



Finish first



Pre-coating for domestic appliances



Beckers is a global coatings supplier that offers products, logistics and service for your entire range of domestic appliances – always with a strong focus on sustainability and product development in collaboration with our partners and customers.

A changing market

The modern consumer demands sustainable products. At the same time, changing lifestyles and rising incomes in emerging markets have boosted the demand for an improved selection of household appliances to simplify and beautify the domestic environment. Today, aesthetics is just as important as functionality.

Aesthetic pre-coating for rising demands

We develop innovative solutions with optimal properties for each type of application – refrigeration, laundry, and cooking. Our complete pre-coating systems help increase appliances' life span and ensure quality consistency, aesthetic appeal, and excellent performance after embossing. In addition, our global Consumer Design Finishes (CDF) organization can provide a matching finish for plastic parts, and we supply tailored backing coats and adhesives for laminated finishes. We are also establishing a dedicated laboratory focusing on new developments for domestic appliance coil coatings – Domestic Appliance Center of Excellence, DACE.

Partnership all the way

We believe in collaboration and offer technical advice and on-site support for advanced color development. We also provide systematic product testing and access to our labs, enabling customers to explore new opportunities and benefit from our core competencies.



Our vision: The world's most sustainable industrial coatings company



We are determined to ensure that Beckers is part of the solution for a sustainable future. In 2020 we launched our 2030 Sustainability Strategy. It comprises three workstreams, each with a defined approach, ambitious goals, and strong KPIs.

Products with impact

We are proud of our track record in research and development. We constantly work on reducing our products' negative footprint as well as improving its handprint. By 2030, our ambition is to provide surface solutions that help advance society while protecting the planet.

People with impact

We support our colleagues and communities to thrive as we work together for a more sustainable future. Our Social Sustainability Roadmap is designed to help our employees progress. By 2030, our ambition is to be the top employer and go-to partner for sustainability.

Operations with impact

We work to positively impact our production and supply chain activities – from reducing transport emissions to investing in the circular economy. By 2030, all our operations and supply chain shall be sustainable.



We aim for the most sustainable solutions

Studies show that coil coating is more environmentally friendly than post coating. ECCA (The European Coil Coating Association) had an independent body conduct a comparative LCA study (Life Cycle Assessment) to investigate the environmental impact of the painting process of steel used for domestic appliance wrapping. The study—a cradle-to-grave assessment that covered every aspect from the extraction of raw materials to recycling—concluded that pre-painted steel has a lower environmental impact than post-painted steel in every aspect. The key factors to coil coating's superiority are:

- Less paint
- Less energy during paint application
- Less intensive pre-treatment



Bio-sourced material does not impair performance

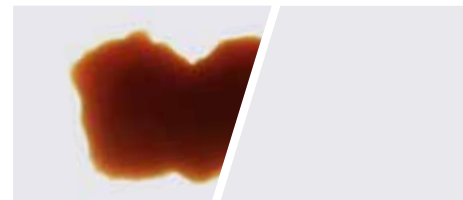
Beckers's coatings for domestic appliances can include a significant proportion of bio-based material without sacrificing performance. We continue to invest further in the research and development of these types of coatings, aiming to increase the bio-sourced content and introduce renewable/recycled raw materials.

High recyclability

Pre-painted steel is easier to recycle because no hazardous materials are involved, and the coating process does not produce any harmful waste. All coatings produced by Beckers for domestic appliances are ROHS2 and WEEE3 compliant.

Meeting the toughest requirements

Beckers has developed all-encompassing test methods to meet OEM's stringent design requirements. Typically, this will involve subjecting the coatings to contact or immersion in domestic foodstuffs, chemicals, and cleaning agents. In addition, the coatings must meet the strictest performance standards for their mechanical properties (hardness, scratch resistance, and formability) and provide corrosion protection to the substrate.



Coffee stain before and after removal following 72 hours at room temperature.

Beckry®DA

The complete coating system for cold, hot, and wet domestic appliances

Beckry®DA is our series of durable coating solutions to increase the appliance's life span and reduce post-consumer waste. All while offering an aesthetic finish combined with high durability and resistance to factors like cracking, detergents, stains, and grease.

Special properties*

- Anti-fingerprint
- Easy to clean
- Scratch resistance
- Extreme chemical resistance
- Enhanced corrosion protection
- Deep draw formability

There is a Beckry®DA for every segment

We offer three categories with dedicated characteristics for every type of domestic appliance: Beckry®Frost, Beckry®Wash, and Beckry®Heat.



Beckry®Frost

With high formability and stain resistance, Beckry® Frost is a perfect choice for fridges and freezers.



Beckry®Wash

High corrosion protection and chemical/detergent resistance are imperative for dishwashers and washing machines.

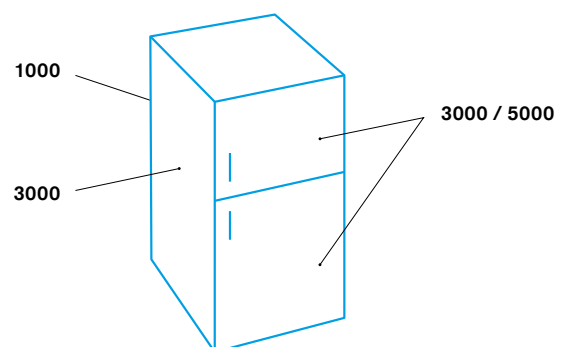
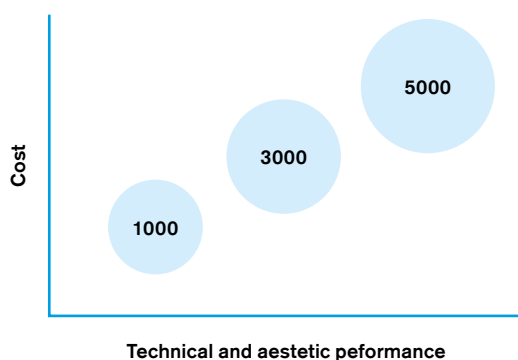


Beckry®Heat

Our colors for ovens stand out with high resistance to heat, chemicals, and grease.

Three qualities for the optimal design

We offer three qualities for each segment – 1000, 3000, 5000 – so every part of the appliance can be optimized for cost efficiency, durability, and visual effect.



* These are examples of special properties that we are currently developing and deploying on selected markets. Talk to your local Beckers representative for more information.

Endless possibilities for a unique finish

Our unique system combinations, new technologies, and streamlined processes allow for fascinating finishes with tactile and visual effects, including tailor-made solutions. We can ensure smooth and cost-effective production, thanks to a deep understanding of the coating process. We also offer the highest level of service, including on-site support for the coil coater.



Solid colors

Today white goods can come in any color, and our palette is unlimited with black, vivid, and pastel shades.



Metallics

Silver and champagne are the most popular colors, but other options are available.



Stainless Steel Look

This cost-efficient approach meets customers' desire for the durable and sophisticated feel of stainless steel – with added fingerprint resistance.



Opaque Matt

Domestic appliances get a whole new expression with a matt finish, popular on metallics and solid colors.



Tactile

Get a unique look and feel with tactile structures.



Inspiration

We embrace bold ideas and develop brand-new finishes in creative partnerships with coil coaters and OEMs.

Beckry® Vista 3D Tool – helps your creativity and the climate footprint

Our interactive 3D tool, Beckry® Vista, allows you to visualize how light and background impact color and tactile effects in a natural setting. With its realistic features, Beckry® Vista can reduce the need for shipping samples, making the design process more effective and reducing waste and CO₂ emissions.



<https://beckryvista.beckers-group.com>

Partnership for more innovative and sustainable products

We believe that a dynamic partnership with strong cooperation is necessary to create and implement more innovative and sustainable solutions for a competitive market. While Beckers provides excellent products and expertise, pre-painted metal producers have the experience and ability to serve domestic appliance manufacturers with the right solutions. Don't hesitate to contact us to discuss the future of paints for domestic appliances.



Offices



Beckers Group – head office

Wilh. Becker Holding GmbH
CEO: Christophe Sabas
Kurfürstendamm 57
DE-10707 Berlin
Tel: +49 30 770 19 07 10
E-mail: hq@beckers-group.com
www.beckers-group.com

Beckers Group – local offices

ARGENTINA

Beckers Argentina SA
Calle Luis María Drago 2951
Parque Industrial Almirante Brown
ARG-Burzaco 1852
Provincia de Buenos Aires
Tel: +54 (9) 11 3242 7633
E-mail: info-ar@beckers-group.com
Site Manager: Alberto García

BANGLADESH

Berger Becker Bangladesh Limited
(Registered office address)
"Berger House"
Plot #8, Road #2, Sector #3
Uttara Model Town
BD-Dhaka 1230
Tel: +880 2 895 36 65
E-mail: info-in@beckers-group.com
MD: Kazi Nipu

Berger Becker Bangladesh Limited
(Factory address)
Plot n° 102, Mouza Taksur
Nabinagar, Savar
BD-Dhaka 1340
Tel: +880 2 895 36 65
E-mail: info-in@beckers-group.com
MD: Kazi Nipu

CHINA

Becker Industrial Coatings (Shanghai) Ltd
100 Jiangtian East Road
Songjiang Industrial Zone
CN-Shanghai 201613
Tel: +86 21 577 43 788
E-mail: info-ch@beckers-group.com

Becker Industrial Coatings (Guangzhou)
Ltd
No 1 Xinzhuang 5th Road
Yonghe Economic Zone
Guangzhou Economic & Technological
Development District
CN-Guangzhou 511356
Tel: +86 20 322 21 888
E-mail: info-ch@beckers-group.com

Beckers High Performance Coatings
(Tianjin) Ltd
32 Luyuan Road
Wuqing Economic & Technology
Development District
CN-Tianjin 301700
Tel: +86 22 596 22 818
E-mail: info-ch@beckers-group.com

FRANCE

Becker Industrie
40 Rue du Champ de Mars
BP 34
FR-42601 Montbrison Cedex
Tel: +33 4 77 96 70 50
E-mail: info-fr@beckers-group.com
MD: Eric Fouissac

Becker Industrie Feignies
ZI de la Longenelle Nord
2 Rue Edouard Follens
FR-59750 Feignies
Tel: +33 3 27 39 08 11
E-mail: info-fr@beckers-group.com
MD: Eric Fouissac

Beckers Group
Becker Industrie
Immeuble le Quatuor
8 Avenue Tony Garnier
FR-69006 Lyon
Tel: +33 4 82 25 03 57
E-mail: info-lyonoffices@beckers-group.com
www.beckers-group.com
CEO: Christophe Sabas

GERMANY

Becker Industrielack GmbH
Norfer Strasse 3
DE-41539 Dormagen
Tel: +49 21 33 501-0
E-mail: info-ge@beckers-group.com
MD: Johan Sandström

INDIA

Berger Becker Coatings Pvt Ltd
Plot No 114, Pilerne Industrial Estate
IN-Post Saligao – Goa – 403511
Tel: +91 832 2407 103/-104/-107
E-mail: info-in@beckers-group.com
MD: Rajesh Mehrotra

Berger Becker Coatings Pvt Ltd
D 58, MIDC, Buttibori, Nagpur
IN-Maharashtra – 441122
Tel: +91 832 2407 103/-104/-107
E-mail: info-in@beckers-group.com
MD: Rajesh Mehrotra

ITALY

Beckers Industrial Coatings Italia Spa
Via Grandi 1/A
IT-20049 Caleppio di Settala (MI)
Tel: +39 0 2 950 96 01
E-mail: info-it@beckers-group.com
MD: Mauro Lozza

MALAYSIA

Becker Industrial Coatings (M) Sdn Bhd
No. 3 & 5, Jalan Anggerrik Mokara 31/54
Section 31, Kota Kemuning
MY-40460 Shah Alam, Selangor
Tel: +60 3 51 22 75 40
E-mail: info-ma@beckers-group.com
VP: Desmond Chong

MEXICO

Beckers Industrial Coatings Mexico SA
de CV
Boulevard Milenium No 5020
Parque Industrial Milenium
Apodaca, NL
MEX-CP 66626
Tel: +52 (1)81 2282 99 54
E-mail: info-me@beckers-group.com
MD: Daniel Leon

POLAND

Becker Farby Przemysłowe Sp. z o.o.
ul. Wilhelma Beckera 7
PL-33110 Tarnów
Tel: +48 14 632 02 00
E-mail: info-pl@beckers-group.com
MD: Danuta Zyder

SWEDEN

Becker Industrial Coatings AB
Box 2041
SE-195 02 Märsta
Visiting address: Brobyvägen 2
Tel: +46 8 590 790 00
E-mail: info-se@beckers-group.com
MD: Johan Sandström

SOUTH AFRICA

Becker Industrial Coatings (Pty) Ltd
105 Houtkop Road, Duncanville
P.O. Box 1305
ZA-Vereeniging 1930
Tel: +27 164 28 40 11
E-mail: info-za@beckers-group.com
MD: Russell Els

TURKEY

Beckers Coating Boya Sanayi ve Ticaret
Ltd. Sti
İnönü mah, Güzeller Organize Sanayi
Bölgesi
Alptekin sk. No 7
TR-41400 Gebze Kocaeli
Tel: +90 262 502 0080
E-posta: info-tr@beckers-group.com
Site Manager: Koray Savur

UNITED ARAB EMIRATES

Becker Industrial Coatings L.L.C.
P.O. Box 12795
Warehouse 2, 9 Al-Khour Port, Nakheel
Area
UAE-12795 Ras Al Khaimah
Tel: +971 72 27 88 53
E-mail: info-uae@beckers-group.com
MD: Santosh Jose

UNITED KINGDOM

Becker Industrial Coatings Ltd
Goodlass Road
Speke
GB-Liverpool L24 9HU
Tel: +44 151 448 10 10
E-mail: info-uk@beckers-group.com
MD: Jared Ireland

USA

Becker Specialty Corporation
2526 Delta Lane
US-Elk Grove Village, IL 60007
Tel: +1 847 766 3555
E-mail: info-beckerspecialty@beckers-group.com
MD: Jethro Montzka

Becker Specialty Corporation
15310 Arrow Boulevard
US-Fontana, CA 92335
Tel: +1 909 356 1095
E-mail: info-beckerspecialty@beckers-group.com
MD: Jethro Montzka

VIETNAM

Becker Industrial Coatings (Vietnam)
Co. Ltd
No. 1B, Dong An Industrial Park
Binh Hoa Ward
Thuan An City
VN-Binh Duong Province
Tel: +84 274 376 8830
E-mail: info-vi@beckers-group.com
VP: Desmond Chong

Becker Industrial Coatings (Vietnam) Co.
Ltd - Nghe An Branch
No. 20, Road No.1, VSIP Nghe An
Industrial Park
Hung Tay Commune
Hung Nguyen District
VN-Nghe An Province
Tel: +84 238 376 8830
E-mail: info-vi@beckers-group.com
VP: Desmond Chong