

EMSLAND GROUP[®]
using nature to create



Wallpaper Paste
and Billboard Glues

Emsland Group wallpaper paste and billboard glues

As a leading producer of potato starch, the Emsland Group has more than 30 years of experience in the production of wallpaper paste and billboard glues. At our Innovation Center in Emlichheim, Germany, our modern production equipment and committed application experts are dedicated to the development and production of high-quality modified starch-based additives for wallpaper paste applications.

With the recent completion of a 750-square-meter building that holds new roller drying units with autoclaves, the Emsland Group has a modern facility dedicated to the production of plant-based products for the construction additive industry. Nicknamed “WalTrAut,” the facility stretches 33 meters tall and produces ingredients for a variety of products, including wallpaper paste, tile adhesives, starch ethers and environmental products.

Wallpaper paste

The Emsland Group has developed an extensive assortment of potato-based starch products for the production of wallpaper paste. These plant-based products are qualitatively optimised to meet the customer's specific requirements, e.g., less consumption, fast and complete dissolving of the paste and good repositioning of the wallpaper on the wall.

Due to an exceptionally high bonding strength, the **Emcol**[®] wallpaper pastes are suitable for use on all types of wallpaper used around the world, including vinyl, textured, vlies, embossed, as well as fibreglass. The **Emcol**[®] products are characterised by a high yield, meaning that the glues can be quickly dissolved both manually or by stirring.

Within the wallpaper paste segment, the Emsland Group is constantly striving to develop new products. Through our extensive experience in working with potatoes as raw materials, and years of close cooperation with customers, we are able to develop new products that quickly dissolve, offer a high yield, and can be individually tailored to meet specific customer needs.



Wallpaper paste

Name	Proportion	Viscosity (in mPa.s)	Remarks
EMCOL UK – N	1 : 32	approx. 9,000	standard paste
EMCOL UKH/N	1 : 32	approx. 10,000	fast dissolving
EMCOL UK – H 5	1 : 32	approx. 11,000	reduced alkalinity
EMCOL KVH 612	1 : 15	approx. 9,000	excellent repositioning, well suited for heavy wallpapers
EMCOL KVH 625	1 : 15	approx. 12,000	excellent repositioning, well suited for heavy wallpapers

All products are registered®

Billboard glues

In the area of billboard glues, the Emsland Group has established its market presence with the proven **Emcol**® product series. These billboard glues are excellently suited for the bonding of placards, which have distinct requirements due to the various bonding techniques used in different countries.

The Emsland Group has developed tailored billboard glue to meet the individual requirements of those countries, most recently for the French market. With the **Emcol**[®] series, the Emsland Group billboard glues can be applied around the world. The products are characterised by their simple workability, high yield and outstanding bonding strength. Important prerequisites for the bonding of billboards are a long open time and good repositioning of the billboards – our **Emcol**[®] product series exceeds these expectations.



Using nature to create

Working responsibly and in harmony with nature has always been at the heart of the Emsland Group. Thanks to nature, we are provided with our most important raw materials: the potato and the pea. That is why “using nature to create” is our philosophy.

The Emsland Group is Germany’s largest producer of potato starch and a global leader in manufacturing modified starch products. With seven production sites, the Emsland Group processes over 2.1 million tons of potatoes each year.

The Emsland Group gets its key raw material from local crops. Our close cooperation with our raw material suppliers is based on trust — a prerequisite for developing innovative products in harmony with nature. Using natural resources, potatoes and peas, we optimize daily products by turning the extracted materials into high quality, innovative, future-oriented products. Our focus is on native and modified starches, fibres and proteins, as well as potato flakes and granules.

For over 90 years, we have been producing quality “Made in Germany” products for the global market. With a global network for more than 120 countries worldwide, the Emsland Group supports your business and innovation as a significant, professional and sustainable organization.

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