

KRIMELTE



BUILDING CHEMISTRY

CAN BE FOUND IN EVERY CORNER OF THE WORLD

FROM PRODUCT DEVELOPMENT TO PACKAGING AND LABELS



GERLI RAMLER,
CO-AUTHOR OF INSEENERIA

Krimelte products are produced as a result of continuous development and testing. Chemistry is the key to Krimelte products which reach to almost every corner of the world, or to nearly 60 countries today. The company is ready to go far when looking for good chemists for product development.

KRIMELTE DOES NOT mean production only. In addition to daily development work of a couple of dozens of chemists and five civil engineers, the company also develops its own product concepts all the way from packaging to labels.

“The main task of every production company is to develop and speed up the production processes and reduce the amount of expensive manual work. The same with our company. At the same time, all the chemical formulas are getting more complex, that is, if many years ago, one product may have consisted of 3-4 components, then today the amount of raw material has increased many times” said Research and Development Director Dr. Gary Urb. “But this is like a Catch-22 situation, which in turn tends to take some time away from the production process. We need to resolve this issue in the best

way possible, while walking with the times using monitoring and testing, by investing in new equipment and machinery,” he added.

Before coming to Krimelte, the R&D Director Urb worked a decade in the world's largest paint manufacturing group AkzoNobel, of which he spent four years in the Netherlands. He became one of the talents, whom the Estonian company attracted to come back home. “In the home market, chemists as product creators are really difficult to find. True, here is taught various analytical chemistry and environmental studies, but, unfortunately, one does not come across good product development chemists too often,” said Urb.

Why is that? According to Urb, one reason, in addition to the scarcity of chemical companies, is that it is not just the talk of the necessity of a specialist that helps to find people; the motivators

offered by the company are not any less important. Urb brings the sustainable thinking from the Netherlands as an example of the motivation of employees in the Dutch chemical company: “Every tiny step in strengthening the principles of the company must relate to the employees. For example, abandoning the use of paper when thinking about nature conservation, it gave to every employee, in addition to their daily work, to do something that developed their work environment to match theirs and their employer's.”

At Krimelte, Urb is motivated, on the one hand by the possibility to benefit domestic firms with his knowledge, and on the other hand also the company's openness and global reach. And of course, the challenge to be present developing new products, starting from the idea stage, and the packaging design, all the way to the final sale. ▶



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Krimelte's R&D Director Dr. Gary Urb (on the left) and Head of Product Management Department Veigo Kallaste

WHAT IS KRIMELTE?

Krimelte is the leading European manufacturer of construction foams and joint sealants, and it belongs to the Wolf Group linking the company's sales and manufacturing units. The company that in previous years owned a significantly more multi-faceted brand portfolio united ten years ago, its production under the brand Penosil. Nearly 400 people are daily involved in brand development, production, and sales. In the products, the emphasis is placed on a single concept: all products and the ease of use of the packaging have been thoroughly tested in the laboratory before reaching the market, and the company seeks always to be one step ahead of its competitors.

RECOGNITION

The identities and messages of Krimelte have also been spotted in the Estonian market: a few years ago, the company was awarded the design implementer title in the Entrepreneurship Award competition organized by Enterprise Estonia, the Estonian Chamber of Commerce and Industry, and the Employers' Confederation. Krimelte is also represented in the book "Leading Brands of Estonia" published by the Estonian Chamber of Commerce and Industry in November 2016 that brings together the leading brands of 50 Estonian companies and is designed to introduce Estonia as a country with an innovative and advanced economy.

► Product development concerns everybody

"Behind the development of each of our products, there are a lot of people, chemists, construction engineers, designers up to project managers and the marketing department. First, it is important to develop product formulations, then to test them, to make calculations and then to bring them into line with regulations. On the other hand, after all, the entire product development goes together with marketing: the constant comparison with competitors, the improvement of energy efficiency, changes in legislation, construction practices and materials, the wishes of the customers, the price pressure, environment conservation and human health. We need to progress with the development of the construction industry and contribute to the solution of the technical problems in construction," said Head of Product Management Department Veigo Kallaste.

It is important to develop a product whose characteristics are "tuned" with the needs in mind of the place of use, and the user experience of the performer of the work. He gives the example of the popularity of green labels, and

changes in human values, for which the Scandinavian and German markets require, for example, chemical products with as a low content of volatile organic compounds as possible. Whereas, such principles are not only adhered to by officials but also by the builders and contracting entities.

"Our specificity is certainly the fact that every day our company is not engaged only in the development of the content of the products, but a strong brainwork is going on also in terms of the design and manufacture of packaging starting from the printing of the labels all the way to the plastic manufacturing devices. The aim is that, in addition to a very good product, its use must be comfortable and easy," said the Urb and Kallaste, bringing as an example, the spatula, a tool for the installation of silicone: "Support for the development of this tool involved people from outside as well as from inside the company. The Management Board launched the project, giving their input on it. The Marketing and Sales Department contributed to the evaluation of performance and user experience; the Purchasing Department found the necessary raw materials; the Production Department put the object into produc-

tion; the Engineering Department commissioned the necessary equipment. The Development Department directed the whole process and designed the product, considering the foregoing, checking the functionality, and obtaining feedback from the market. This product design solution has by now been protected all over the world." The spatula is also produced in Krimelte, in the factory located in Suur-Paala Street, as well as product packaging, foam straws, etc. The company develops products, manufactures, and packages, adds the labels and the necessary applicators needed, straws or spatulas, and transports the products to building stores around the world.

Continuous cooperation is the key

Hand-in-hand with product development, within the company, Krimelte performs continuous development cooperation with the producers of various raw materials around the world including cooperation with the Tallinn University of Technology and the University of Tartu as well as with the associations of chemical industries in the various countries to exchange experiences and information. Due to the size, experience, and reputation, Krimelte has a good chance to talk about developing testing practices and methodologies. Representatives of Krimelte hold lectures in universities, supervise Master's and Diploma theses, and students are kindly invited to internships and work shadowing in the



The design of the spatula tool - developed and patented by Krimelte

Krimelte labs.

"Communicating and sharing experiences is extremely important, because each market requires, after all, different products, starting from construction traditions to climatic specificities. In cold climates, lack of moistening of materials causes frost damage. However, in warm climates, the excessive intensity of the sun should be considered," Kallas explained. "In

Brazil, interior doors are installed with building foam without the use of fasteners, in the Nordic countries, use of fasteners is compulsory, where foam products basically function as sound and thermal insulation. For us, however, every such nuance has an impact on development work, the use of raw materials, the final price, and the characteristics of the product," he added. 