



Improved corrosion protection a competitive advantage for Jotha

New cutting-edge coating system helps prolong the lifespan of Jotha's heavy-duty vehicle bodies, while reducing paint usage, costs and VOC (volatile organic compound) emissions.

Jotha's new vehicle coating system surpassed all initial projections. Based on our innovative Avantguard® technology, the new fast-drying system significantly improves the durability of Jotha's vehicle bodies in challenging operational environments. This extends the vehicles' lifetimes and increases the resell value – elevating the Jotha brand and giving it a considerable competitive edge.

At the same time, a more streamlined coating application process has seen Jotha enhance efficiency and accuracy during the coating processes, leading to reduced paint consumption, costs, and emissions.

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“From the initial consultation to the implementation on site, the experts were always on hand to provide us with advice and support. They carefully coordinated the entire process and ensured that all details were exactly in line with our requirements.”

Christian Huber, CEO, Jotha Fahrzeugbau

Premium protection of vehicle superstructures against stone chipping and aggressive salts, 365 days a year

The challenge

German-based Jotha AG produces heavy-duty vehicle bodies, such as car transporters, tippers, and patented skip loader trailers. The vehicles are used extensively throughout the year by a range of customers, from local authorities to waste management companies. As a result, they need a robust coating system to shield them from harsh conditions, including stone chippings and the corrosive salts used for de-icing.

Collaborating closely with Jotha’s manufacturing team, we performed a full analysis of Jotha’s processes before developing a customised coating system to address this need – while reducing Jotha’s costs and emissions.

The solution

Jotha’s innovative coating system provides exceptional durability, as proven in extended salt spray tests, and allows for precise application on each Jotha steel superstructure. At the same time, thanks to the unique properties of the Avantguard technology, Jotha’s applicators can work wet-on-wet just 25 minutes after flash-off at 20°C, eliminating the need to force-dry the primer and reducing energy costs and emissions associated with heating paint shops.

To guarantee a high-quality finish, each vehicle undergoes thorough checks with a coating thickness gauge. This enables Jotha to continuously optimise material consumption, enabling it to reduce paint use, emissions and operating costs. The new vehicle owner receives a final coating test report, documenting coating quality.

At a glance	
Project	Corrosion protection for heavy-duty vehicle superstructures
Customer	Jotha Fahrzeugbau AG, heavy-duty trucks
Coating system	<ul style="list-style-type: none"> Hempaprime Shield 820 primer based on Avantguard activated zinc technology Belticryl PU topcoat
Application method	Pistol pump/Pressure tank



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