

# New projects for NORM Coating

**NORM coating has announced two new important projects for 2021 that will enable the subsidiary of NORM Holding to continue to develop its versatility, increase its already high capacity and introduce further technologically advanced innovative coating systems.**

**F**ounded in 1998, NORM Coating started with only one zinc coating line. However, over the last 23 years the company has become one of the largest coating companies in Turkey, and one of the leading ones in Europe, thanks to its high capabilities for not only coatings but also for sorting and packaging processes. The company is certified to IATF 16949 and is an approved supplier to major OEMs and leading automotive manufacturers.

"At NORM Coating we deliver consistent quality and world-class coatings for sectors such as automotive, appliances, construction, engineering, furniture, aerospace, biomechanics and rail," explains Fatma Fidan, plant manager at NORM Coating. "We can do this thanks to our five Turkish plants in İzmir and Manisa, which cover a total area of 77,500m<sup>2</sup>, of which 55,500m<sup>2</sup> is facilities. Through these plants we have a total coating capacity of 140,000 tonnes through various coating technologies."

In order to further develop its capabilities, when it comes to the coating of fasteners and stamped parts, NORM Coating has introduced two new projects for 2021. Firstly, it has started construction of a new factory in Sakarya, which will be completed in the second quarter of 2022. "With a total area of 20,000m<sup>2</sup>, of which 14,000m<sup>2</sup> is facilities, the new factory will enable us to develop services in wet painting, powder coating, e-coating, rack galvanising and zinc alloy coating," points out Fatma.

The second project introduced by NORM is a new wet plating plant in İzmir, which

is fully automated, robot-controlled and environmentally friendly. "Throughout its history NORM Coating has installed fully automated state of the art equipment and expanded its machinery with the highest level of automated lines and the new wet plating plant is another example of this commitment," states Fatma. "In our factories we can apply all coatings requested by our customers such as electrolytic acidic zinc, alkaline zinc, zinc nickel, zinc phosphate, zinc tin, as well as zinc-iron coating. We can also supply Delta, GEOMET, Magni and Atotech licenced coatings, as well as provide bulk, rack and spray zinc flake coating applications. Plus, we can provide 3M, Precote, Tuflok and Omnimask as adhesive coatings and thread masking."

Another example of NORM Coating's commitment to investing is its new rack dip-spin zinc flake coating technology, which helps prevent thread damage to fasteners in assembly problems. "This method is also used in the coating of chassis parts and offers high corrosion resistance with a much thinner coating layer compared to existing applications, without the risk of hydrogen embrittlement," mentions Fatma.

To go alongside its factories, NORM Coating also has chemical and mechanical laboratories where tests can be performed to measure processes and compare the results to customers' standards. This allows the company to achieve repeatable, successful results and maintain a high level of customer satisfaction. "As a team, we constantly seek to develop our core competencies and technical knowledge by playing an active role in technical networks, seminars,



industry associations and collaborations with universities," mentions Fatma. "We always strive to pursue new technologies that enable innovative solutions to deliver high-quality and value-added solutions to our customers' needs. We can proudly say that we perform coating processes at the highest level in our world-class facilities."

As part of NORM Coating's objective to be a sustainable and environmentally conscious company, it has also installed solar power systems on the roofs of its two plants in Salihli. The company plans to continue its efforts to reduce its carbon footprint by expanding these solar installations to all its factories in the next two years. In addition, NORM Coating has a waste reduction and 98% water reclamation project, which it will implement in the Sakarya factory once it is complete. "At Norm Coating we are focused on how we operate as a business and how we can ensure we take into consideration future generations and the environment," concludes Fatma. "That is why we will continue to expand our sustainability projects." +

[www.normholding.com](http://www.normholding.com)

