

FreiLacke





The Management (from left to right):
 Dipl.-Ing. Hans-Peter Frei – Managing Director and Technical Director
 Dr. Rainer Frei – Managing Director and Commercial Director
 Dipl.-Ing. Roland Bäurer – Authorised Signatory and Business Unit Manager Materials Logistics

This is who we are.

Dear Readers,

Customer and market orientation are two attributes that have had and will continue to have a significant role in shaping FreiLacke's past, present and future. Quality, reliability and service are the cornerstones of our organisation and are consistently reflected in our product and process solutions. As the continuity of these principles is important to us, we have clearly defined and detailed them in a target system that we have called the "FreiLacke 2026" long-term positioning plan. We have deliberately chosen a time frame for target achievement by 2026 to coincide with our 100-year anniversary in 2026 and to give an insight into the long-term prospects for our family-run company.

At this point, we would like to give special thanks to our customers, employees, suppliers and partners, who both inspire and motivate us and play no small part in contributing to our success.

We also invite you to judge our capabilities for yourself by following the fine paint trail that guides you through this brochure.

Kindest regards,
Your FreiLacke Management Team

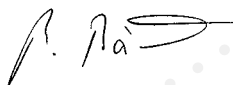
Dr. Rainer Frei



Dipl.-Ing. Hans-Peter Frei



Dipl.-Ing. Roland Bäurer

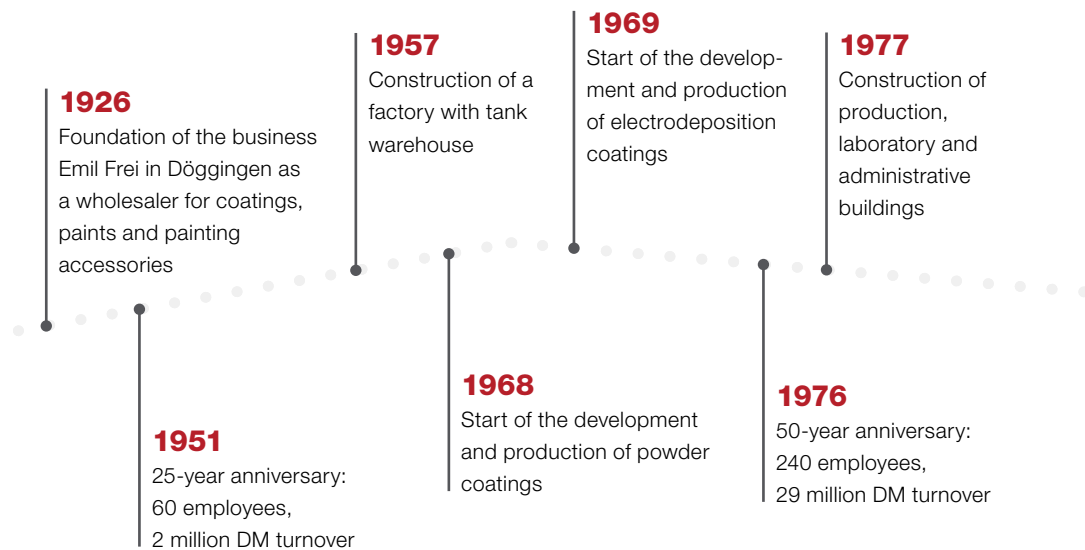


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History

Experienced and forward-looking

FreiLacke has stood for expertise in the development of innovative paints and coatings ever since it was founded. Fast-forward to modern day and the family-run company based in the Black Forest is now in its third generation. As a specialist in a wide range of industries, applications and manufacturing processes, we guarantee quality standards that you can rely on.



Company founder



Emil Frei senior

Second generation

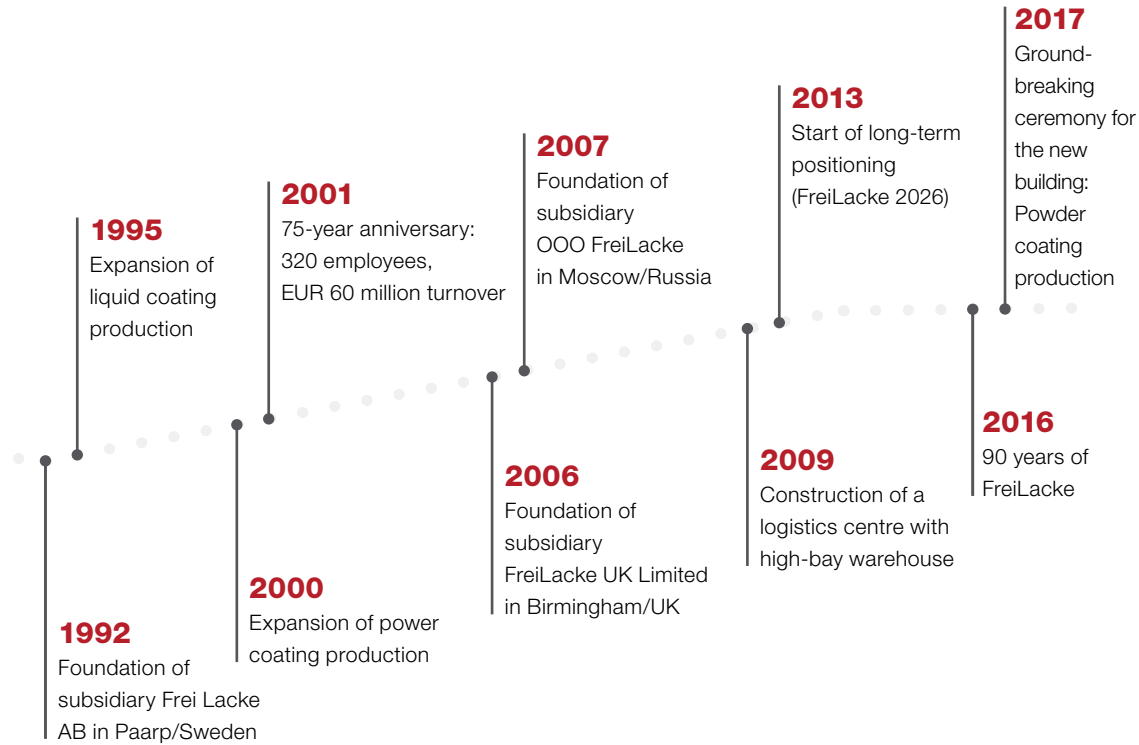


Emil Frei junior



Franz Frei

These are our achievements.
This is the path that we will continue to tread.



Third generation



Erwin Frei



Rainer Frei



Hans-Peter Frei



Zest for action and a focus on targets

We have developed the “FreiLacke 2026” long-term positioning plan together with our employees in order to optimise all areas of the company with a focus on target achievement. Our thoughts and actions always centre on the wishes and needs of our customers. Furthermore, all of our activities serve to protect the site in Döggingen, because social responsibility is just as essential to us as safeguarding jobs and ensuring that we can all work together fairly across business divisions and industries – both today and tomorrow.

As Europe’s leading supplier of system coatings, our key strengths are continuity, quality and expertise. We want to systematically work on these within the context of “FreiLacke 2026” and continue along our successful path – until 2026 and beyond. Traditionally important here are our products and services in the field of liquid and powder coatings, which are designed to help make your goods look even better, bestow added value and increase durability.

These are our objectives. This is FreiLacke 2026.

Quality and application solutions

We have defined 13 business areas and main topics for our long-term positioning plan, as well as determining what is important to us and where our journey should take us.

FreiLacke is the leading system coating supplier in its targeted industry groups.
Our strength lies in the development of application solutions.

This positioning ensures that we will also be able to continually develop solutions and remain a dependable partner for our customers in the future, too. At the same time, this focus forms the basis of our daily development work, and it is thanks to this that we can optimise your products by implementing specific product and industry solutions to give you a competitive advantage.



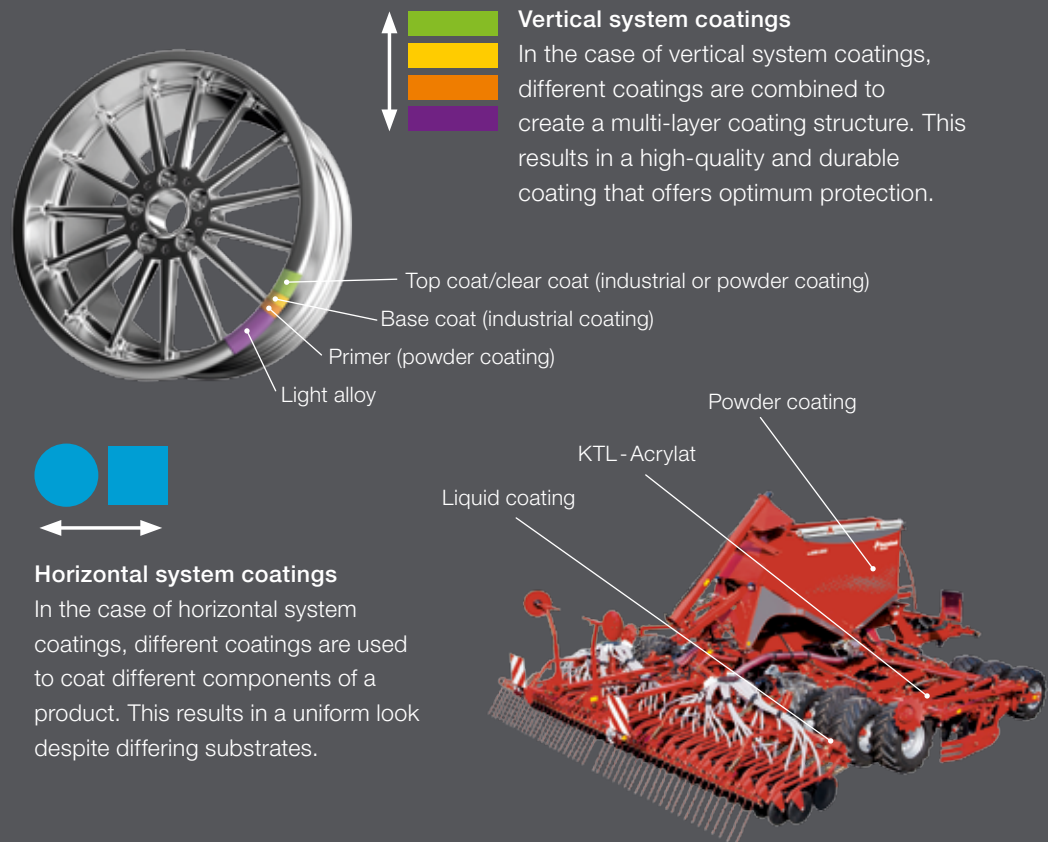
- Product development & innovation
- Production
- Geographical markets
- Sales & marketing
- International sales
- Spreading the risk
- Partnerships
- Purchasing & suppliers
- Company organisation
- Profitability
- Environment, health & safety
- Human resources
- Location

System coating for best results – and that includes the product mix

FreiLacke is a specialist when it comes to system coatings and system coating expertise. Both terms have been heavily influenced by the work of the long-established company from Döggingen.

We develop and produce all conventional coating systems under one roof. We are thus able to offer our customers not only all the important coating technologies but can also match these to the respective coating structure and finish to optimum effect. The advantages: best material properties, consistent colour results (even with varying products and coating types) and the needs-based configuration of individual coatings – and all from one source.

FreiLacke distinguishes between two types of system coating:





These are our services.

These are what we are known for.

Coating systems

Thanks to our coating solutions, all major coating technologies are ideally matched – ensuring brilliant colours, optimum gloss and perfect composition.

Industrial coatings

Our environmentally friendly industrial coating solutions (in the form of primers, fillers, base/top coats or one-coat systems) protect stressed indoor and outdoor surfaces against corrosion, weather and chemicals. Our water-borne coatings, high-solid systems and effect coatings give a high-quality finish, even in differing areas of application.



Powder coatings

As a leading supplier of powder coatings, we pay attention to the environmental friendliness of our solvent-free coating processes. As such, these are distinguished by colour consistency and optimum chemical and mechanical resistance. What's more, material utilisation can reach up to 99 %.



Electrodeposition coatings

Anodic/cathodic electrodeposition coatings are cost-effective, environmentally friendly and suitable for automation: they protect and add aesthetic value to conductive substrates. Thanks to precisely adjustable layer thicknesses, they also give surfaces great mechanical strength combined with minimum solvent emissions and optimum material utilisation.



Durelastic

We also offer surface solutions for composites that are ideal for very lightweight and nevertheless strong GRPs (glass-fibre reinforced plastics). These include all major components, e.g. gel coats, pigment pastes, materials and additives. FreiLacke's focus is on environmentally friendly, styrene-free polyurethane systems.

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Industries,
know-how,
values

Tailored application solutions

Working together with its partners, FreiLacke develops customised system components and techniques for all areas of application in the following industries: wheels, vehicle construction, mechanical engineering, job coaters, functional furniture and storage technology as well as construction and sanitary. No matter which industry you are from, we are dedicated to providing you with personal support.

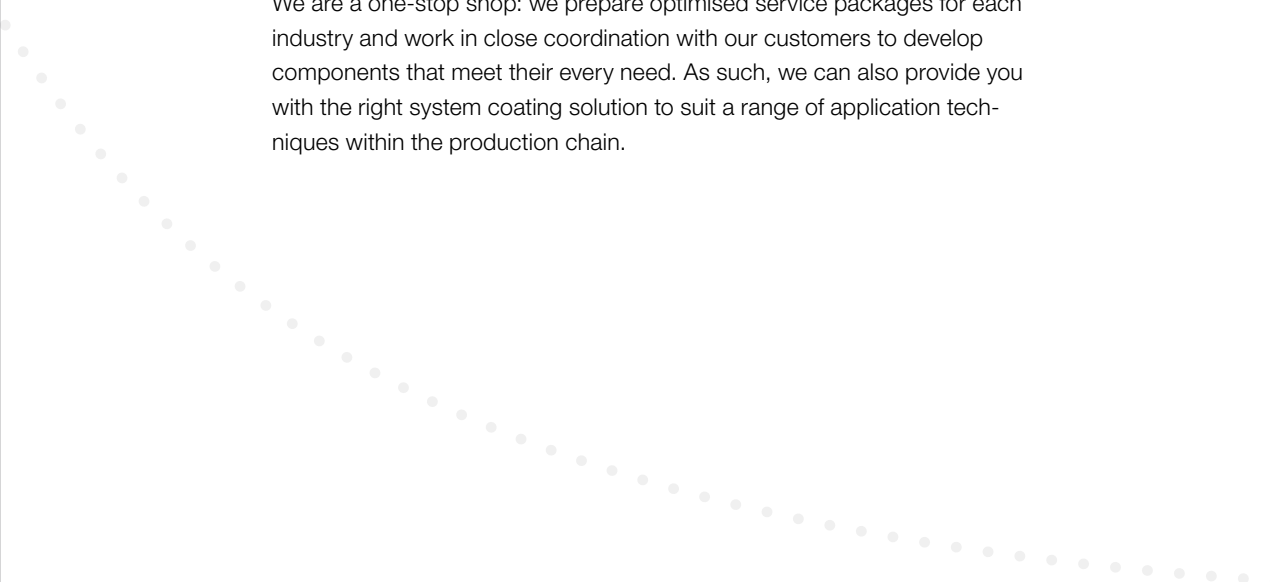








This is what we offer you.
We are there for you – whatever the industry.

Systems for industries and customers across the globe

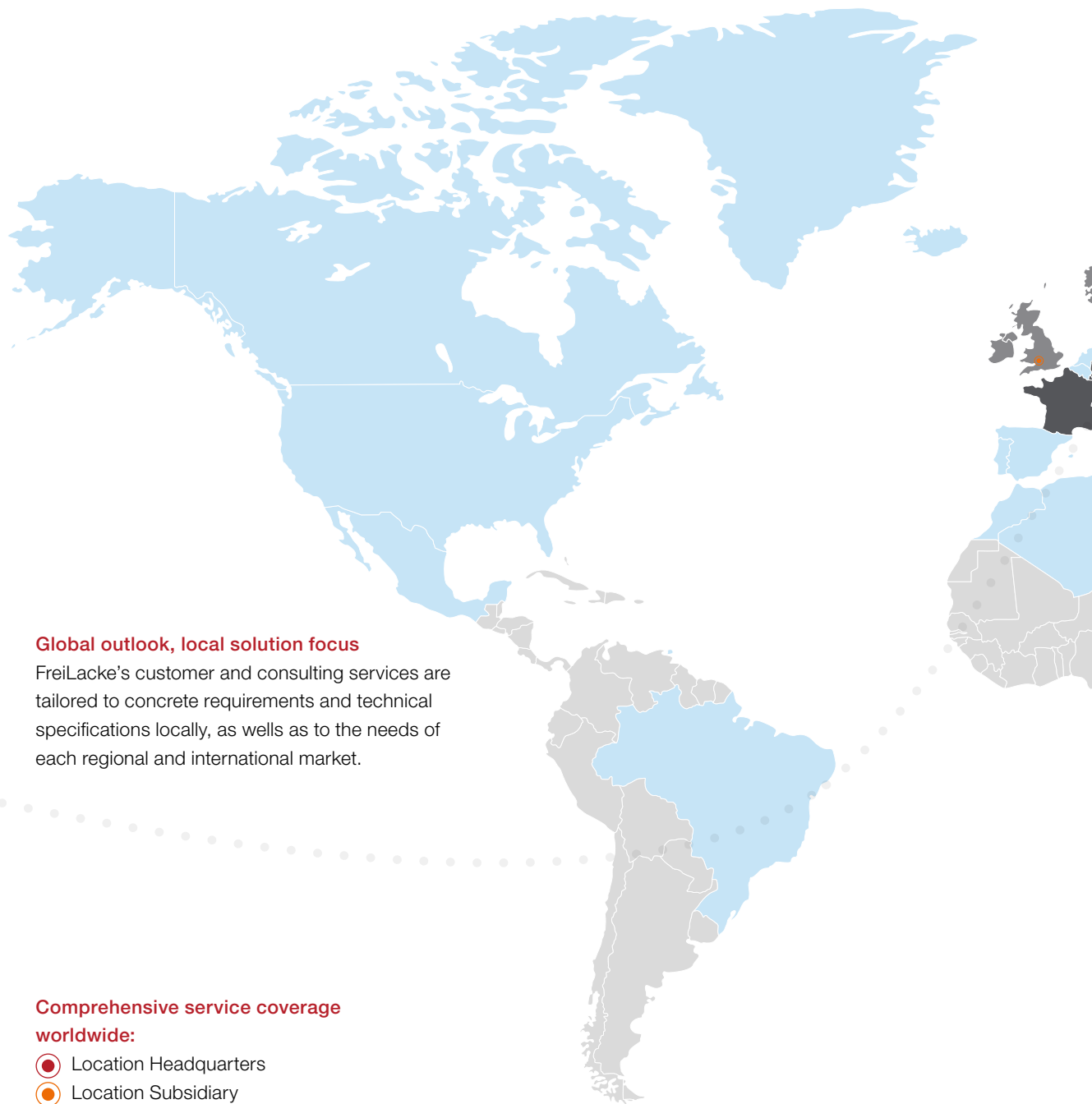
Our system coating expertise, industry focus and international sales are FreiLacke's three key success factors. By combining innovation, superior quality and technological advances, we can provide companies with the best application solutions.

We are a one-stop shop: we prepare optimised service packages for each industry and work in close coordination with our customers to develop components that meet their every need. As such, we can also provide you with the right system coating solution to suit a range of application techniques within the production chain.



-  Wheels
-  Vehicle construction
-  Mechanical engineering
-  Job coaters
-  Functional furniture and storage technology
-  Construction and sanitary







Industries, know-how, values



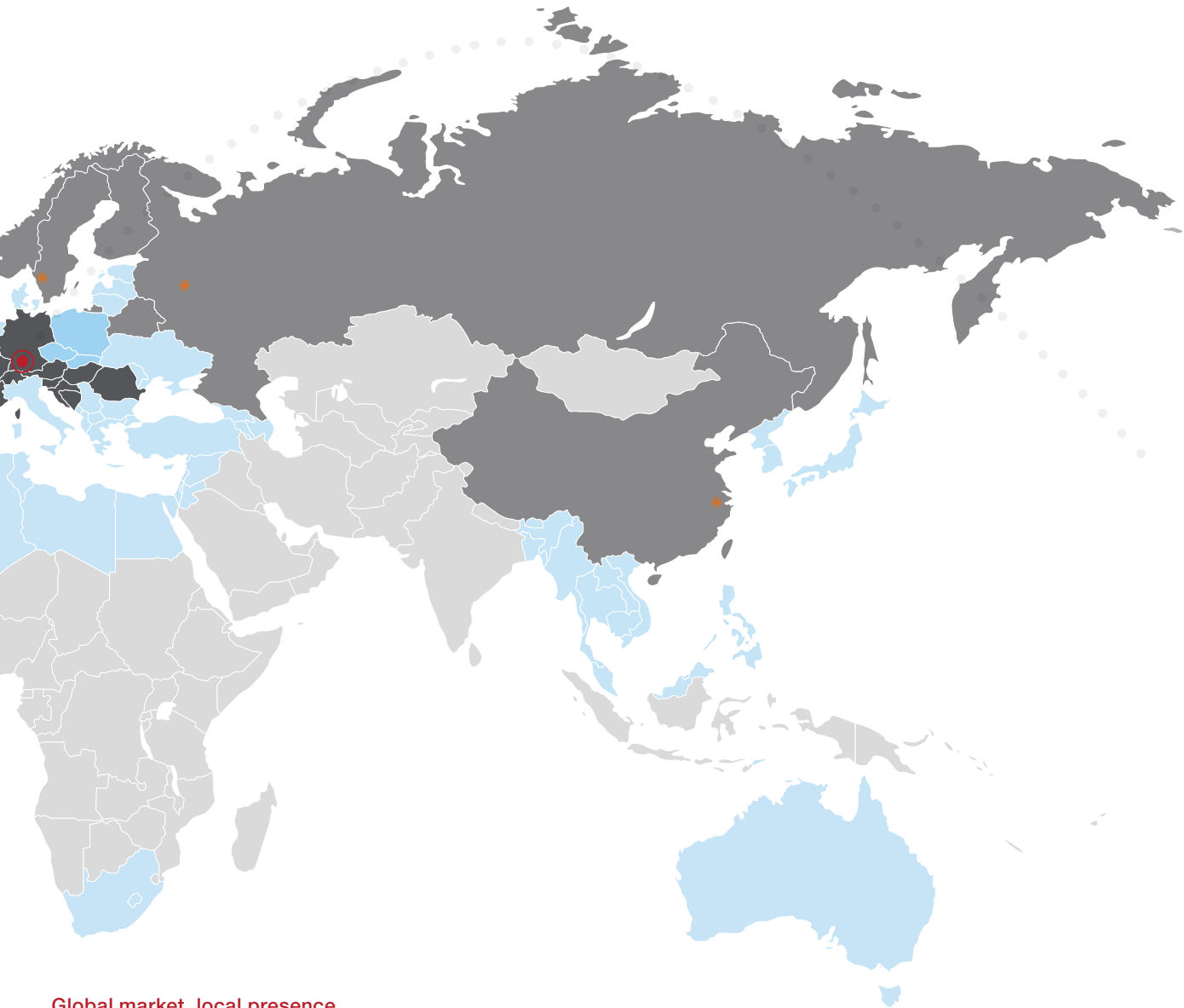
Global outlook, local solution focus

FreiLacke's customer and consulting services are tailored to concrete requirements and technical specifications locally, as well as to the needs of each regional and international market.

Comprehensive service coverage worldwide:

-  Location Headquarters
-  Location Subsidiary
-  Own sales force
-  Subsidiaries
-  Distributors
-  Direct dealing

We are here. We look forward to meeting you.



Global market, local presence

FreiLacke is a market leader in Europe and a globally oriented company with international sales and subsidiaries. Our customers benefit from our global market presence and a highly developed service structure in our target industries. At the same time, we also benefit from this global presence and the distribution of risk that comes with it. We are constantly expanding our service

structures so that we can do even more for our customers. We always keep track of national and international trends as well as political and legislative influences for our customers and partners – a recipe for success that guarantees the best future prospects.

Progress and inventive talent

Our aim is to constantly develop trailblazing innovations in coating technology. As such, FreiLacke places a very high value on close cooperation with customers and suppliers, as well as on research and development. Thanks to this strategy, our experience spanning over 85 years and the expertise of our engineers, technicians, production, sales and quality and environmental management, we can develop innovations that set the highest standards.



As we work interactively, all improvements and new products are consistently in line with the market and with the growing standards for environmental compatibility. All products and processes are tested until market maturity and optimised for the respective industry and needs-based applications; they are also aligned with new raw-material technologies and with new process and plant engineering.

This is what we develop. This is what you benefit from.

Flexibility and security

In FreiLacke production, all processes are coordinated and synchronised to optimum effect. Direct collaboration with our in-house development laboratories and a streamlined organisational structure enable us to manufacture our solutions quickly, economically and with careful use of resources. Thanks to the fact that we develop and produce both liquid and powder coatings, we are able to react flexibly to the needs of our customers and are well-positioned for the future.





ISO 9001 certificate



ISO TS 16949 certificate



EMAS certificate



100 factories for
resource efficiency

We stand for quality, environment and safety.

People and the environment – our top priorities

With FreiLacke, you can rely on certified quality, safety and environmentally sound practices. Thanks to our self-image, we act in a manner that is both innovative and forward-looking – and always puts our customers and employees first. This is why health and safety in the workplace are also a top priority for us.

ISO standards

With our strict quality-management system, we guarantee the safeguarding of our quality standards. The manufacture of high-quality coatings and coating materials is certified according to ISO 9001 and meets the extended requirements of the automotive industry in accordance with ISO/TS 16949.

Management using the balanced scorecard (BSC) tool

We use the balanced scorecard to manage all core and supporting processes. To this end, economic and quality-related objectives are tested and adjusted at regular intervals. Regular audits serve to ensure that these test criteria, as well as customer and employee satisfaction, are observed.

Acting responsibly towards the environment

As a member of the Verband der Chemischen Industrie (VCI) and Verband der deutschen Lack- und Druckfarbenindustrie (VdL), FreiLacke is actively committed to the concept of responsible care. Our commitment to the EU Eco-Management and Audit Scheme (EMAS certification) has been a milestone in our company's history since 1996. What this means for us in specific terms: critical polluting and hazardous substances at FreiLacke are being replaced as quickly as possible. Our maxim is to develop environmentally friendly products, reduce emissions, packaging materials and waste and use resources sparingly. Furthermore, we advise our customers on issues concerning handling, use, recycling and disposal.



Quality and ultimate service

Here at Freilacke, customers get more than just the right colour: because we believe that service means offering you nothing but the best, be it in terms of raw materials, systems and processes or deadlines and comprehensive consultations. We offer you the best possible support for your application solutions in personal consultations and training events.

Our state-of-the-art, in-house laboratory ensures that our solutions conform with production standards and checks whether key advantages such as corrosion protection, chemical and mechanical resistance, light fastness and fastness to weathering can be guaranteed. Extensive preliminary testing is also performed in this laboratory so that we are able to adapt our solutions to your processes perfectly. Our services are rounded off by on-site coating tests, which are in place so that we can provide you with a consistently high quality for each individual coating solution.



This is who we are. We pull together.



„Overall, this is a very good job.“

„I can recommend our services and products.“

„I can take time off when I think it's necessary.“

„Employees are offered helpful activities to promote their health.“

„We celebrate special events.“

„I'm proud to tell people that I work here.“

„We have great benefits.“

„I would recommend the company to friends.“

„I'm proud of what we are achieving together.“

„I believe that I can make a meaningful contribution here.“

„As a new employee, I feel very welcome here.“

„Employees are encouraged to strike a good balance between their professional and personal lives.“

„I can be myself here and don't have to pretend to be someone I am not

„Regardless of my job description, I am treated like a fully-fledged member of the company.“

„I would like to work here for a long time.“

„I receive the resources and equipment necessary for me to be able to do my job well.“

Statements from the 2015 employee survey in which
FreiLacke was rated well above average



- Wheels
- Vehicle construction
- Mechanical engineering
- Job coaters
- Functional furniture and storage technology
- Construction and sanitary

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