiles, radii or chamfers. (see info box) "Thanks to constant further development, we have been able to achieve great progress in the quality and productivity of surface coating for our customers in recent years. This was awarded with Austrian innovation award in 2018," explains sales representative Christa Göschl.



Info box:

EasyPren® application rollers made of polyurethane for paint and oil application

Areas of application in the wood industry for paints and oils

- Furniture
- Parquet and vinyl floors
- Doors
- MDF board products

Special features:

- Extreme ductility and flexibility
- Chamfer and radius coating possible
- Structure-free roller surface for high quality painted surfaces
- Cut resistance to sharp workpiece edges
- A roller surface suitable for paints and oils

Available from asma:

- Hardness range: 8-53 ° Shore A
- For Bürkle-, Cefla-, Hymen-, Barberan- and Wemhöner-machines
- Maximum diameter: 600 mm
- Maximum length: 4000 mm
- Maximum part weight: 3 to
- Customer-specific surface finish including possible grooving

Further areas of application:

metal-, plastic- & glass-surfaces

Top picture: EasyPren® application and coating roller.

Bottom picture: XtraFlex® glue application roller with a highly deformable substructure and a wear-resistant top layer.

EasyPren® and XtraFlex® are registered trademarks of asma GmbH

The right choice of material, a decisive factor in application and coating roller coatings

These roller coatings are usually offered on the basis of rubber materials (EPDM or NBR). However, the right choice of material is crucial for a satisfactory result. Polyurethane differs from the rubber materials mentioned in the following special features: Excellent wear and cut resistance, very high resilience, high elasticity and excellent resistance to paints, solvents and oils. "High resistance to edge marks, the possibility of painting profiled and structured workpieces, as well as oil and solvent resistance were the different demands customers placed on the material for the roller coatings. Based on our decades of experience with roller coating systems in the coil coating sector, asma further developed the polyurethane formulations in accordance with customer requirements from the wood industry. Extensive test series, resistance tests and adjustments ultimately led to promising painting results. Customers were extremely pleasantly surprised by the results. The new roller coatings under the EasyPren® brand are extremely malleable and at the same time very resistant, produce an excellent coating quality and reduce maintenance intensity, as the roller does not have to be changed when switching between oils and coating systems. We are particularly proud of the latest development, application and paint roller coating with a hardness of 8° Shore A, which amazes customers", says Christa Göschl and is pleased



The rollers also deliver on heavily brushed surfaces excellent results



with the innovative, in-house research and development department. In addition to the application and coating rollers, asma also produces coatings for glue application rollers. These are available as highly wear-resistant versions in the hardness range of 53–80 ° Shore A. The grooves necessary to achieve a precise amount of glue are applied accordingly to customer specifications. "In order to meet customer requirements, the range of glue application rollers has also been expanded. This is XtraFlex®, a two-component roller coating with a highly deformable base and a wear-resistant polyurethane coating. This means that glue can now also be applied to contoured workpieces," explains sales representative Christa Göschl.

Development new dimensions

"Always on the pulse of time, we try to follow customer requests and trends," says Rainer Poiss as head of development. The successful establishment of 30° Shore A Easy Pren® roller coatings in industry and the carpentry trade in 2014 was followed just a few years later by the desire for even softer coatings. In 2019, a 8° Shore A EasyPren® roller coating was successfully brought to the market, which innovatively combines very low hardness, extreme deformability, wear resistance and grindability. This roller coating leads to new dimensions in productivity and possibilities for refined wooden surfaces. Surfaces, which were only possible by spray application in the past, can now be produced by roller application.

"We coat your existing as well as new roller bodies, regardless of whether they are paint, oil or glue application rollers. We also offer replacement rollers with short delivery times for common types of paint and oil application rollers. If necessary, we also offer complete rollers including ball bearings and regrinding services. The offer also includes the re-coating of transport rollers, feed rollers, transport chain plates and rollers for wide-belt sanding machines," says sales manager Mario Weninger, adding: "We are happy to develop and manufacture roller rubber linings made of PUR according to your special requirements. The rollers also deliver excellent results on heavily brushed surfaces.

Only satisfied employees deliver good products

The management team at asma can look back on numerous awards and certificates in the course of the company's history. WKO winner out of passion, Lower Austria INNOVATION PRIZE, Entrepreneurship Award, "Alle! Achtung!-Award" from AUVA, Great Place to Work, workplace health promotion, certification of family and work, to name just a few. Owner and managing director Claudia Steininger and managing director Thomas Brandeis agree: "Appreciation is an important motivator. Every employee has the opportunity to come to us with their worries and needs at any time, even without making an appointment". That is a success factor. In addition to careful management, market analyses as well as strategy development, product expansion and optimization are indispensable companions for a healthy company. Our goal is to find a good balance between profitable business and creating a humane workplace situation in a modern, state-of-the-art company", the two managing directors sum up their company philosophy.



asma Sales Manager:
Mario Weninger manages the
eight-person sales team



Christa Göschl is your contact-
person for application and
painting as well as coater
rollers and vacuum grippers
made of polyurethane.



As an application engineer,
Klaus Eberl has many years of
experience in the wood
industry.



The asma management team: Gerhard Steininger (Purchasing), Ing. Claudia Steininger (GF Sales, Human Resources), Rainer Poiss (Development), Markus Wiesmeier (Operations), Ing. Thomas Brandeis (GF Technology)

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