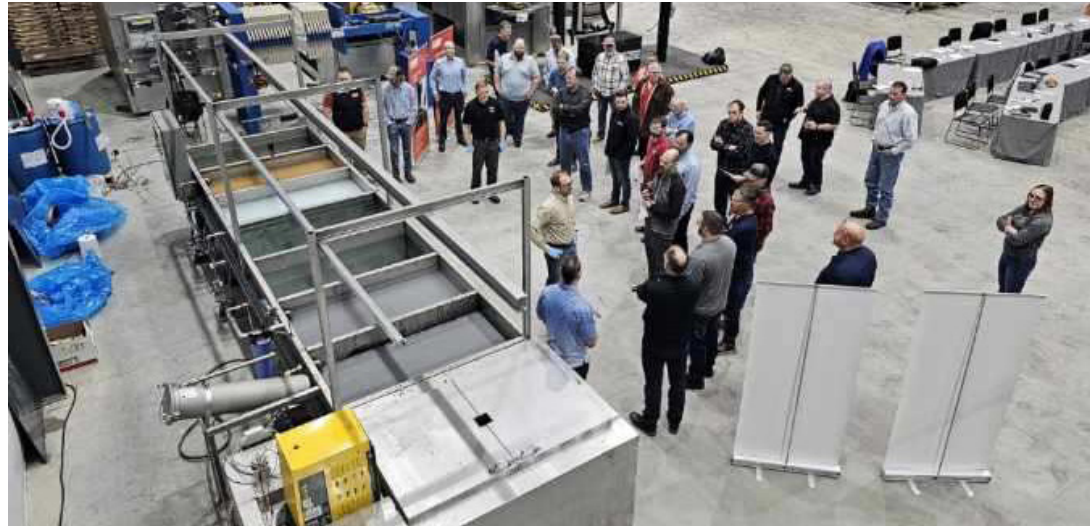


## Case Study

# Customized cookies sweeten the deal at customer training event



BASF | Chemetall recently hosted a customer training event in Wisconsin.

The 2-day customer event provided training on the latest innovations in surface treatment processes — cleaning, pretreatment, and system optimization — as well as an introduction to VIA NT technology.

BASF | Chemetall supports manufacturing by maintaining the highest standards, demonstrating a proactive commitment to superior workmanship, and continuous discovery to achieve the goal of complete customer satisfaction.

**BASF**  
We create chemistry

**Chemetall**  
expect more<sup>+</sup>

# Customized cookies sweeten the deal at the BASF | Chemetall Customer Training Event in Wisconsin

BASF | Chemetall is known as the Surface Treatment global business unit of the Coatings division of BASF, supplying state-of-the-art cleaning, pretreatment, system optimization, and VIANT. BASF | Chemetall provides both innovative chemistries and expert attention to process efficiency for metal, plastic, glass, and composite substrates for a vast range of industries and end markets.



**Lots of cookies!**

BASF | Chemetall cares deeply that their customers stay up to date on the ever-evolving increases in sustainability in equipment design and corresponding chemistry, so they frequently provides comprehensive customer training.



**The facility in Wisconsin.**

The BASF | Chemetall training team was comprised of Jeff Olson, District Manager, Brian Groubert, Chemical Engineer and Technical Sales, Kirk Beaster, Applications Specialist and Technical Field Support, Seth Roberts, Technical Sales Representative, and Richard Wiencek, New Coatings Technology Chemist.

The event began on October 24, 2023, with a safety check-in. Brian Groubert presented the welcome and introduction which was followed by a plant tour. Brian Groubert and Kirk Beaster provided instructive training on pretreatment, and Seth Roberts led a live hands-on pretreatment demonstration. Jeff Olson was on hand to answer questions.

## Customized cookies sweeten the deal at customer training event (Case study)

On October 25, 2023, live demonstrations and training sessions were presented by Richard Wiencek on the use of VIANT, the ground-breaking, innovative, and pioneering technology from BASF | Chemetall. VIANT represents a GIANT LEAP into a more efficient and sustainable future by eliminating an entire process step.

Twenty-four manufacturing professionals from eighteen companies attended the two-day seminar against the exceptional backdrop of the state-of-the-art facility. They participated in interactive sessions, shared valuable insights and dinner, and socialized.

BASF | Chemetall experts are always pleased to teach customers and attendees in maximizing the efficient use of their products and services.



**Powder paint with electrostatic spray guns.**



**Power Point Presentations on cleaning, pretreatment, system optimization, and VIANT.**



**Interactive sessions during live demonstrations.**

VIANT is a conversion coating and primer paint in a single coating layer. It provides reliable corrosion protection on edges and inner surfaces and is the smarter and easier way to coat. VIANT is sustainable, has a lower carbon footprint, uses less water and consumables, and is low VOC. VIANT is simple to apply without high voltage, new equipment, or intensive training; all with easy bath control. VIANT is effective, has higher edge control, and is homogenous on inner surfaces. VIANT is efficient, lowers cost of ownership, reduces energy use, and yields an outstanding performance on edges and inner surfaces.

Karlheinz Zander, the VP Surface Treatment North America had this to say, "I was personally pleased to approve this work in connecting and supporting valued partners with important information in an enjoyable and relaxed atmosphere. It also created new opportunities for all the attendees. Getting our offerings out in the field with technical demonstrations and information sharing represents the way we always prefer to interact with all our partners, with in-person technical expertise. And, when in-person is not possible, we now offer the alternative of our HoloLens 2."

# BASF | Chemetall deploys HoloLens 2 for remote technical support



HoloLens 2 is an ergonomic, untethered, self-contained, holographic, Augmented Reality (AR) smart glasses and headset, manufactured by Microsoft. Everything that the wearer sees and does can be remotely analyzed in real time or recorded.

This allows for precise and efficient hands-free work, allowing Chemetall's technical experts to share real-world experience of the process, installation, or repair at any stage of the manufacturing line.

- + Virtual expert advice
- + Reduce downtime
- + Remote assistance
- + Instant collaboration

**We are the Surface Treatment global business unit of the Coatings division of BASF, operating under the Chemetall brand.**

**As the global leader in applied surface treatments and services for metal, plastic, and glass substrates in a vast range of industries and end markets, we are process innovators.**

**We develop, manufacture, and supply best-in-class technologies, systems, and expertise.**

*Cut it. Clean it. Coat it. Control it. Conserve it.*

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