

Case Study

Beckry®Duro system lights up furniture store in Mexico

A major international furniture and home accessories retailer, and longstanding Beckers partner, has been steadily expanding its business across Latin America in recent years. As they looked to open their third store in Mexico, the retailer approached Beckers as a global leader in coil coating technology. This led to a pioneering deployment of the Beckry®Duro system, a more sustainable and efficient alternative to the 4 layers PVdF system used at previous sites.

Project overview

In initial planning discussions, the customer planned to replicate the 4 layers PVdF system that had been a success at their other sites in the region. However, a global raw materials shortage as the project launched put a strain on PVdF paint production and our customer asked if there was an alternative.

Project challenges

- Collaborative exploration: as a group, Beckers R&D teams worked close together to explore and validate 4-layers PVdF alternatives.
- Compiling evidence: rigorous collection of evidence highlighting the features of the Beckry®Duro system; gaining approval from the various stakeholders.
- Demonstrate that the PVdF system that had been approved for this geographic zone could be replaced by another system: Beckry®Duro.

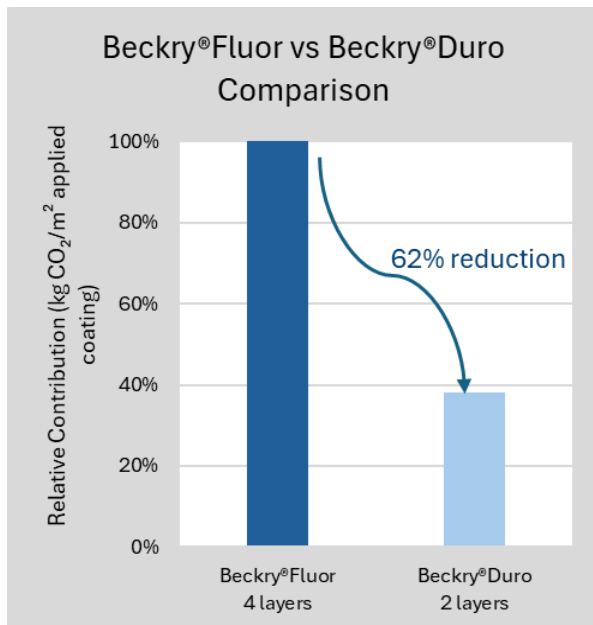
Product overview

The proposed solution was the Beckry®Duro 3200 system, which consists of a Polyurethane topcoat with polyamide coupled with Beckry®Prim 246, a powerful Polyurethane primer. As well as ensuring immediate availability and matching the warranty benchmarks of PVdF, this alternative also offered improved efficiency in application.

Solutions offered

The strategic decision to adopt the Beckry®Duro System delivered a spectrum of advantages:

- Immediate availability mitigated potential delays resulting in a seamless transition from planning to execution.
- Beckry®Duro matched the PVdF warranty standards and is a more sustainable choice.
- 62% reduction in carbon footprint per m² of applied coating system in the same shades compared to the Beckry®Fluor system.
- The efficiency of the one-pass application streamlined the process, making it more efficient compared to the two-pass requirement of a 4-layers PVdF system.



All products are modelled from cradle to our customer's gate (including application but excluding steel production).

Product features

Thanks to its thickness, Beckry®Duro system can reach the same level of warranties as PVdF.

It is the optimum balance between application properties and long-term performance.

As it can be applied at one single pass, while a 4-layers PVdF requires two passes at line, it is easier to process.

It is a coating system with a high level of UV resistance and offers excellent chemical stability for cladding, roofing and rainwater systems.

The preferred choice for markets where coatings are exposed to sunlight or abrasive conditions.

Sustainability performance: the Beckry®Duro system generates less CO₂ equivalent emissions because of its single pass on line, the lower carbon footprint of its PU chemistry and the lower applied film thickness necessary.

Conclusion

The introduction of Beckry®Duro for these building façades puts Beckers and its customer at the forefront of sustainable building design. It also reflects the agility and collaborative spirit on both sides and has solidified the partnership between the two leaders in their respective markets, with Beckers demonstrating a capacity to overcome unforeseen challenges with innovative and demonstrably sustainable solutions.