

Household appliances

Sustainable solutions for
white goods manufacturers

General Metal Finishing

Functional and decorative coatings
Paint support technology

atotech.com



Comprehensive and sustainable surface finishing solutions

For the white goods industry, we offer a truly comprehensive product range for both painted and plated surfaces. Our process solutions ensure the prolonged service life for household appliances.

We are dedicated to developing processes and products that conserve natural resources such as water and energy, minimize or eliminate waste generation, and reduce operating costs. In providing innovative processes, Atotech paint support technologies enable corporations to achieve sustainability initiatives and to reduce CO₂ footprint, supporting the attainment of carbon neutrality. Our paint pretreatment and paint removal solutions provide a truly superior approach for the white goods industry.



Paint pretreatment processes

Achieving optimal finished part quality requires high performing substrate cleaning and conversion coating to ensure superior paint adhesion and corrosion resistance. Atotech economical paint pretreatment solutions meet the industry's high-performance standards while complying with increasingly stringent environmental regulations. Our pretreatment processes also provide a multi-metal solution where needed, offering white goods manufacturers a greater level of versatility.

UniPrep®: Long life and low temperature cleaning and degreasing solutions

UniPrep® ISOtect: Specialized oil elimination equipment supporting UniPrep® long life, low temperature cleaners

Interlox®: Phosphorus-free, multi-metal zirconium pretreatments



Paint stripping technologies

Ensuring optimal contact cleanliness provides higher powder paint transfer efficiency, allowing for improved production quality while supporting reduced paint usage. From rack and hook cleaning to finished part reclamation, Atotech paint removal systems are the ideal in-house paint removal solution. Our paint removal processes provide white goods manufacturers a cost effective, safe, and sustainable alternative to conventional mechanical, thermal, and hazardous air pollutant (HAP) containing chemical methods.

Master Remover®: Sustainable paint removal solutions that offer efficient and consistent performance while reducing operating costs

Master Remover® ESPRIT: Specialized equipment designed to optimize Master Remover® process capabilities

Plated components require a robust surface to withstand frequent use while providing an attractive finish. The Atotech range of decorative and functional plating technologies is designed to meet the industries demands.



Decorative coatings

Atotech decorative chrome solutions for plastic and metal applications provide durability and attractiveness for heavily used components like knobs, door trims, drawer fronts, or handles. Our sustainable series of Cr(VI)-free solutions from plastic pretreatment, nickel plating to plus trivalent chromium decorative coatings and post treatments, offer a wide range of colors and designs for satin or lustrous surfaces, creating cohesive interior living aesthetics that are in line with modern design concepts.

Covertron®: Cr(VI)-free plastics pretreatments

TriChrome®: Trivalent chromium plating which expands the choice of colors and finishes

TriSeal®: Cr(VI)-free post-treatment processes for TriChrome® finishes for enhanced corrosion protection



Corrosion protection coatings

Exposure to high temperature and humid environments, like those for gas cook tops, air conditioners and washing machines require excellent corrosion protection, chemical resistance and stability. With our zinc, zinc nickel and zinc flake coating finishes, Atotech corrosion protection systems achieve the required performance from white goods manufacturers.

Zinni® 220 + EcoTri® NC + Zintek® Top XT: System with stainless steel appeal, passing 120 cycles of Prohesion cyclic corrosion test

Zylite® Eco + Tridur® Blue + Friction Additive IX: System for self-tapping screws achieving the lowest possible friction for drilling into powder coated steel



Wear resistant coatings

Various components in household appliances require both excellent wear and corrosion resistance, critical for durability and longevity. Our electroless nickel coatings provide outstanding corrosion protection to units used in wet conditions, such as ice cube machines, food processing equipment and refrigeration devices. Our trivalent hard chrome process lends superior wear resistance to frequently handled dynamic parts and those in contact with various substances such as cutting blades, shafts, or scratch resistant surfaces.

BluCr®: Trivalent hard chrome technology

Nichem® MP 400: Ultra-bright mid phosphorus electroless nickel process

Niflor® HP 118: Electroless nickel composite coating providing a non-stick surface

Nichem® HP 1170: High phosphorus process for superior corrosion protection

Alumseal® 611: Advanced zincate process for plating on aluminum

MKS offers a full range of sustainable, functional and decorative processes



Our appliance competency

Reliable, high-quality processes, equipment, and chemistry for the entire spectrum of functional and decorative surface treatments, which meet the needs of the household appliances industry.



Global presence

Sales and service for our Atotech products in more than 40 countries enable us to provide efficient customer support worldwide. Many of our products are approved by numerous OEMs worldwide.



Best local service

Our unique global TechCenter network allows us to offer an unmatched spectrum of services, from pilot production, chemical and materials science investigations to comprehensive training for customers and business partners.



Leading technologies

We collaborate heavily with the entire value chain to seek new paths and set benchmarks for the development of innovative surface finishing processes.



Production know-how

We provide customers with complete factory design concepts. Our production systems guarantee the highest level of quality and efficiency in wastewater treatment solutions, all at a reduced cost.



Sustainable solutions

We use less hazardous chemicals whenever possible, eliminate waste water to the greatest extent possible, as well as reduce our carbon footprint.

