



Talks around the Peters conference table (from left): Benjamin Alfes, Ralf Schwartz, Mayor Christoph Dellmans, Business Development Officer Stefan von Laguna. Photo: Axel Küppers

## City Leaders Learning: Peters' Heart Throbs in Kempen

**Kempen, 17 February 22** – "Peters is and will remain in Kempen, and sales are up despite Corona." These are the two messages communicated by CEO Ralf Schwartz to Mayor Christoph Dellmans and Business Development Officer Stefan von Laguna on their way back to the town hall. Kempen's city leader and the top business networker paid a

visit to Peters: Dellmans and von Laguna wanted to find out what type of challenges a large medium-sized family business with 160 employees is facing and where the city can pull the lever to speed up processes and reduce bureaucracy.

In the course of the two-hour talks, many a topic came up. "We are happy that Peters is holding its own despite the pandemic, the shortage of skilled workers and worldwide supply bottlenecks, and that it is placing its trust in Kempen," said Mayor Dellmans. Ralf Schwartz confirmed that within all plans, the focus is on Kempen to where the company from Krefeld was relocated 35 years ago by Werner Peters in the industrial estate "Am Selder".

### ***Asian sales offices secure the Kempen site***

The CEO did not hide the fact that almost 90% of electronics production takes place in Asia, in particular in China. For this reason, the company is doing everything to maintain its location in Germany, while leaving no stone unturned in Asia and maintaining its own service/distribution companies there. Nevertheless, Europe also remains an important market: In Italy and Switzerland, the Peters subsidiaries contribute a great deal to the rising sales figures achieved by the full-range supplier of coating materials for electronics. In other countries, the company cooperates with local sales partners.

Dellmans and von Laguna were pleased to hear that Peters is the European market leader for the green solder masks and one of

the world's big players in the coating of high-quality electronic components. The secret of why Peters' sales curve is still climbing steeply despite the pandemic and the weakness of the conventional automotive sector is that Peters has positioned itself favourably within the megatrends of photovoltaics and e-mobility in the Far East. On an international level, there is hardly any way around this ink producer from the Lower Rhine region.

Nevertheless, Peters is also well introduced in the markets for industrial electronics, measurement and medical technology, aerospace and the lighting/LED sector. The Mayor was surprised to learn that Peters' inks are used in respirators, which is a safety pledge for doctors and their patients faced with Covid-19 in clinical care. Plus that in the "Bird's Nest" Olympic Stadium of Beijing where the Winter Games are taking place, electronics are functioning smoothly without interference, thanks to Peters coatings.

### ***Benjamin Alfes: Railway transport could be a solution***

Business Developer Stefan von Laguna inquired whether a Railport docked at the Kempen train station would be of interest to Peters. Benjamin Alfes, authorized signatory and member of the management board, found this an appealing idea. "Flying is expensive, transportation by ship takes a long time, roads are congested – so rail could be a solution in perspective." However, the industrial engineer also pointed to the small quantities - one or two containers per quarter - , since Peters inks are less about quantity and more about the top quality, which is primarily achieved thanks to the laboratory's high level of expertise in additive chemistry ("spice mixture").

Stefan von Laguna suggested building bridges in terms of funding programmes on the subject of *Augmented Reality*. Peters has also been committed to this innovative field for several months, thus ensuring a high level of easy and quick service around the world via virtual support. According to von Laguna, both the District Business Development Agency and the region's business community have acquired the necessary expertise in this area.

Reserve space in view of expansion, city logistics, infrastructure, mobility, emergency scenarios and securing the location were further topics of discussion. Dellmans promised to seek dialogue with local businesses and to promote lighthouse projects in cooperation with strong companies like Peters. Returning the praise,

Schwartz commented: "We have gained the impression that unlike some other neighbouring municipalities, the City of Kempen is getting things done."

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## THE PETERS GROUP

... based in Kempen, Germany, is an independent family-owned company and the only full-range supplier of coating materials in the world.

As market leader in high-tech coatings for the manufacture and protection of assemblies and electronic components, Peters supplies its products for a use in automotive electronics, aerospace engineering, industrial electronics, medical technology, LED applications or other industrial applications.

For more than 50 years, our highly specialised research and development team has been working closely with our customers to develop innovative, trend-setting and practical solutions.

With international sales offices and around 65 agencies abroad, we are the competent local partner in over 90 countries serving more than 4000 customers.