

PrimeBOND

adds strength to tissue

The benefits PrimeBOND offers for tissue

- Improves the dry and wet strength of tissue.
- Enhances retention and improves drainage.
- Reduces dust.
- Improves paper machine runnability.
- Improves printing quality.
- Reduces the need for other chemicals.
- Deliveries in liquid form make for easier handling and dosing.

Paper-industry expert Gerald Oberländer knows all about the special features and requirements of European paper production. The Munich-based Austrian is actively involved in efforts to launch Chemigate's high-strength liquid polymer PrimeBOND in international markets.

In the near future, Chemigate's unique PrimeBOND biopolymer will give extra strength to an increasing number of paper towels and tissue varieties.

— In collaboration with Chemigate, we have launched a project to introduce PrimeBOND to the European tissue market. Already, the first trial of tissue strengthened with a biopolymer has allowed us to demonstrate its benefits to customers. The project has come along in leaps and bounds, and a few soft-paper machines now use Chemigate's products, says Oberländer.

After more than a decade of working for numerous companies operating in the paper industry, Oberländer took the leap of becoming his own boss a couple years ago. Running his own company, GoChem, offers him a wider range of collaboration opportunities.

— I collaborate with two or three suppliers, while also working as a consultant for the trading company Biomontan, which offers pulp, paper, and environmental engineering solutions. Co-operation with Chemigate began last year, he says.

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Added strength and savings

From the perspective of the starch industry, tissue production is a particularly promising sector of the paper business. Strength polymers are part of the future for tissue and packaging alike.

Customers are seeking concrete benefits – cost savings in particular – since without these the product will not sell. The benefits offered by PrimeBOND are undeniable.

— It makes tissue stronger, improves paper machine runnability with the paper machine, and enhances dust control in paper production. We can have more short fibres relative to long ones. Strength parameters remain the same, creating savings for the client,' explains Oberländer.

Household tissue paper also needs to have good wet strength, which is one of the quality parameters focused on for tissue products.

— PrimeBOND also helps the customer create savings on wet strength agent addition, says Oberländer.

Surprise opportunities with tissue

Since last year, Oberländer and Chemigate have been collaborating closely to break new ground in the tissue markets in Central and Eastern Europe.

— I'm focusing my activities on Eastern European markets, especially Bulgaria and Slovenia, where I have an excellent contact network. I have recently started operating in South Asia, and I will also promote Chemigate in the Chinese market, he says.

“You need to be able to find the people who know the market and the right people.”

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To get a foot in the door in new paper markets, it is essential to have contacts.

— Oberländer explains: You need to know the ones who know the market and the right people. When I meet a customer, I introduce the product and its benefits, and we perform laboratory tests and test runs.

— The market for tissue is smaller than that for board and printing paper. But this field still offers plenty of potential, since it's a booming sector with a small number of competitors.

Everybody needs strength

Oberländer is very happy to have Chemigate as a partner.

— I believe that together we can accomplish that little bit more. The team at Chemigate are young and innovative and are always happy to try something new. The interaction with

them is very open, and I have received all the support I need from them, he explains.

— Starch-based polymers are an extremely interesting tool for many branches of the paper industry. Everyone needs strength. Various starch-based polymers may also be utilised in unique products for a variety of special paper applications, Oberländer says in explanation of his vision. ■

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The team at Chemigate are young and innovative and are always happy to try something new.

Gerald Oberländer: I'm a workaholic!

I like travelling, which is one of the reasons I chose this job. Last year, I drove around 140,000 kilometres.

I like to meet up with my friends, and we prepare dinner together. In winter, I like to go snowboarding. I also play golf but not to a very high standard, as I don't have time to get in enough practice. I'm a workaholic!

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