

# “Special” US mix makes perfect match

“Small enough to service individual requirements, large enough to provide customised solutions for the most exacting industrial requirements.” Dedicated to personal service and superior quality, Beckers’ US acquisition is now backed by the global resources of the Becker Group.

“Beckers has long sought the “perfect match” in the US. Now we’ve finally found it!” says Ralph Kabalo, president of Becker Industrial Coatings.

Beckers has been active on the US market for several years, through its Canadian subsidiary. However, an actual physical presence on this market is vitally important, especially when serving the construction segment of the coil coating industry.

“Now part of Becker Industrial Coatings, Becker Specialty Corporation (formerly the Specialty Coatings Company) focuses on technically-advanced Specialty Coatings for industrial applications. The fact that Beckers’ key strength is paint technologies for the construction segment makes this marriage even more exciting,” adds Mr Kabalo.

The Specialty Coatings Company developed several innovative technologies for the US market with broader international potential. Conversely, Beckers’ comprehensive range of coating technologies for roofing and cladding is ideally suited to the US construction sector.

“We also believe that several niche technologies, especially from Europe, could prove highly attrac-

tive on the US market. High-build systems, which are becoming increasingly popular, are just one example,” notes Mr Kabalo.

The ongoing worldwide consolidation of the metal industry (both steel and aluminium) is creating major new players that require global suppliers.

“Our strategy for the North American market, however, remains essentially unchanged,” Mr Kabalo emphasises. “We shall maintain our current presence on the Canadian market, while consolidating and expanding our US business through Becker Specialty Corporation”.

