

GEMA | PROFILE



With more than 50 years' leadership, Swiss-based Gema is the global benchmark in powder coating, innovative solutions and advanced technologies. "We believe we are the powder application experts," declared President Worldwide Claudio Merengo. Colin Chinery reports.

POWDER COATING NUMBER ONE



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From industrial machinery to domestic goods and aluminium architectural facades, Gema is the global leader in electrostatic coating. It is a position powered by decades of innovation and expertise.

“We constantly monitor the challenges of the market, reacting with our offerings,” said Claudio Merengo, Gema President Worldwide. “And the most important thing we are offering to our customers is our application expertise.”

Founded in 1897 as a metalworking company, it was in the 1960s, following its relocation to St Gallen that Gema became the pioneer in the new electrostatic powder coating industry.

Since 2012 as part of the global Graco Group, Gema’s product portfolio ranges from simple hand coating through to fully automated powder coating solutions meeting the needs of an increasingly demanding global market.

One-stop excellence – guaranteed

“We supply everything from manual equipment to fully integrated and automated solutions – all with a guarantee of best performance, reliability and longevity, and backed by outstanding aftersales support,” said Mr Merengo.

Developed and manufactured at Gema’s headquarters in St Gallen, these technologically advanced, high-quality devices and

systems are sold through affiliated companies in Germany, the UK, USA, Italy, France, China, Japan and Mexico, together with a broad network of international distributors in more than 60 countries.

It’s a powerful global-local footprint that in March 2019 saw representatives from all over the world attend a Gema symposium in Pontresina, Switzerland, for the introduction of the latest products.

“Our network of independent distributors is a crucial part of our success,” emphasised Mr Merengo. “They enable us to deal with and help our customers in and around a given national market far more efficiently.”

Closer to its homeland base, Gema has won the 2019 Besser Lackieren magazine Supplier Award for Powder Application Equipment, in a survey of operators in Switzerland, Germany and Austria.

The seven criteria for the award covered product quality, price-performance ratio, delivery performance, support during installation and commissioning, partnership strength, understanding of current and future market requirements, and innovation competence

Gema achieved notably positive scores in product quality, delivery performance and support during installation and commissioning. ▽