



BEYOND THE SURFACE


COVENTYA
Beyond the Surface

LIFE AT THE SURFACE





Surface treatment

is an integral part of the world we live in. The ability to enhance and/or extend the lifespan of components is the underlying rationale behind this invaluable and diverse industry.

There is something very intriguing about our activity in surface treatment. Our basic reason to exist can be summed up in one simple word: sustainability! We preserve valuable objects over a long period of time in their initial state and keep them functional. The enduring beauty of your favourite gold watch, the indulgent appeal of an exclusive handbag or the tactile feel of a smooth stick shift, and that reassuring feeling one gets from investing in safe and durable items are all made possible by proper treatment of these surfaces.

Furthermore, what we do here at **COVENTYA** largely contributes to a wise use of resources and energy. We have developed a comprehensive line of WaterCare products in order to downsize the negative environmental impact that surface treatment activity may cause.

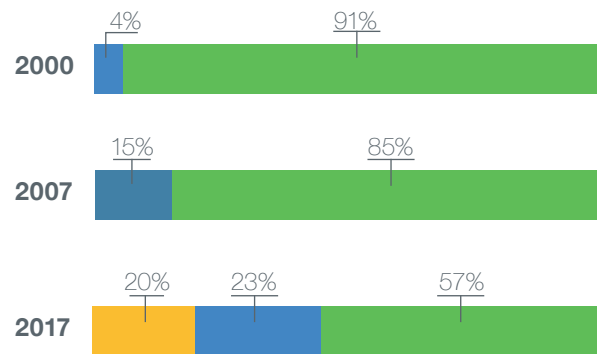
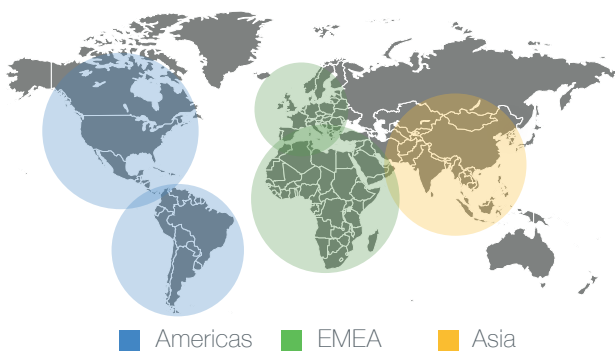
We invite you to explore what lies beyond the surface!



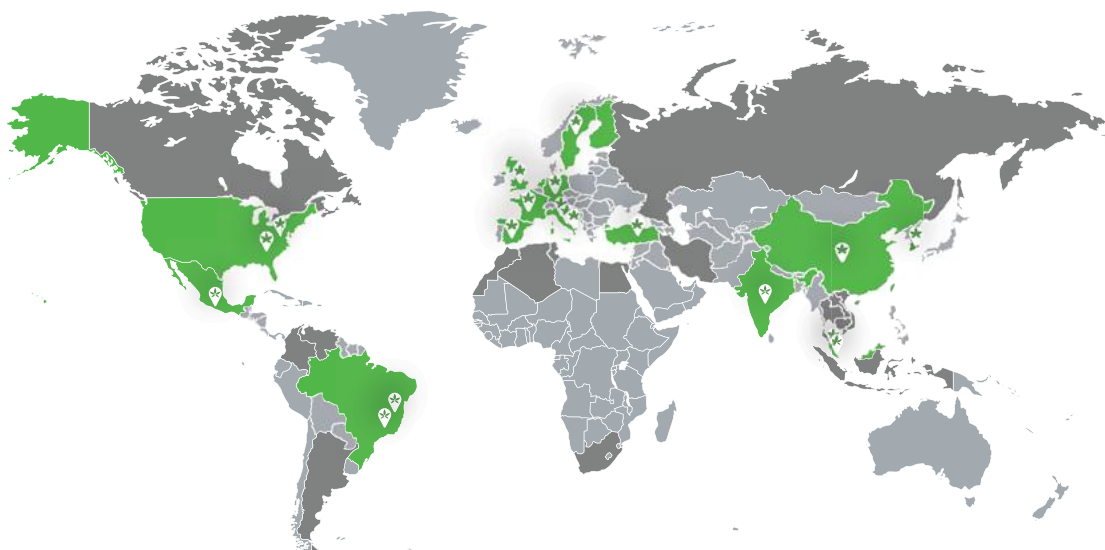
VISION IS IN OUR DNA

COVENTYA is a privately held, international company that develops, manufactures and distributes specialty chemicals for the surface finishing industry. With a rich and diverse history that dates back to 1927, **COVENTYA** is considered a global market leader in both innovation and customer support. The continued success of **COVENTYA** can be directly linked to the execution of a multifaceted strategy to grow and diversify. The following infographics highlight the results:

Sales by region



In 2000, **COVENTYA** was primarily a European company but one that understood the risk of such geographic limitations. Since then, through a series of well-managed acquisitions in Asia and the Americas, **COVENTYA's** global footprint has grown significantly. Today, **COVENTYA** has a presence in five continents and over 60 countries with expectations to expand even further.



FINISHING WHAT YOU STARTED

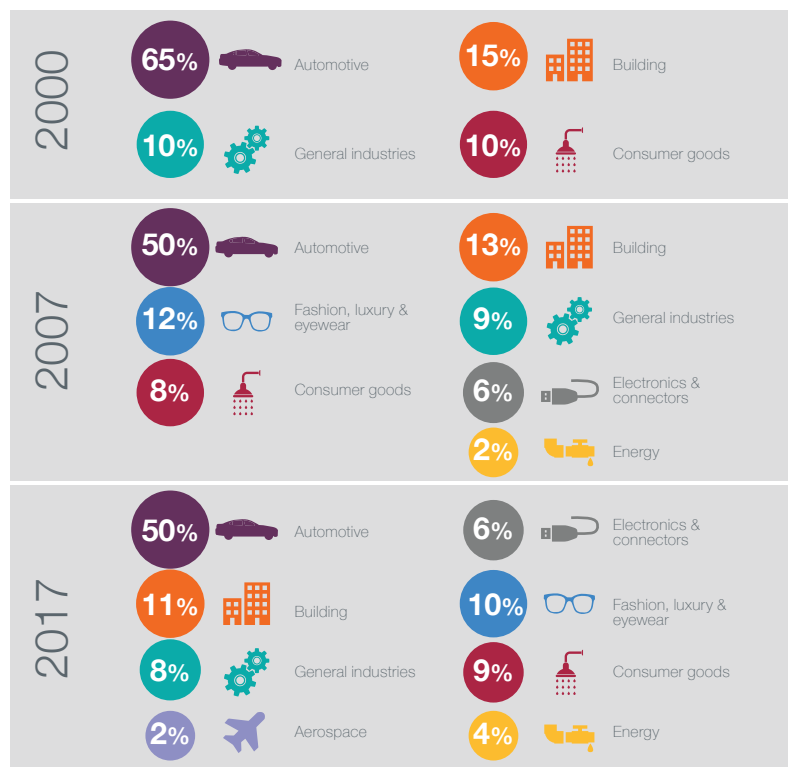
In 2000, COVENTYA was primarily a supplier of protective technology with over 75% of annual revenue derived from electroplating zinc, zinc alloy and related processes. Over the years, COVENTYA has consistently invested in technological development and today boasts one of the most comprehensive surface treatment product lines in the world. If you can't find it at COVENTYA, it likely doesn't exist, at least not yet. We even supply WaterCare products, technology rarely offered by surface treatment suppliers. We find that working in concert with our WaterCare experts gives R&D an advantage in developing eco-friendly, easy to treat technology.

Product lines

	Protective	Decorative	Precious metals	Functional	WaterCare	Preparation	Protective organic coatings	Cataphoretic lacquers	Aluminium surface treatment
2000	●	●	●			●			
2007	●	●	●	●	●	●			
2017	●	●	●	●	●	●	●	●	●

INDUSTRIES SERVED

COVENTYA is well-connected to the automobile industry, but as the infographic shows, reliance on one market sector is a thing of the past. Today, COVENTYA products can be found nearly everywhere. Luxury brand handbags, computer hard drives, oil field equipment, plumbing fixtures and aircraft are just a few examples of products that are enhanced by COVENTYA finishes.



OUTSTANDING IS A CHOICE

Simplify the selection of your surface finishing supplier by looking beyond the surface. At **COVENTYA**, our claim to be an extraordinary supplier goes beyond the quality, value and reliable technical support that are expected of world-class suppliers. **COVENTYA** distinguishes itself by delivering the unexpected.



Innovation

Permeates our company. We believe that if someone is going to make our products obsolete... it'd better be us. With nine (9) state-of-the-art Technology Centres around the world, a staff of highly trained chemists and consistent investment in R&D, it's no surprise that **COVENTYA** customers have grown accustomed to using cutting edge technology.

On average, **12%** of annual revenue comes from products developed in the past five years.



Opportunity

Is always knocking and **COVENTYA** is there to open the door. In 2001 **COVENTYA** initiated a program called Key Industry Management (KIM) where our surface finishing experts interact with some of the most recognizable OEMs in the world. These efforts deliver new product approvals every year and result in highly profitable business for our valued customers.

As of **2014**, **COVENTYA** has gained over 250 OEM and Tier 1 approvals for the automotive industry alone.



Sustainability

Sustainability is the responsibility of market leaders. With this in mind, COVENTYA formalized its commitment to future generations in 2012 by introducing ECOLINE, a sustainable guide to all our operating and strategic decisions.

The following are just a few examples of our recent initiatives:

- *All new technology must meet stringent eco-friendly requirements*
- *Established challenging, long-term toxic substance reductions*
- *Expanded global WaterCare division to address international needs*
- *Provide ongoing responsible use training for customers*



COVENTYA is ISO 9002, ISO 9001 and TS 16949 certified.

CHALLENGE THE KNOWN



“We pursue a leadership position in all of our markets. After all, logic tells us that the best view of the future comes from those in front.”

Thomas Costa, CEO COVENTYA

Although pursuing innovation is a trendy corporate strategy these days, the fact remains that it's not for everyone. Innovating has its risks. Investments in R&D personnel, laboratories and equipment over the long-term are costly and don't always yield the desired results. At COVENTYA, we feel the rewards of innovation far outweigh the risks. The Innovation Steps on page 9 highlight some of our pioneering technology that has captured the markets' attention in recent decades.



Innovation Steps 2000 – 2018



FIND US EVERYWHERE

Today, there is little doubt that you'll touch or somehow benefit from a **COVENTYA** finish. From automobiles and oil fields to computers, homes and fashion, **COVENTYA** surface finishing products can be found just about anywhere. The following are just a few examples of the surfaces we improve.



COVENTYA products deliver the performance needed to meet the stringent requirements of the automotive industry.

- **PERFORMA™** zinc alloy coatings protect components in harsh, corrosive environments.
- **ENOVA™** Electroless Nickel offers increased wear and corrosion resistance.
- **TRISTAR™** and other decorative Cu-Ni-Cr systems enhance the beauty and durability of metal and plastic parts.



Surface finishing adds to the style of luxury goods such as handbags, jewelry, watches and much more besides. **COVENTYA's** Precious Metal portfolio challenges the imagination of fashion designers all over the world.

- **OMEGAL™** Cadmium-free gold processes for enduring and eco-friendly beauty.
- **AURALLOY™** are alluring, durable and hypo allergenic alternatives to nickel deposits.



There are numerous finishes in the buildings we lead our lives in. From the building itself to the general consumer goods it's filled with. **COVENTYA's** portfolio covers it all.

- **PERFORMA™** Zinc/Zinc alloy coatings and **FINIDIP™** passivates provide long lasting beauty.
- **MOLCLEAR™** Cathaphoretic lacquers and **TRISTAR™** chrome produce an array of finishes and colours.



Automobiles, computers and mobile equipment are just a few of the electronic devices that benefit from **COVENTYA** surface finishing technology.

- **ENOVA™** electroless nickel is one of only a handful of products approved for use on computer hard drives.
- **STABAC™/STARGLO™** series of tin/tin alloy are high performance processes.



Surface finishing plays an important role in the critical industry of energy production. **COVENTYA** products are there to bring energy into our lives.

- **ENOVA™** high phosphorus electroless nickel finds extensive use in oil field and natural gas applications.
- **ALUMAL™** aluminium surface treatment technology is ideally suited for solar panel racking systems.



PURSUE TOMORROW

Surface Finishing touches our lives each and every day. It is an industry whose importance in the world is matched only by its resilience; each environmental and performance challenge that threatened its demise has been overcome.

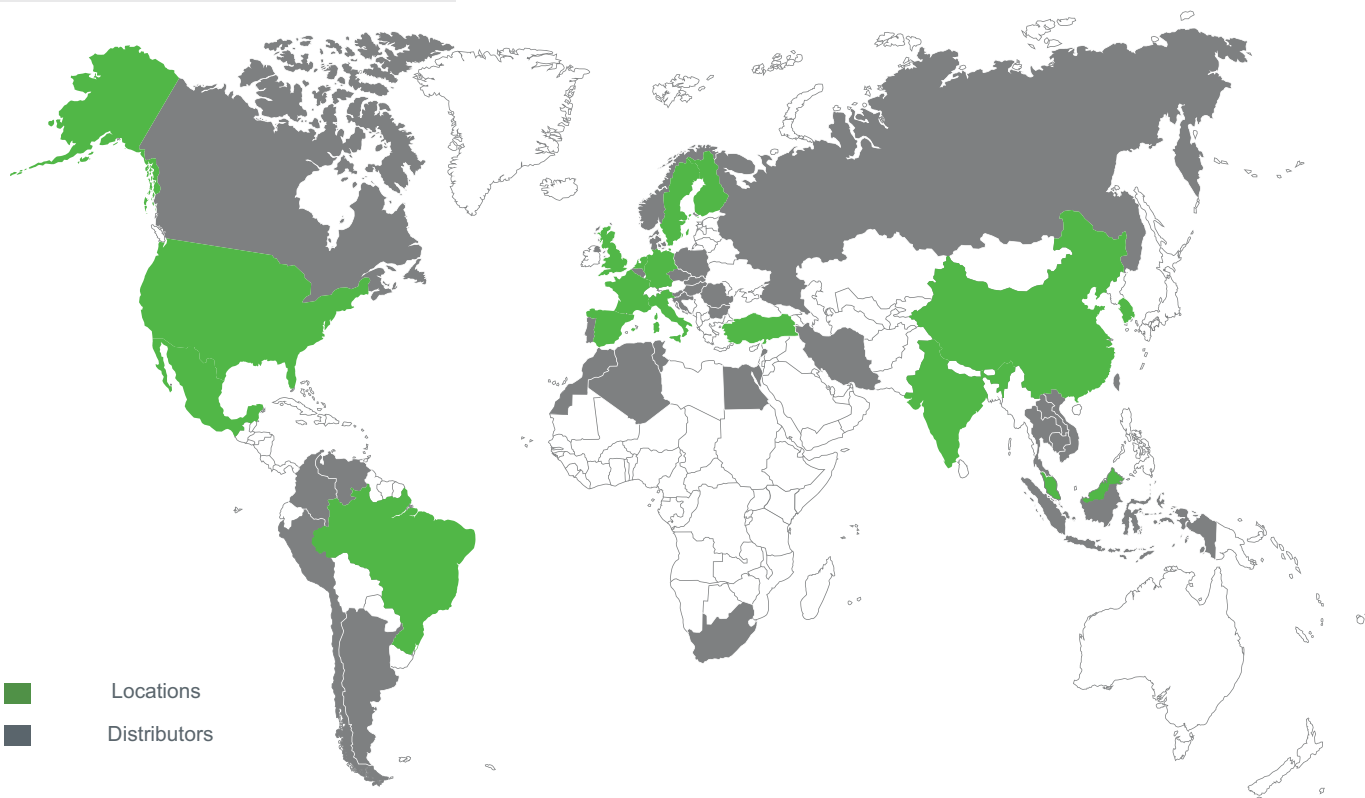
The desire to survive necessitates adaptation. In a world where many speak of “renewal”, “change”, “rejuvenation” and, above all, wanting to do better than in the past, we stand strong knowing that only a complete awareness of history allows us to understand the present in order to build the future.

Our successes are based on over 90 years of experience, passion of the profession, the commitment of our employees and devotion to customer-oriented values that will never lose their relevance and will enable us to anticipate many years of fruitful activity in our markets.

It is with this continued commitment that we look to the future with confidence.

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