

# FreiLacke



## FreiLacke – Applied **Solutions**

System coatings and application solutions from one source.



## About us.



The management board (from left to right)  
Dipl.-Ing. Hans-Peter Frei – managing director and technical manager  
Dr. Rainer Frei – managing director and commercial manager  
Dipl.-Ing. Roland Bäurer – authorised signatory and area manager

### Dear Readers,

Customer and market focus have played a key role in shaping **FreiLacke's** history, present, and future. Our work is based on quality, reliability, and service. These aspects are consistently reflected in our product and process solutions. Continuity of these principles is important to us. As a result, we have specified and documented them in our "**FreiLacke 2026** long-term positioning" target system. The target of 2026 was chosen deliberately, in light of our 100th anniversary that year. It also reflects the long-term alignment of our family-owned company.

We would like to particularly thank our customers, employees, suppliers, and partners, who inspire and motivate us and who make essential contributions to our success.

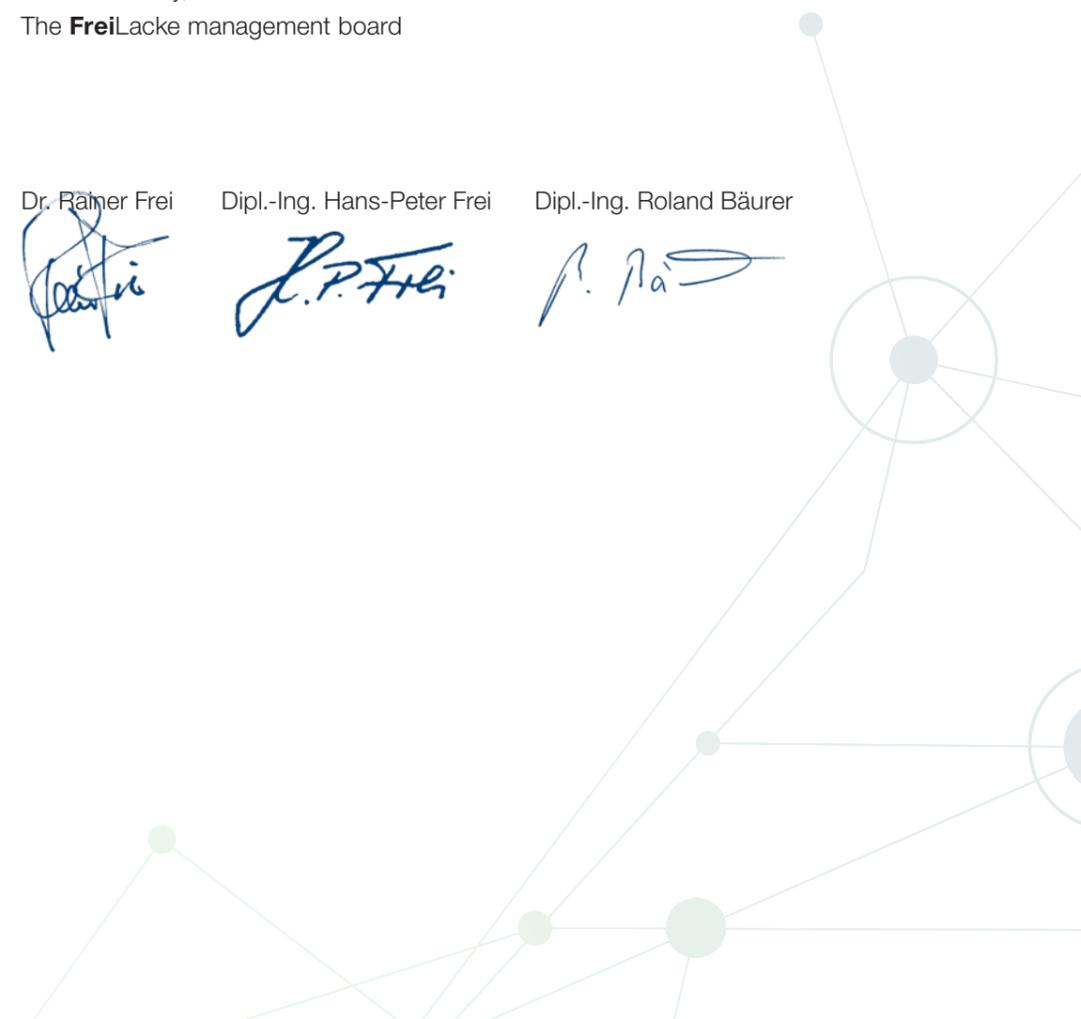
Please check out our performance for yourself by following the directions offered in the form of a fine coating trail in this brochure.

Yours sincerely,  
The **FreiLacke** management board

Dr. Rainer Frei

Dipl.-Ing. Hans-Peter Frei

Dipl.-Ing. Roland Bäurer



# From the Black Forest into the world.

Products and solutions for the very best results.

**FreiLacke** has represented innovative paints and coatings since 1926. The family-owned company has reached its third generation. It develops customised solutions for customers in the areas of wheels, vehicle construction, mechanical engineering, job coating, rail vehicles, wind power, functional furniture, storage technology, construction, and sanitation with 600 employees at its Döggingen site in the Black Forest.

As a modern family-owned enterprise in its third generation, securing our headquarters is just as important to us as are worldwide distribution and proximity to customers via international subsidiaries and partners. Europe's leading system coatings supplier has a product range covering anything from liquid coatings, powder coatings, and electro-deposition coatings to composites solutions.

International distribution is processed by a global network of subsidiaries and partners around the world.

Since environmental protection has always been a central matter at **FreiLacke**, the company does all that it can to develop environmentally comparable products, to reduce emissions, packaging materials, and waste, and to use resources sparingly.

**FreiLacke** was counted among the top 100 employers in Germany in the "Great Place to Work Competition" in 2019. It assigns high value to training and has a trainee ratio of 10 %.

**FreiLacke** – Applied Solutions.



FreiLacke Corporate Movie  
Applied solutions

# What we have achieved.

We continue down this path.

**FreiLacke** has always represented expertise in the development of innovative paints and coatings. The family-owned company from the Black Forest has reached its third generation already. We set quality standards for specialists to rely on in a wide range of industries, applications, and manufacturing processes.

**1926**

Founding as single enterprise Emil Frei in Döggingen as a wholesaler dealing in coatings, paints, and painter accessories



**1969**

Start of development and production of powder coatings

**1992**

Founding of the subsidiary **FreiLacke AB** in Paarp/Sweden

**2000**

Expansion of the powder coating production

**2007**

Founding of the subsidiary OOO **FreiLacke** in Moscow/Russia

**2013**

Start of the long-term positioning **FreiLacke 2026**

**2019**

Founding of the subsidiary **FreiLacke Kimya Sanayi ve Ticaret A.S.** in Izmir/Turkey

**2020**

Opening of a new administrative building



**1968**

Start of development and production of powder coatings

**1977**

New construction: Production, laboratory, and administration

**1995**

Expansion of the liquid coating production

**2006**

Founding of the subsidiary **FreiLacke UK Limited** in Birmingham/UK

**2009**



New construction: Logistics centre with high-bay warehouse

**2017**

Founding of subsidiaries **FreiLacke USA Inc.** in New York/USA and **FreiLacke Mexico S. de R.L. de C.V.** Col. Valle del Campestre in Monterrey/Mexico

**2019**



Opening of the new building for powder coating production with logistics centre

## Founder



Emil Frei senior

## Second generation



Emil Frei junior



Franz Frei



Erwin Frei

## External management



Rudolf Luley



Dr. Kurt Fahrbach

## Third generation



Dr. Rainer Frei



Hans-Peter Frei

## FreiLacke 2026

### Energy and target focus

We have developed the long-term positioning "**FreiLacke 2026**" together with our employees to optimise the company in a targeted manner in every aspect. Our customers' wishes and needs are always at the focus of our thoughts and actions. All activities also serve to secure the Döggingen site. Social responsibility is part of our self-conception just as much as preservation of jobs and fair cooperation and action throughout all business areas or sectors, now and in future.

Continuity, quality, and competence are our key strengths as Europe's leading system supplier of paints. We also want to consistently develop these areas further and continue on our successful path into the year of 2026 and beyond it in the scope of "**FreiLacke 2026**". Our offers and services in liquid and powder coatings, where we support you in making your goods even more beautiful, valuable, and durable are traditionally important.

## These are our goals.

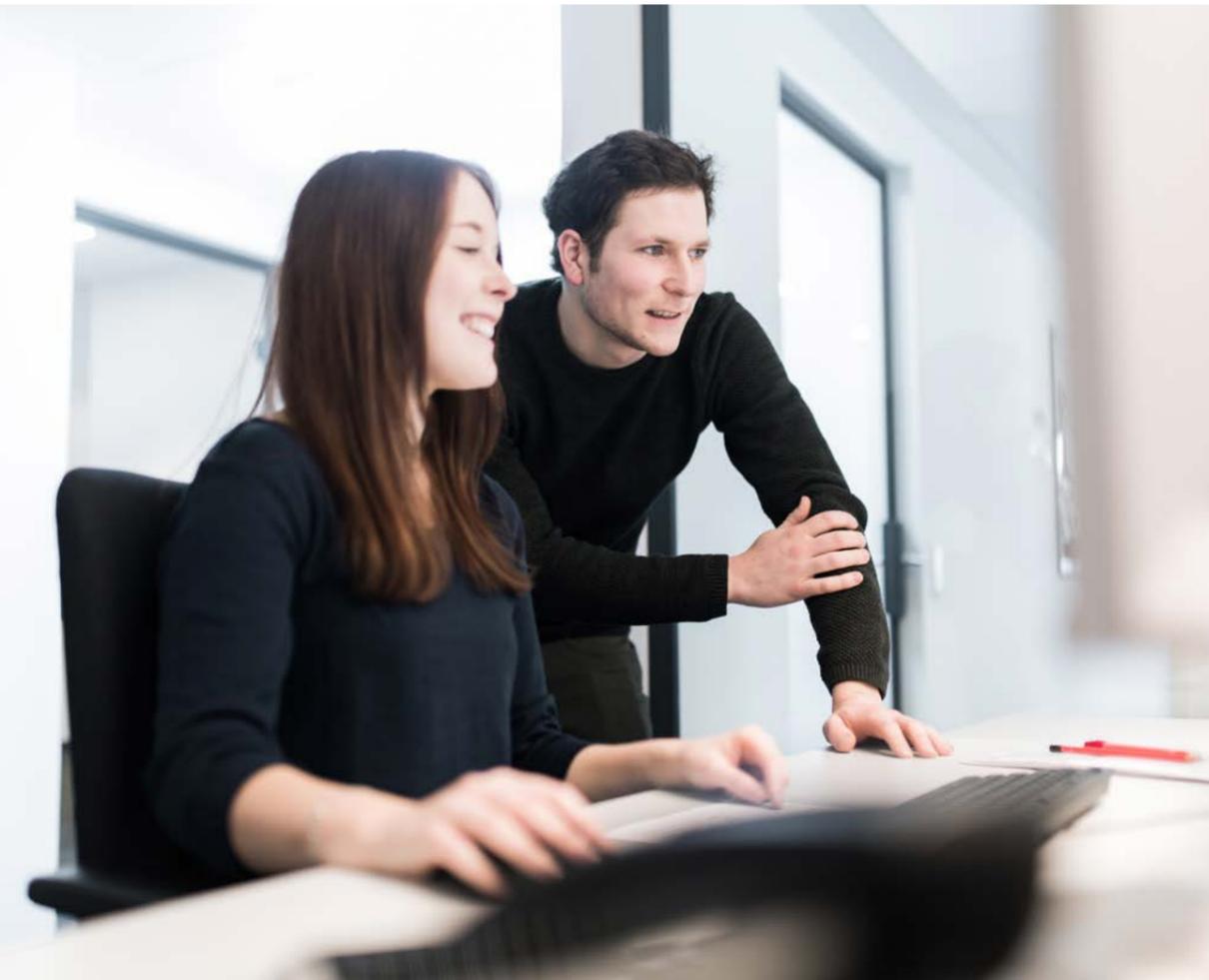
This is **FreiLacke 2026**.

### Quality and application solutions

We have defined 13 corporate divisions and key subjects for our long-term positioning. We have laid down the items important to us and our declared goal for each aspect in a structured manner.

**FreiLacke is the leading system coating provider in focused industries.**  
**Our strength is in developing application solutions.**

This positioning ensures that we can continue to develop solutions and be a reliable partner for our customers in the future. This focus also is the basis of our daily development work. It allows us to optimise your products with specific system and industry solutions for a special competitive edge.



## A look into the future.

Our strategic structure as the basis of our alignment.

The strategic structure is the foundation of our strategic alignment. "System", "Industries", and "International" are the pillars of our processes and organisation based on **FreiLacke's** corporate values. Together with the management principles developed, the orientation culminates in the long-term positioning **FreiLacke 2026** with defined long-term goals for 13 partial areas.



**System:** Coating systems and system coating idea

**Industries:** Business units and sub-industries

**International:** Global alignment and customer proximity



## Everything from one source.

Our coating systems.

All the important coating technologies are perfectly coordinated in our coating solutions – for brilliant colours, optimal gloss, and perfect structure.

### Liquid coatings



Our environmentally friendly industrial coating solutions (as a primer, filler, base/topcoat, or single-coat system) protect indoor and outdoor surfaces subject to high strain from corrosion, weather, and chemicals. Our water-based coatings, HighSolid systems, and effect coatings ensure a high-quality appearance even in varying areas of application.

### Powder coatings



As a leading supplier of powder coatings, we pay attention to the environmental compatibility of our solvent-free coating processes. As a result, they are characterised by colour consistency and optimal chemical and mechanical resilience. Additionally, the material utilisation rate can be as high as 99%.

### Electrodeposition coatings

Our anodic/cathodic electrodeposition coatings are economical, environmentally friendly, and can be used in automation: They protect and improve conductive substrates. Precisely adjustable coating thickness also adds high mechanical load-bearing capacity to surfaces at minimal solvent emissions and optimised material utilisation.



### Composites

We offer surface solutions for composites for the very light yet strong GFK (glass fibre reinforced plastics). This includes all important components such as gel coats, pigment pastes, materials, and additives. **FreiLacke** focuses on environmentally friendly, styrene-free polyurethane-based systems.



## Applied solutions.

Our system coating idea.

### System coating for best results, even in a product mix

FreiLacke is deemed a specialist for system coating and system coating competence. Both terms have been essentially characterised by the traditional company from Döggingen.

We develop and produce all common coating systems under the same roof, enabling us to not only offer our customers all important coating technologies, but to also coordinate them for optimal coating structure and appearance. The advantages are best material properties, consistently identical colour results (even with different products and types of coating) as well as configuration of individual coatings to match requirements – all from a single source.

FreiLacke distinguishes two types of system coatings:

#### Vertical system coatings



Vertical system coatings combine different coatings into a multi-layered coating structure to produce high-quality and resilient coatings for best protection. They are used, e.g., in radiators, control cabinets, or light metal wheels.

#### Horizontal system coatings

Horizontal system coatings use different coatings for coating an object's individual components. This creates a homogeneous appearance in spite of heterogeneous substrates. Horizontal applications are of central importance, among other things in machine and vehicle construction, for functional furniture or rail vehicles.



## This is what we offer.

We are at home in the following industries.



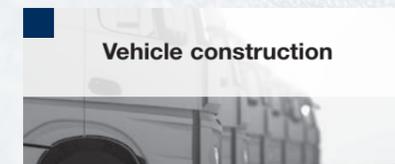
### Application solutions as required

**FreiLacke** cooperates with its customers in order to create bespoke system components and technologies for all areas of application in the wheel, vehicle construction, mechanical engineering, job coating, functional furniture, storage technology, construction and sanitary sectors. Personal support is our priority, no matter the industry you hail from.

### Systems for industries and customers around the world

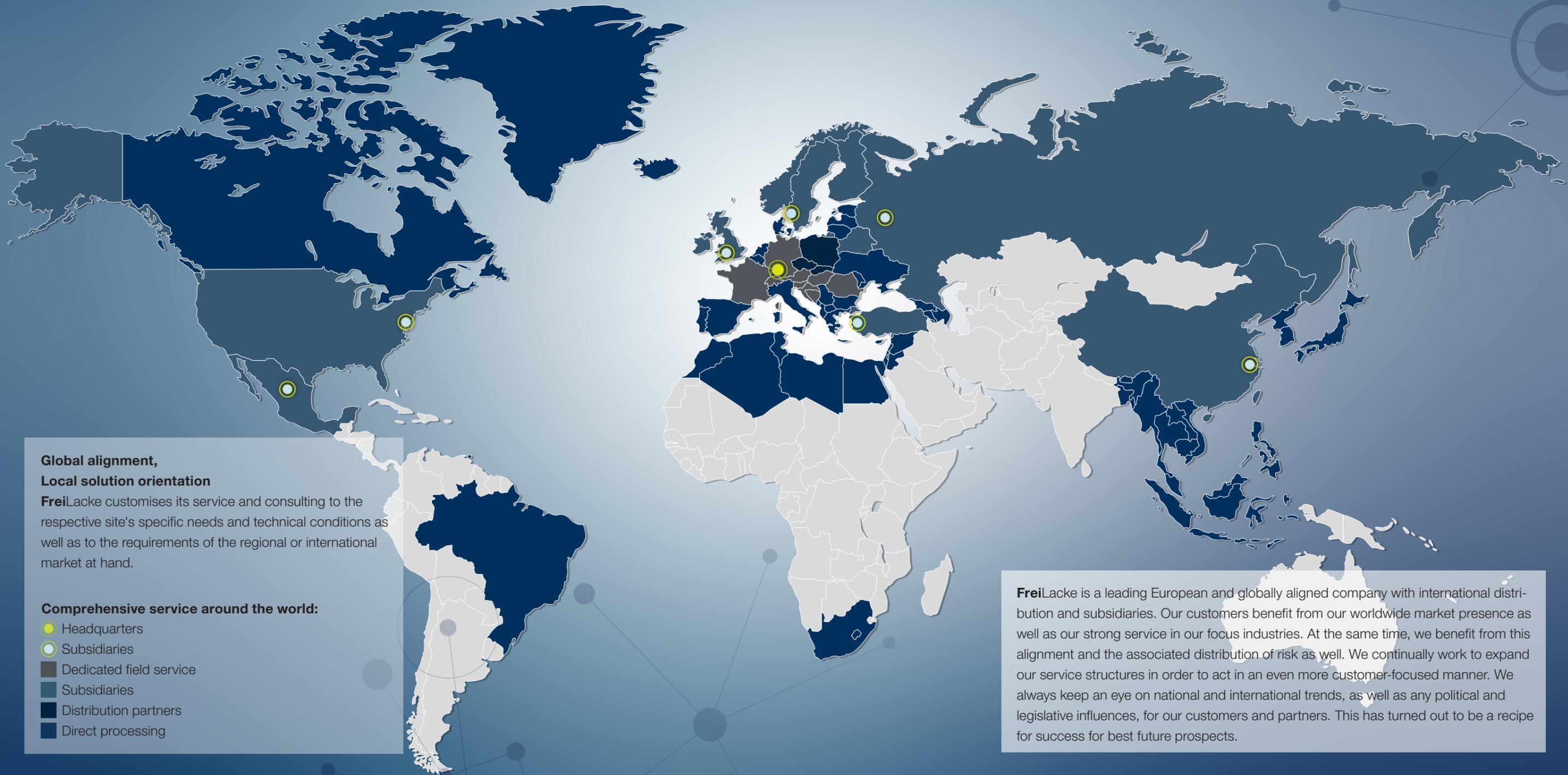
Our systems coatings expertise, our industry alignment, and our international distribution are the three central factors in **FreiLacke's** success. We can provide companies with optimal application solutions thanks to our innovation power, superior quality, and advanced technology.

We provide everything from a single source: We put together optimised service packages for every individual industry and develop components for any requirement in close coordination with our customers. As a result, we can provide the right system coating solution for a wide range of application techniques along the production chain to you.



# Global solutions.

Always close to you



## Global alignment, Local solution orientation

FreiLacke customises its service and consulting to the respective site's specific needs and technical conditions as well as to the requirements of the regional or international market at hand.

## Comprehensive service around the world:

- Headquarters
- Subsidiaries
- Dedicated field service
- Subsidiaries
- Distribution partners
- Direct processing

FreiLacke is a leading European and globally aligned company with international distribution and subsidiaries. Our customers benefit from our worldwide market presence as well as our strong service in our focus industries. At the same time, we benefit from this alignment and the associated distribution of risk as well. We continually work to expand our service structures in order to act in an even more customer-focused manner. We always keep an eye on national and international trends, as well as any political and legislative influences, for our customers and partners. This has turned out to be a recipe for success for best future prospects.

## Our developments.

For your benefit.



### Progress and inventive spirit

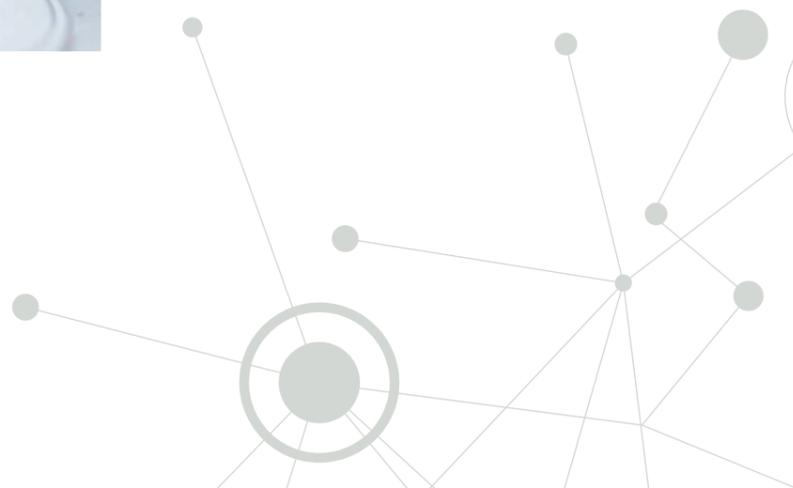
We aim to keep developing pioneering innovations in coating technology. As a result, **FreiLacke** considers close cooperation with customers and suppliers, as well as research and development highly important. This strategy, along with more than 90 years of experience and the expert knowledge among our engineers, technicians, production, distribution, quality, and environmental management allows us to develop innovations to set the highest standards.

Since we work in a network of partners, all improvements and innovations are strictly aligned with the market and the increasing standards in terms of environmental compatibility. We run trials for all systems and processes until they are ready for the market, optimised for applications in line with the industry and its requirements, and adapted to new raw material technologies as well as new process and plant technologies.



### Flexibility and security

**FreiLacke's** production optimally coordinates and synchronises its processes. Direct cooperation of our in-house development laboratories and a lean organisational structure enable us to produce our solutions quickly, economically, and with an eye on protecting resources. We can respond flexibly to our customers' needs and are ideally positioned for the future since we develop and produce both liquid and powder coatings.



**We strive to supply the highest quality.**

That is what we work for every single day.



#### **Quality management and actively practised service**

We give customers more than just the right colour: To us, service means offering best performance in terms of raw materials, systems, and processes as well as in scheduling and with comprehensive advice. We provide the best possible support for your application solutions in personal consulting sessions and training courses.

Our state-of-the-art in-house test laboratory verifies that the solutions we produce comply with standards and whether we can guarantee central benefits such as corrosion protection, chemical and mechanical resistance, or light- and weather-fastness. This test lab also performs the extensive preliminary tests to adapt our solutions perfectly to your processes. Our services are rounded off by coating tests at your site to ensure a consistently high quality for any specific coating solution.

#### **ISO standards**

We guarantee assurance of our quality standards by applying a quality management system subject to strict requirements. Our production of high-quality coatings and coating materials is certified to ISO 9001. It meets the extended requirements of the automotive industry in accordance with ISO/TS 16949.

#### **Corporate management based on the balanced scorecard method (BSC)**

We control all core and support processes based on the balanced scorecard method. The economic and quality-related objectives are reviewed and adjusted at regular intervals for this. Compliance with these test criteria is determined by periodic audits. The same principle applies to the customer and employee satisfaction.



**Your application. Our solution.**  
A promise regarding environment and quality.



- Powder coating 63.1%
- Industrial coating 25.2%
- ETL 8.5%
- Composites 3.2%



ISO 9001 certificate



ISO TS 16949 certificate



EMAS certificate



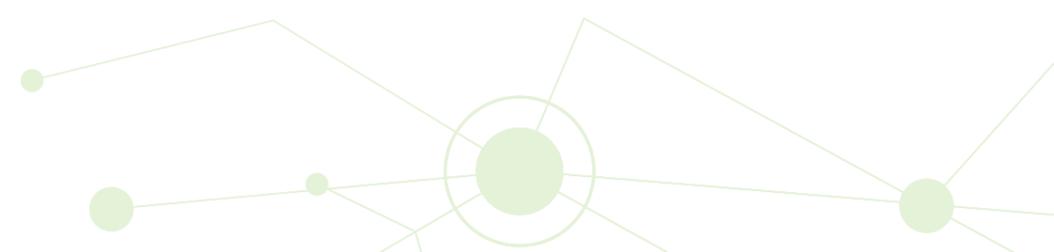
100 operations for resource efficiency

**People and the environment come first**

**FreiLacke** provides certified quality, safety, and gentle handling of the environment. Our self-conception requires us to act innovatively and with a look to the future, always keeping our customers and employees in mind. As a result, we place great importance on occupational and operational safety as well.

**Responsible action towards the environment**

We are members of the Verband der Chemischen Industrie (VCI; chemical industry association) and the Verband der deutschen Lack- und Druckfarbenindustrie (VdL; German coating and printing ink industry association) and actively support the "responsible care" concept in this capacity. Our commitment to the European Community Eco-Management and Audit Scheme (EMAS) certification started in 1996. It has been a milestone in our corporate history. Specifically, this has the following meaning for us: **FreiLacke** replaces any critical substances that are hazardous to the environment and health as quickly as possible. Our principle is the development of environmentally comparable products, reduction of emissions, packaging materials, and waste, and sparing use of resources. We also advise our customers on issues connected to handling, use, recycling, and disposal.



**We design the future.**  
We're all working to the same end.

**Our employees' know-how and commitment are our most important capital**

Since the people who work at **FreiLacke** are vital for our great success, the HR area takes high priority for us. We are there to help our employees achieve goals within the company and to enjoy their work.

We are a team made up of women and men, young and old, businesspeople and engineers, employees with long-term experience and newcomers. All of them have the same opportunities and our full support in making their special contribution in our company.



**Statements from our employee survey that reflected above-average assessments for FreiLacke.**

"We have special social benefits."

"I am proud of what we are achieving here together."

"I would recommend this company as an employer to friends."

"I can take time off when I feel that I need it."

"I warmly recommend our services and products."

"Employees are encouraged to practise a good work-life balance."

"I receive the means and equipment that I need to do my work well."

"I can be myself here. I don't need to pretend."

"There is some helpful support to promote employees' health."



- Räder  
Wheels
- Fahrzeugbau  
Vehicle construction
- Maschinen- und Apparatebau  
Mechanical engineering
- Lohnbeschichter  
Job coaters
- Funktionsmöbel und Lagertechnik  
Functional furniture and storage technology
- Bau und Sanitär  
Construction and sanitary



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