

A Strategic Partnership Delivering End-to-End Surface Treatment Solutions



Electrocoating process

Company

PlusCoat

Locations

Ejby, Stilling, Faaborg
and Svendborg, Denmark

Industry segment

Industrial Surface Treatment
(Job Coater)

Technologies

Electrocoat, Pretreatment,
Powder and Liquid Coatings

Industries served

- Defense and Military
- Agriculture
- Offshore and Marine
- Steel and Construction
- Automotive



Powder coating process

Overview

PlusCoat, one of Denmark's leading industrial surface treatment providers and the country's sole electrocoat (e-coat) service supplier, has built a robust and evolving partnership with PPG to enhance its operations, deliver superior value to customers and drive growth. Serving a wide range of industries, PlusCoat offers services including e-coating, liquid and powder painting, thermal spray metallization, pyrolysis heating, sandblasting and vulcanization.

This strategic collaboration has allowed PlusCoat to streamline operations, improve quality and deliver fully integrated coating solutions by leveraging PPG's acclaimed technical expertise and comprehensive product offering.

PPG Technologies at Work

Technology	Key benefits
Pretreatment	Corrosion protection, enhanced adhesion
Electrocoat	Uniform coverage, superior corrosion resistance
Powder coating	Durable finishes, tailored performance
Liquid coating	Aesthetic appeal, customized functionality

The Challenge: Achieving Operational Consistency Across Coating Lines

Before the partnership with PPG deepened, PlusCoat faced significant challenges in its e-coating line, particularly due to compatibility issues between products from different suppliers.

Marcello La Pia, partner at PlusCoat, explained that one company provided pre-treatment and PPG handled e-coating on the same line. While that setup isn't uncommon, the company experienced cleaning issues before dipping into the e-coat. After reaching out for help for the solution suppliers, PPG was more proactive in helping them solve the problem.

In addition, coordinating multiple suppliers for different stages of production created inefficiencies and finger-pointing when issues arose. PlusCoat needed a partner capable of delivering fully integrated solutions that work seamlessly.

The Solution: Transition to A Single-Source Partnership

PlusCoat began to source all their technologies from PPG—pretreatment, e-coat, powder and liquid coatings—leveraging the global company's comprehensive portfolio of solutions engineered to work cohesively at every layer.





Jens Vallentin Hansen, PPG technical service manager for Scandinavia for Industrial Coatings, recalls that PlusCoat initially only purchased e-coating chemistry from PPG. Over time, the partnership gradually expanded into other technology areas, confirming the trust that they place in PPG products and technical expertise, plus PPG's willingness to invest in problem-solving when issues arise.

A standout innovation from the partnership is the dual-source solution developed for one of PlusCoat's key customers, a global company providing engineering solutions for energy efficiency, climate-friendly technologies and automation.

By utilizing PlusCoat's separate spray and dip pretreatment lines in the same facility, the company could deliver flexibility within a unified system. Vallentin Hansen notes that they thought outside the box to give the customer a dual-source setup from a single partner.

Implementation and Results

PPG's collaboration with PlusCoat extended beyond product delivery and performance. The implementation involved close technical support, on-site assistance and laboratory testing to optimize product formulations and ensure operational excellence and efficiency.

Four Key Benefits Realized

1. Simplified problem solving

Troubleshooting is faster and more effective with one point of contact. La Pia explains that when they encounter challenges, they talk with their PPG representative and the problem is quickly identified.

2. Increased efficiency

Integration of PPG powder coatings with an automated painting system improved finish quality and data control.



Liquid coating process

3. Cost optimization

Centralized sourcing across product lines enabled cost savings through volume purchasing.

4. Stronger customer confidence

PPG's technical service helped PlusCoat win new customers by showcasing professionalism and performance. La Pia emphasizes how crucial it is for customers to see that PlusCoat is committed to meeting their surface treatment needs from start to finish. Vallentin Hansen adds that it's about listening more and talking less. "Once you understand the customer, you can tailor solutions that genuinely add value," he said.

Looking Ahead: Supporting Growth With PPG

With significant spare capacity in its e-coating line, PlusCoat is actively pursuing growth opportunities. The company's expansion strategy relies on continued collaboration with PPG to support technical inquiries and deliver responsive service.

La Pia says they are working on a sales strategy to grow their e-coating business and that PPG will be essential to that effort. Vallentin Hansen adds that the industry has changed significantly over the last four to five years and PPG's total solution package has made it easier for PlusCoat to win business.

PlusCoat confidently recommends PPG to others in the industry for its reliable technology, hands-on support and integrated approach.

The Power of a Coatings Partner

The partnership between PPG and PlusCoat exemplifies how close collaboration, technical excellence and a shared vision for growth can transform industrial operations.

Through comprehensive, customer-centric solutions, PPG has empowered PlusCoat to streamline production, enhance quality and strengthen customer relationships, laying the foundation for continued success and growth.

In June 2025, DOT A/S, a Nordic full-service partner specializing in surface treatment, acquired PlusCoat to enhance its expertise in powder coating, painting, and various other industrial coating processes.

To learn more about PPG industrial coatings, visit ppg.com/industrialcoatings

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