

Press Release



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Collaboration of RiFRA Milano, Sirca and Covestro

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Sustainable furniture coating for sustainable living

New biobased hardener proved successful in waterborne coating

Furniture manufacturers are continuously striving for a more sustainable production and for reducing their carbon footprint. Hence it is no wonder, that the furniture industry has been a front-runner in the implementation of waterborne coatings as an alternative to traditional solventborne systems. A collaboration between design furniture company RiFRA Milano, coatings supplier Sirca and Covestro has now shown that the sustainability of furniture can be improved even further.

The aim of the three partners was to reduce the use of fossil resources for wood coatings through the hardener Bayhydur[®] eco 7190 from Covestro, which has a biomass content of 66 percent. The company will launch this product at the European Coatings Show from April 4-6 in Nuremberg. Sirca used it for developing a two-component biobased waterborne coating. Sirca's customer RiFRA, a well-renowned Italian manufacturer of design furniture, tried the new coating on one of its new furniture collections.

High performance, improved carbon footprint

The coating application is as smooth to the touch as the standard clear coating of Sirca, delivering the same excellent performance as conventional fossil-based coatings. This is in particular true for its resistance to demanding environments such as kitchens or baths.

"Sirca has been developing biobased systems for some years now, but most raw materials could not meet the quality level that our customers require", said Maurizio Durante, Vice President of Sirca. "Bayhydur[®] eco boosted the



hardness and chemical resistance of the renewable system and contributed to create an outstanding coating.”

Matteo Rivolta, CEO of RiFRA, said, “A new coating has to fulfill our requirements regarding quality and style, but if it creates additional value for consumers, as this new biobased coating does, this certainly is a great step forward to more sustainable living.” The company regards renewable coatings as a key feature to enhance the end consumer’s wellbeing with materials more in harmony with the environment. A new collection with the coating will be showcased at the event CROMATERIA EXPERIENCE at “Highline Galleria” in Milano in the occasion of Salone di Mobile, a major trade fair for the furniture industry from April 4-9, 2017, in Milan, Italy.

Visit us at the European Coatings Show 2017 from April 4 to 6 in Nuremberg, Hall 4A, Booth 4A-528.

About Covestro:

With 2016 sales of EUR 11.9 billion, Covestro is among the world’s largest polymer companies. Business activities are focused on the manufacture of high-tech polymer materials and the development of innovative solutions for products used in many areas of daily life. The main segments served are the automotive, electrical and electronics, construction and the sports and leisure industries. Covestro, formerly Bayer MaterialScience, has 30 production sites around the globe and employs approximately 15,600 people (full-time equivalents) as of the end of 2016.

About Sirca:

Sirca manufactures and sells coatings for wood, a natural and precious material, to be protected and enhanced. Water or solvent-based, our paints are mainly applied in the field of furniture and design and are often developed in collaboration with Italy’s most important furniture companies. Standing out for their quality, level of customization and durability, Sirca paints are manufactured alongside resins for a variety of industries including the fashion segment.

Sirca organization includes:

- 2 Production plants in Italy
- 250 Workers in these two plants
- 30 Storehouses in Italy
- 150 Distributors
- More than 55 foreign countries supplied

Find more information at www.sirca.com.

About RiFRA:

Rifra is synonym with elegance.



With its headquarters located about 30 kilometers from Milan, the company is independent in the design, production and distribution of bathroom furniture. Its history began in 1930, when Giovanni Rivolta started a carpenter's shop; it developed, and in the 1980s the core business focused on kitchens and bathrooms.

The firm is oriented towards a luxury, sophisticated and modern style, a style capable of conveying prestige and status.

The company is getting well-known on a global scale, becoming a guarantee of design and quality, the quality of "Made in Italy".

Find more information at www.rifra.com.

This press release is available for download from the Covestro press server at www.covestro.com. A photo is available there for download as well. Please mind the source of the picture.

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