

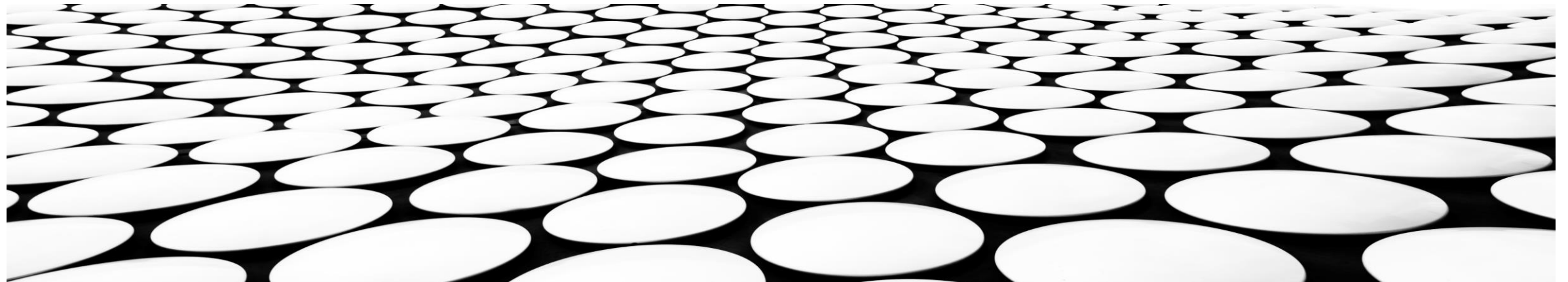


E-COAT CONSULTING & SERVICES
SURFACE SOLUTIONS THAT WORK

Elektrotauchlackschulung für Kaufleute

E-Coat Training for Commercial Teams

Einführung in die E-Coat Technologie aus wirtschaftlicher Sicht
A Strategic and Economic Introduction to Electrodeposition Coating



Main - Agenda



E-COAT CONSULTING & SERVICES
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1



Basics of E-Coating

- Technology-Introduction
- History of E-Coating
- E-Coat alternatives

2



Global E-Coat Market

- E-Coat-Market Analysis
- E-Coat Segmentation
- E-coat Suppliers

3



Markttrends and Challenges of the E-Coat market

- Sustainability
- Efficiency & Process-robustness
- Compatibility with innovative Paint-build ups and modern pretreatment systems

4



Strategy

- Seller and buyer strategic perspectives
- Strategy under conditions of mutual strategic awareness
- Cost analysis and offer evaluation

Comprehensive - Agenda



E-COAT CONSULTING & SERVICES
SURFACE SOLUTIONS THAT WORK

1



Basics of E-Coating

- Technology-Introduction
- History of E-Coating
- E-Coat - alternatives

- Basics of E-coating
- E-coats for automotive applications
- Advantages of cathodic E-Coats
- High performance corrosion protection layer
- Technical background of E-Coating (process flow)
- Historical Evolution of E-Coats
- E-coating process steps
- Chemistry of E-Coats
- Types of E-Coats

Comprehensive - Agenda



E-COAT CONSULTING & SERVICES
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2



Global E-Coat Market

- E-Coat-Market Analysis
- E-Coat Segmentation
- E-coat Suppliers

- E-Coat Market Share per region
- Global Market Potential
- Global Market Share per application (automotive, industrial & commercial vehicles)
- E-Coat Application Share per region
- Global E-coat Market Expectation
- Market Share per E-Coat Supplier
- Global Market Player
- Segmentation of E-Coat application

Comprehensive - Agenda



E-COAT CONSULTING & SERVICES
SURFACE SOLUTIONS THAT WORK

3



Markttrends and Challenges of the E-Coat market

- Sustainability
- Efficiency & Process-robustness
- Compatibility with innovative Paint-build-ups and modern pretreatment systems

- Sustainability (N-free neutralization, Sn-catalysts, free Bisphenol A, VOC-reduction, glycolethers & CO₂-footprint)
- Broad-Bake-Technology
- Edge-protection E-coats
- Compatibility with alternative pretreatments / mapping-robustness
- Compatibility with compact paint build ups

Comprehensive - Agenda



E-COAT CONSULTING & SERVICES
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4



Strategy

- Seller and buyer strategic perspectives
- Strategy under conditions of mutual strategic awareness
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- Strategy concepts
- Value-Added Strategy
- Total costs of ownership (TCO)
- Components of TCO
- First Pass Yield
- USP = Unique Selling Proposition
- Customer segments in B2B
- Level-the- playing field scenario
- Multi-dimensional negotiations
- BATNA (Best Alternative to a negotiated agreement)
- ZOPA (Zone of possible agreement)
- Apple to Apple concept
- E-coat calculations
- Should cost model
- Price index / Build your own picture
- Data for cost calculation
- Types of contracts