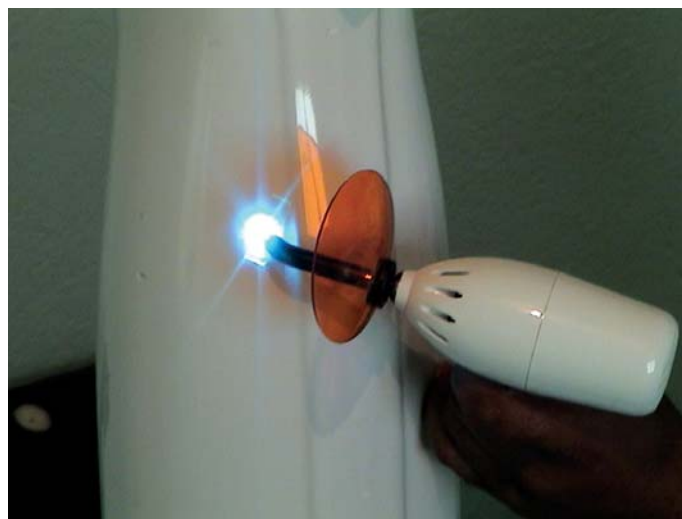


## Ceramic repair Solutions

It is certainly a longstanding and well-accepted rule that repairing objects can save money in the long run. The American company **EBI Ltd.** developed the unique CeramiCure® system for ceramic products with this in mind and is now set for expanding its global presence.

During his time as a consultant to the sanitation industry in the late 1980s, Mr. Heinz D. Haffner, CEO of EBI Ltd., came up with the idea of creating a special bathtub repair kit, however this idea would remain latent for several more years. It was in 1993 that Mr. Haffner finally took his concept for a “do-it-yourself” consumer retail repair kit for enamelled steel and cast iron bathtubs and set up his own enterprise, EBI Ltd. Several years later the next milestone took place in 1995: the company introduced

the LCA® (light curing acrylic repair system) for industrial clients. Designed to repair small cosmetic defects, the system was created using technologies that are based on those applied in dentistry. In a bid to broaden its product range and open up new markets, EBI came up with a revolutionary development in 2002: the Self Curing Acrylic Repair System SCA® for dealing with larger cracks. *“We strive to offer complete solutions to our customers, and we strongly believe in our philosophy to repair ceramics*



The Light Curing Acrylic Repair System is designed to repair small cosmetic defects in a cost-effective way

*quickly and efficiently”*, underlines the CEO.

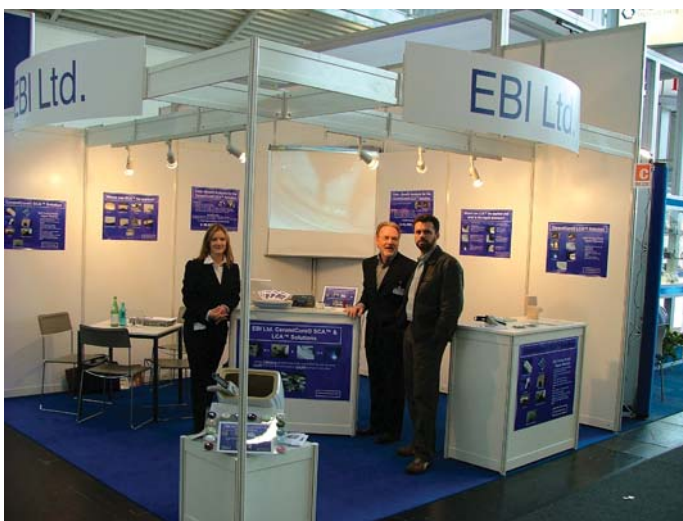
ing defect or small chips or cracks caused during



Abiding to this philosophy has turned the company into a successful enterprise over the years. Today, 10 marketing experts work for EBI at locations around the world, i.e. in the company’s offices in Brazil, Mexico, Chile, Turkey, and the People’s Republic of China. All production is outsourced and takes place in the USA and Brazil. Being a highly developed light curing technology, the CeramiCure® System is able to repair sanitary ceramics and porcelain in a quick and cost effective way. Working substantially faster than conventional methods, the blue light based CeramiCure® unit has proven to be a very favourable solution for restoring damaged pieces. Whether it is a minor glaz-

manufacture, the process can be used to create a perfect finish. In order to offer a truly all-round service for its customers, the product portfolio is also made up of acrylic curing material already available in over 150+ colour shades predominantly used by manufacturers of sanitary ceramic products. However, if a specific shade is not available in the CeramiCure® range, the company is always prepared to customise the respective repair kit to match virtually any colour.

Around 95% of the production is exported, and this is mainly to countries such as Mexico, Brazil, Chile, Malaysia, Thailand, China, and Vietnam, but also to Australia, India,



The company’s stand at the 2006 CERAMITEC show in Munich, Ms. Nicole Haffner (left), Mr. Heinz D. Haffner (pictured in the centre), Mr. Renato Bizzarro (right)

Italy, Spain, Bulgaria, Germany, France, the UK, and Egypt. More than 100 plants around the world use the CeramiCure® System, and their number is about to grow even more. Mr. Haffner reports: *“For the future, the focus will be on further penetration of the European markets, including Turkey, Eastern Europe, and Italy.”* To achieve an even wider presence in the

markets of the world, the company not only operates a professional website, but also regularly participates in trade fairs like the CERAMITEC show in the People’s Republic of China and in Munich. He goes on to describe further groundbreaking novelties to us which are in the pipeline: *“We are currently developing a complete bar coded based recycling system for*

*sanitary ceramic products. Other long-term plans will see us focusing on* *other market sectors which may prove to be interesting for us.”*



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