

# ROWA NEWS



NEWS FROM ROWA GROUP

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Kai Müller  
CEO  
ROWA GROUP

Dear Business Partners,  
dear Ladies and Gentlemen,

We are pleased to welcome you to the 25th anniversary issue of ROWAnews!

Originally planned as a trade fair edition, this ROWAnews was to be published just in time for the start of Fakuma 2020. It was intended to provide both information and plenty of good reasons for personal exchanges with our experts for plastics and colors concerning our new, innovative products.

We still consider it necessary and important to try to find direct interpersonal contact, if possible, in addition to all digital possibilities and virtual exchange. The ROWA Group is renowned for its hospitality and its modern, inviting booth concept, which provides the perfect setting to discuss product solutions within a manageable time frame with many interesting contact partners from a global customer base. Trade fairs however, are difficult or even impossible to arrange in times determined by the Corona pandemic.

Health considerations must always be at the forefront and appropriate hygiene concepts are in place when our business partners visit our headquarters to work together with us on product solutions. On page 6 you will find some interesting new developments such as the new PC and polyester-based ROMILOY® types from ROMIRA, which can now be used in PVD processes to create translucent effects such as logos or lettering. You will also find more information on the resource-saving advantages of these types of products.

It would be a pleasure for us to arrange a meeting of our experts soon at your premises or, if you wish, at our premises in Pinneberg.

Best regards

Kai Müller

## ROWA GROUP

### It's not only the milk that matters THE NEWLY DESIGNED MILK ROOM, IMPRESSIVE SUSTAINABILITY

The idea that milk has a detoxifying effect has long been exposed as a myth. Nevertheless, the ROWA GROUP maintains its decades of traditionally providing a daily ration of milk without any costs to employees who handle hazardous substances.



Up until a few months ago, the milk service involved an immense amount of effort in terms of daily deliveries to the respective department managers. As of this spring however, all employees have access to the so-called milk room, now equipped with vending machines for drinks and snacks and this has been very well accepted by many colleagues.



The ROWA GROUP, which attaches great importance to the responsible use of resources, has planned the space to be sustainable in many respects. For example, milk is now supplied in glass bottles instead of Tetra Pak. This returnable system will reduce the amount of waste produced by 1.39 tons per year

without compromising demand. A local farm, where species-appropriate farming is practiced, has been supplying the milk to the ROWA GROUP since the conversion. The modern vending machine, which enables contactless dispensing, not only provides employees with milk, but also other farm store products at purchase prices, such as cocoa, butter, cheese, sausage, yogurt and organic soups. A coffee machine is of course still available.

In order to avoid disposable cups and thus waste, every employee has received a high-quality ROWA thermo cup. These not only keep the drink warm or cold for hours as required, but also support the sustainable and ecological way of thinking of the ROWA GROUP.



The ROWA GROUP has always considered itself responsible for the improvement of internal and external processes with respect to environmental protection and resource conservation - the milk room idea is a small yet further step on the way to an ever more sustainable company development. ■

### Quite an attractive project in the long run: DISTINCTIVE NEW DESIGN FOR THE SILOS

Anyone wishing to visit the ROWA GROUP, one of its companies or the COLOR COMPETENCE CENTER will have no problem finding the way these days:

Firstly, the route from the freeway via the Pinneberg West bypass, which was completed at the end of 2019, is particularly convenient and fast. Moreover, the ROWA GROUP location really stands out from a distance due to its 15 meter high silos.

Regular visitors to the site have already noticed something new, namely that after eight years the six silos facing Prisdorfer Strasse have been given a fresh new look.

The 18 silos on the premises boast a combined capacity of up to 1,200 tons and consequently provide the ROWA GROUP companies with sufficient capacity for storing raw materials. ■



Points with external and internal values: the stylishly designed raw material silos on the ROWA GROUP premises.

#### IMPRINT

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## TRAMACO'S NEW MICROSPHERES (MS)

Some materials, e.g. TPE/TPU, cannot be processed by chemical or physical foaming due to their low melt strength. In these cases TRAMACO's microspheres (MS) can offer an adequate solution.

They are filled with a physical foaming agent which is encapsulated in a polymeric shell and strongly expands under the influence of heat while keeping the increased volume during cooling.

There are diverse fields of application, e.g. TPU-shoe soles, coatings, underbody coatings (UBC), wall coverings, insulation materials and silicone rubber (LSR and HTV). By using MS, very low densities and highly homogeneous, closed cell foam structures can be produced (see photo). Tramaco offers a wide range of expandable microspheres as powder (e.g. for plastisols) and polymer-bound masterbatches in granulated form (e.g. for injection molding applications).

In some applications an optimal result can be reached by combining microspheres and conventional chemical foam-

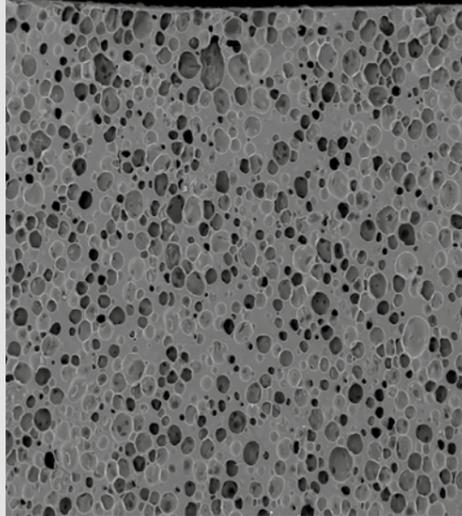
ing agents. Appropriate TRACEL®-Types are available for such applications.

Already pre-expanded microspheres are brand-new in TRAMACO's portfolio. By application of these ultra-light fillers, with densities below 30 kg/m<sup>3</sup>, cell structures can also be created in materials which do not allow expandable microspheres or conventional chemical foaming agents in their processing operations, e.g. paints, lacquers, coatings or thermosets.

For further questions please contact the TRAMACO application engineers team ■

### ➤ More information

[www.tramaco.de](http://www.tramaco.de) / Stefan Schneider / +49 4101 706 120  
s.schneider@tramaco.de



## MINIMIZE FRICTION (-AL LOSSES)

For more than 40 years TRAMACO has been offering a wide portfolio of chemical foaming agents and primers, which is continuously expanded by newly developed products.

The production technology optimized for foaming agents offers the potential to produce masterbatches with high loading of additives which would be difficult to process in their pure form. Today we present two particularly well suited "teampayers" of this product range:

**TRASIL IM 20** is very effective as mould release agent for injection moulded parts with complicated geometry. By using **TRASIL IM 20** these parts in general can be demoulded faster and easier, and depending on the applied dosage, they can provide an additional effect of reduced sliding friction.

Our classic product for sliding friction applications is **TRAPLAST PTFE Slip 80**, an 80% masterbatch of micronized PTFE.

Both products can be used together to show their strength in technical parts. By combining the two mechanisms of action, the user can benefit from easier demoulding and a big reduction in sliding friction, short- to medium- as well as long-term.

Our TRAMACO application engineers team will be pleased to advise you. ■

### ➤ More information

[www.tramaco.de](http://www.tramaco.de) / Dr. Thomas Mergenhagen  
+49 4101 706 222 / t.mergenhagen@tramaco.de



In addition to simplified demoulding, a very good reduction in sliding friction is achieved by two combined mechanisms.

## Investing in the future

# PLANT MODERNIZATION AND SPACE EXPANSION FOR ROWA MASTERBATCH



ROWA Masterbatch is preparing for the future and strengthening its effectiveness and flexibility with the purchase of a new extruder and the takeover of a production area in Pinneberg that has recently become available. This now marks the next phase of the comprehensive modernization and reorganization of the factory environment heralded.



The production equipment is being modernized with the addition of a Coperion ZSK 32 extruder, which will be put into operation this autumn. The new plant replaces an extruder of older construction and guarantees increased long-term energy efficiency and productivity for ROWA Masterbatch.

Technically, this machine is ideally suited to existing plants and enables an easy scale-up from small to large batches. In selecting the new ZSK 32 extruder, ROWA Masterbatch has chosen a universal plant

solution that can be used for all product groups of the company.

A further positive and future-oriented step is the takeover of the production and mixing area from our affiliated partner TRAMACO, which moved its location a few kilometers further north to Tornesch in 2018/19. This increases the ROWA Masterbatch footprint by 500 m<sup>2</sup>. The area has already been stripped out and cleaned and is currently being renovated. On completion it will be divided up as follows: The first phase of the project will increase the mixing area. Special focus will be given to ensuring the best possible material flow from the incoming raw material through weighing, mixing and preparation for production. In addition, ROWA Masterbatch will expand mixing capacity with the planned purchase of a further Mixaco mixer.

The company is also taking the opportunity to revise and adapt the dust exhaust concept to the mixing processes in the best possible way. The modernization of the mixing area will also be accompanied by the introduction of MES (Manufacturing Execution System).

The next phase of the project is planned for 2021 and will create the environment for installing additional extruders. The production hall offers space for three more extruders. A new steel platform will be built, which will later be used to feed the extruders with raw materials. The hall will be directly connected to the extended mixing area, keeping the feed distance for raw material mixtures as short as possible. At the other end of the hall is the staging area for finished goods, from where the logistics department can transport the goods to the warehouse.

The completely revised factory layout paired with a new generation of extruders will increase both the efficiency of work processes as well as energy efficiency significantly. This is how ROWA Masterbatch is pursuing consistently the goal of increasing sustainability. ■



### More information

[www.rowa-masterbatch.de](http://www.rowa-masterbatch.de) / Ole Weidemann  
+49 4101 706 287 / [o.weidemann@rowa-masterbatch.de](mailto:o.weidemann@rowa-masterbatch.de)

## Ready for tomorrow today

# ROWA MASTERBATCH: THE PERFECT PARTNER FOR BIOPLASTICS

Even if the Corona pandemic crisis has side-lined the issue a little in recent months, conducting business in a climate-conscious and sustainable manner remains as important as ever and is high on the agenda of companies, organizations and end consumers.

As a specialist for the development and production of polymere specific color, additive- and multifunctional masterbatches another step in the right direction already being pursued by ROWA Masterbatch is the development of sustainable products.

These products, referred to as bioplastics, are differentiated between bio-based and biodegradable: Bio-based plastics are produced from renewable raw materials, such as starch or sugar. The term biodegradable refers to plastics that can be decomposed by microorganisms. This results in the following three groups of bioplastics:

> bio-based, non-biodegradable plastics:

**Bio-PE, Bio-PA, Bio-PET, CA**

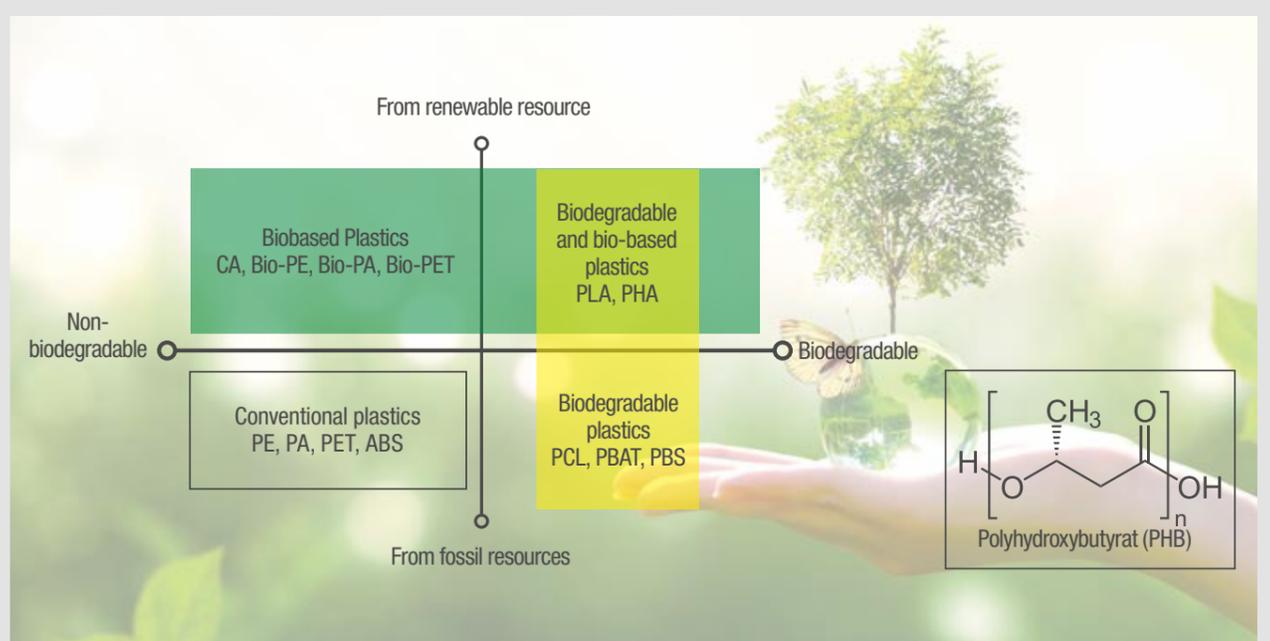
> bio-based, biodegradable plastics:

**PLA, PHA**

> biodegradable plastics of fossil origin:

**PCL, PBAT, PBS**

Until now bioplastics have been used mainly for food packagings, toys and some technical applications - although in relative terms they are still very rare. Dorit Krienke, Head of Development at ROWA Masterbatch, is certain that "The topic will gain momentum in the coming years. The demand for bioplastics will increase



significantly. At ROWA Masterbatch we are well prepared and are the perfect partner when it comes to processing these kind of products".

ROWA Masterbatch works polymer-specific and can therefore process virtually all possible materials - including, of course, biopolymers. "We develop custom color and additive concentrates for our customers

and are open for projects in all future-oriented fields - please feel free to contact us", said Mrs. Krienke. ■



### More information

[www.rowa-masterbatch.de](http://www.rowa-masterbatch.de) / Dorit Krienke  
+49 4101 706 125 / [d.krienke@rowa-masterbatch.de](mailto:d.krienke@rowa-masterbatch.de)

## Award received ECOVADIS SILVER CERTIFICATE

ROWA Masterbatch, specialist in the development and production of polymer-specific color, additive and combination masterbatches, has recently been awarded the EcoVadis silver certificate.



EcoVadis is an independent assessment platform that helps companies optimize their environmental and social practices. It provides holistic ratings in the area of corporate social responsibility (CSR). Easy-to-use monitoring tools allow companies to manage risks and improve supply chains. The methodology analyzes companies according to the four categories of environment, social responsibility, ethics and supply chain.



More and more customers are placing great importance not only on selecting the most cost-effective

supplier, but also on finding a partner in the supplier who is committed to sustainability and social responsibility.

EcoVadis has assessed over 45,000 business partners around the world. This has helped reducing the risks of some of the world's largest companies, while at the same time making a positive contribution to the environment, promoting transparency and driving innovation.

Large multinational companies are working with EcoVadis, including some of the leading players in the chemical and plastic industry. The aim is to assess and rank companies in terms of defined fundamental values with a view to improving the sustainability of their global supply chain.

In this process, they use their influence as a "positive force" so that companies achieve results that go over and above compliance. The company being evaluated can see how its performance compares with that of its industry. This creates a "race for the top spot" in

which entire industries compete against each other to achieve global best practices.

The EcoVadis rating provides a transparent record of success in the implementation of measures in the areas of environmental protection, compliance with labor and human rights, ethics and sustainable procurement.

For ROWA Masterbatch the silver certificate is an incentive to further deepen the commitment to these values. ■

**More information**  
www.rowa-masterbatch.de / Dr. Natalia Olichwer  
+49 4101 706 154 / n.oliczwer@rowa-masterbatch.de

## High-quality nigrosine masterbatch ENABLING A REDUCTION OF ELECTROCHEMICAL CORROSION IN THE COLORING OF POLYAMIDES



ROWA Masterbatch has been established as a competent and internationally renowned partner of the automotive industry and well-known polyamide processors and compounders for polyamide-based nigrosine masterbatches. The newly developed ROWALID® PA-B044A RHC BLACK will ensure that this will continue to be the case in the future.



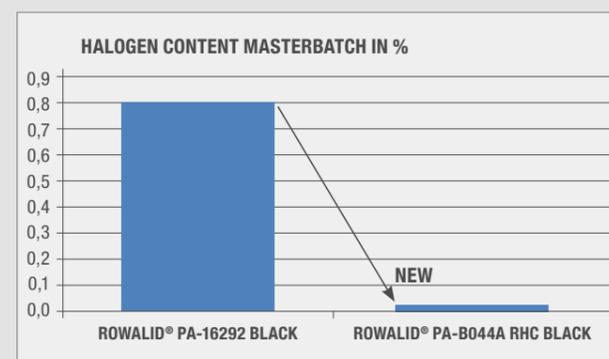
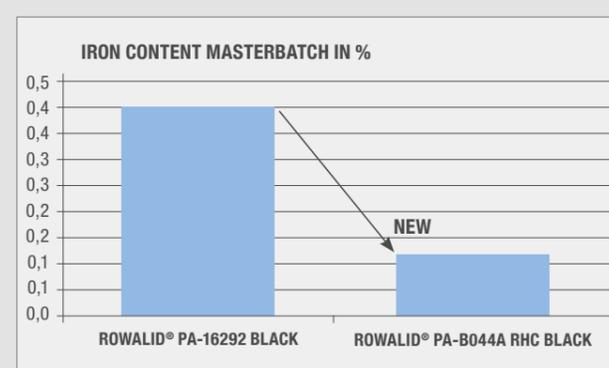
For sensitive applications, soluble colorants, nigrosine, are usually used because carbon black influences the mechanical properties and material behavior in the injection molding process. ROWA Masterbatch is recognized as a specialist in this area and supplies customers all over the world with ROWALID® PA-16292 BLACK, primarily from the automotive industry, where this ma-

sterbatch is used for items such as glass fiber reinforced polyamide in the engine compartment of passenger cars.

With immediate effect, the masterbatch experts have a new design development in their portfolio: The nigrosine masterbatch ROWALID® PA-B044A RHC BLACK (RHC stands for reduced halogen content), which achieves a further reduction in electrocorrosion and reduced interaction with other formulation components compared to other products. An improvement of the mechanical properties after thermal aging is also evident.

These benefits, in particular the fact that ROWALID® PA-B044A RHC BLACK prevents corrosion of metals such as copper, open up a wider range of applications: Besides use in the engine compartment this high-purity grade of nigrosine is also ideal for E&E applications, including heat exchangers, connector housings, housings for circuit breakers or terminal blocks.

With this new development ROWA Masterbatch has once again demonstrated expertise in the production of masterbatches. And as usual: Please do not hesitate to contact the team if you require any further information or have individual requirements. ■



**More information**  
www.rowa-masterbatch.de / Bernhard Scheffold  
+49 4101 706 255 / b.scheffold@rowa-masterbatch.de



## Portfolio expansion for ROWASOL

### ROWA RESINATE: A NEW PRODUCT LINE FOR COLORING EPOXY RESINS



Epoxy resin is a thermosetting plastic obtained by polyaddition, which means it can no longer be molded after curing. It consists of at least two components, the resin and the hardener, which are mixed in a defined ratio shortly prior to processing.

The reaction resin mixture is then applied and cures. The range of applications is very wide and extends from construction adhesives for boat and model building to fiber composites, including aerospace applications, industrial flooring and as corrosion protection in paints.

So-called synthetic resins are becoming more and more popular, especially in private modeling and in furniture manufacture.

The new ROWA Resinate liquid colors are either pre-mixed with the resin component and further processed with the hardener at a given time or directly mixed with both components at the time of processing. Opaque to translucent colors can be created in addition to the standard RAL shades.

epoxy resin curing and is incorporated into the dense polymer network of the thermoset. The stoichiometry, meaning the mixing ratio of resin and hardener, is consequently not affected.

The range of products offered by ROWASOL is directed at distributors and manufacturers of epoxy resins, who either offer pre-colored systems or separately supply liquid colors as color components to the end customer. ■



Convincing innovation from the specialist for liquid colors: ROWA Resinate for epoxy resins from ROWASOL.

**> More information**  
[www.rowasol.de](http://www.rowasol.de) / Udo Wilkens  
 +49 4101 706 335 / [u.wilkens@rowasol.de](mailto:u.wilkens@rowasol.de)

## THANKS TO ROMIRA'S PVD INNOVATIONS

In the automotive, cosmetics and household appliance industries, product designers and brand managers seek the greatest possible freedom in design. The ROMIRA team is introducing new ROMILOY® types, providing an innovative product portfolio that allows designers unprecedented creativity and a greater degree of individuality.

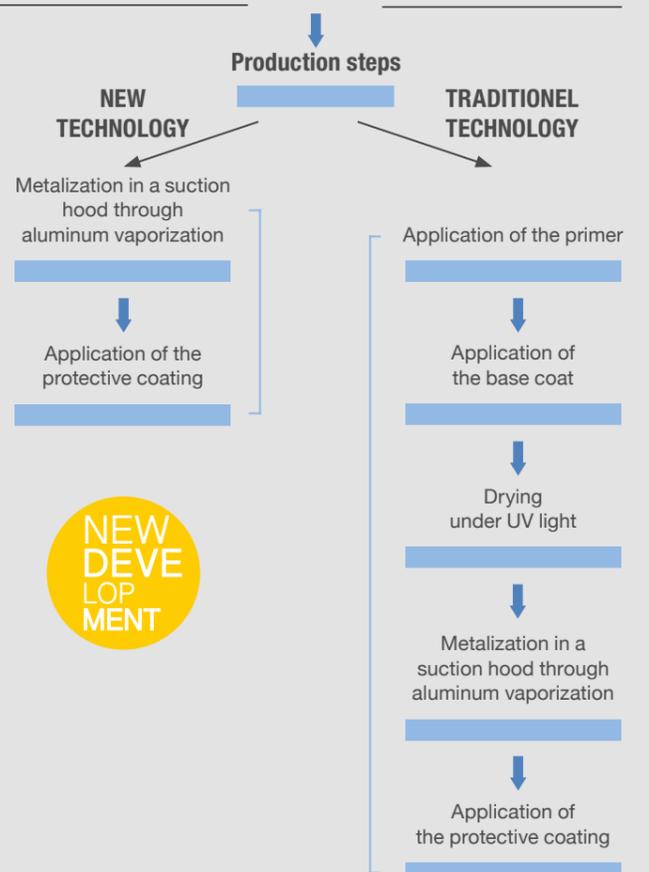
The Physical Vapor Deposition (PVD) process has become increasingly more important in recent years due to its ecological advantages over the galvanic process. ROMIRA has now developed a product range that further optimizes the PVD process, providing new design possibilities and reducing process steps: The innovative PC and polyester based ROMILOY® types allow the PVD layer to be applied so thinly that when the object is illuminated from behind, the light shines through. Backlighting makes metallic-looking surfaces translucent - opening up countless new design and individualization possibilities. This enables logos, lettering or pictograms, for example, to be highlighted in a highly expressive manner, simply by applying a mirror-inverted sticker.

ROMILOY® products are also impressive in that they reduce the PVD process from four to two steps, as primer and base coat can be eliminated. Fewer work steps, less material equals less CO<sub>2</sub> emissions!

Customers are already very enthusiastic about the innovative product portfolio, which offers new, more individual and environmentally sustainable design possibilities. ■

The new developments from ROMIRA have even more to offer: In addition to the design added value, the

**> More information**  
[www.romira.de](http://www.romira.de) / Sven Guzielski  
 +49 4101 706 303 / [s.guzielski@romira.de](mailto:s.guzielski@romira.de)



## NEW PC-BLENDS WITH EXCELLENT PROPERTIES

NEW  
DEVELOP  
MENT

ROMIRA, as a specialist supplier of engineering plastics and blends, is expanding its portfolio with two further products, which among other things show a very good performance in the area of UV resistance.

### PC/PBT blend with particularly high impact strength, reduced warping tendency and increased UV stability: ROMILOY® EXP3008

PC/PBT blends are construction materials that combine the advantages of amorphous polycarbonate (PC) and crystalline polybutylene terephthalate (PBT). PC provides impact strength and dimensional stability, while PBT adds chemical resistance and stiffness to the blend.

The new blend, ROMILOY® EXP3008, is not only characterized by improved chemical resistance (towards fuels, fats / oils and many cleaning agents), high dimensional stability and UV resistance, but also by especially high impact strength and is therefore particularly suitable for demanding parts in outdoor applications.

### Halogen free-flame retardant PC blends with exceptional mechanical properties and high UV stability: ROMILOY® 7410

Only flame-retardant plastics are permitted for use in many applications. Halogenated compounds are most commonly used as the main component for this purpose. The major disadvantages of these compounds include the highly toxic dioxins released in the event of fire, and, on account of the high concentra-

tions required, there can be a deterioration of mechanical properties as well as migration of additives to the surface. Moreover, the synergist that is also necessary can catalyze various degradation reactions of the polymers.

ROMIRA has succeeded in adding a further product to its halogen-free PC blend portfolio by improving the formula and process:

ROMILOY® 7410 is a rubber modified PC blend with a UL V0 listing at 1.5 mm. It features significantly improved mechanical properties, in particular notched impact strength, and high UV and temperature resistance. Optimized concentration of the modified flame-retardant package also prevents migration and the resulting reduction in surface quality.

These products can be used for both outdoor and indoor applications. Examples include the electrical and electronics industry, consumer goods and medical technology. Please contact the ROMIRA team for more detailed information. ■



#### More information

[www.romira.de](http://www.romira.de) / Dr. Milena Pöhlmann

+49 4101 706 376 / [m.poehlmann@romira.de](mailto:m.poehlmann@romira.de)

# Only postponed, not canceled! THE ROWA GROUP IS LOOKING FORWARD TO THE 2021 TRADE FAIR YEAR

Protecting and the safety of each individual are a matter of the highest priority. For this reason, the ROWA GROUP endorses the decisions of the organizers not to hold trade fairs this year. Nevertheless, we very much regret not being able to meet you at FAKUMA this year. There's no substitute for a personal conversation, and we would have been delighted

to meet with you over a coffee specialty in our barista lounge at the trade fair booth to discuss current developments, product innovations and industry news.

This ROWAnews has provided you with a first insight into the latest news from our companies. If you wish to learn

more, the respective contacts are looking forward to hearing from you! We are optimistic that we will be able to see you again in 2021 for meetings and trade fairs and would like to take this opportunity to invite you to have a coffee with us then! In the meantime, the ROWA GROUP staff wishes you all the very best! ■



## ROWA MASTERBATCH

### POLYMER SPECIFIC MASTERBATCHES IN GRANULES

- ▶ ROWALID® - CC Color Masterbatches
  - ▶ ROWALID® - AD Additive Masterbatches
  - ▶ ROWALID® - MF Multifunktional Masterbatches
- Special compounds**
- ▶ ROWACOM Compounds with a high content of colorants, additives and fillers



### TRACEL® / UNICELL

Chemical foaming / nucleating agents:  
basic chemical foaming agents, exothermic and endothermic chemical foaming agents, chemical foaming agent masterbatches, powders, pastes, liquid chemical foaming agents

### TRAPYLEN® / TRAPUR®

Adhesion promoters for coating, printing and bonding of plastics:  
solvent based, water based, UV curable, solid resins

### TRACOMB / TRAFILAM / TRAPOR / TRASTAB / TRASTATIC

Additive and multifunctional masterbatches

## ROWASOL

- » Liquid Colors and Additive Concentrates
- » Dosing Systems for Extrusion and Injection Molding
- » Dispersions as contract manufacturing

## ROWALACK

ROWAKRYL® / ROWAFLO® / ROWATHAL® / ROWANYL® / ROWASIL / ROWADEKOR® / ROWASET / ROWALID® TI

Protection and top lacquers for all kinds of coated fabrics and plastic films, based on acrylic, polyurethane and fluoro polymers, solvent based as well as waterborne

ROWALID® pigment preparations  
Highly concentrated PVC and PMMA single pigment preparations, micro powder

! ALL ABOUT PASSION



Technical polymers and blends, colored and functionally adapted as per customer request

### ROTEC®

ABS, ASA, AES, PC, SAN, PMMA, POM, SMMA, PA, PBT, M-ABS

### ROMILOY®

Blends based on PC, PA, PBT, PET and styrene copolymers

### LURANYL®

PPE-blends (PPE+PS -I, PPE+PA)

DRINK MORE COFFEE  
ROWA GROUP

COFFEE VOUCHER



CAFÉ CREMA, CAPPUCCINO OR ESPRESSO - WHAT WOULD YOU LIKE?

You are welcome to join us! Come to our booth next year and make yourself comfortable with a coffee specialty or a cool drink. We look forward to seeing you there!



ROWA Masterbatch GmbH  
Siemensstraße 1-3  
25421 Pinneberg  
Phone: +49 4101 706 01  
Fax: +49 4101 706 202  
info@rowa-masterbatch.de  
www.rowa-masterbatch.de

TRAMACO GmbH  
Lise-Meitner-Allee 8  
25436 Tornesch  
Phone: +49 4101 706 02  
Fax: +49 4101 706 200  
info@tramaco.de  
www.tramaco.de

ROMIRA GmbH  
Siemensstraße 1-3  
25421 Pinneberg  
Phone: +49 4101 706 03  
Fax: +49 4101 706 300  
info@romira.de  
www.romira.de

ROWASOL GmbH  
Siemensstraße 1-5  
25421 Pinneberg  
Phone: +49 4101 706 04  
Fax: +49 4101 706 400  
info@rowasol.de  
www.rowasol.de

ROWA Lack GmbH  
Siemensstraße 1-5  
25421 Pinneberg  
Phone: +49 4101 706 05  
Fax: +49 4101 706 234  
info@rowa-lack.de  
www.rowa-lack.de

ROWA France S.a.r.l.  
7, rue Albert Einstein 77420  
Champs sur Marne  
Phone: +33 1 646 81 616  
Fax: +33 1 646 81 356  
info@rowa-france.com

ROWA Inc.  
110 Phyllis Dr Croydon, PA  
19021 USA  
Phone: +1 609 567 8600  
sales@rowainc.net  
www.rowainc.net

ROWA Korea Co., Ltd.  
511-16, Joogyo-Ri,  
Yesan Yeop  
Yesan-Gun, Chungnam-Do  
Phone: +82 41 335 42 03  
Fax: +82 41 335 42 04  
info@rowa-korea.com

Ningbo ROWA Coatings  
Technology Co., Ltd  
Rm.1218, Block A2, R&D  
Park, Lane 587, Juxian Rd,  
Hi-Tech Zone, Ningbo City  
Zhejiang Province, P.R.China  
PC: 315048  
Phone: +86 574 87229282  
info@rowa-china.com  
www.rowa-lack.de