

# LOBA On Top!

## Brand Book



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# Welcome to the Orange Brand



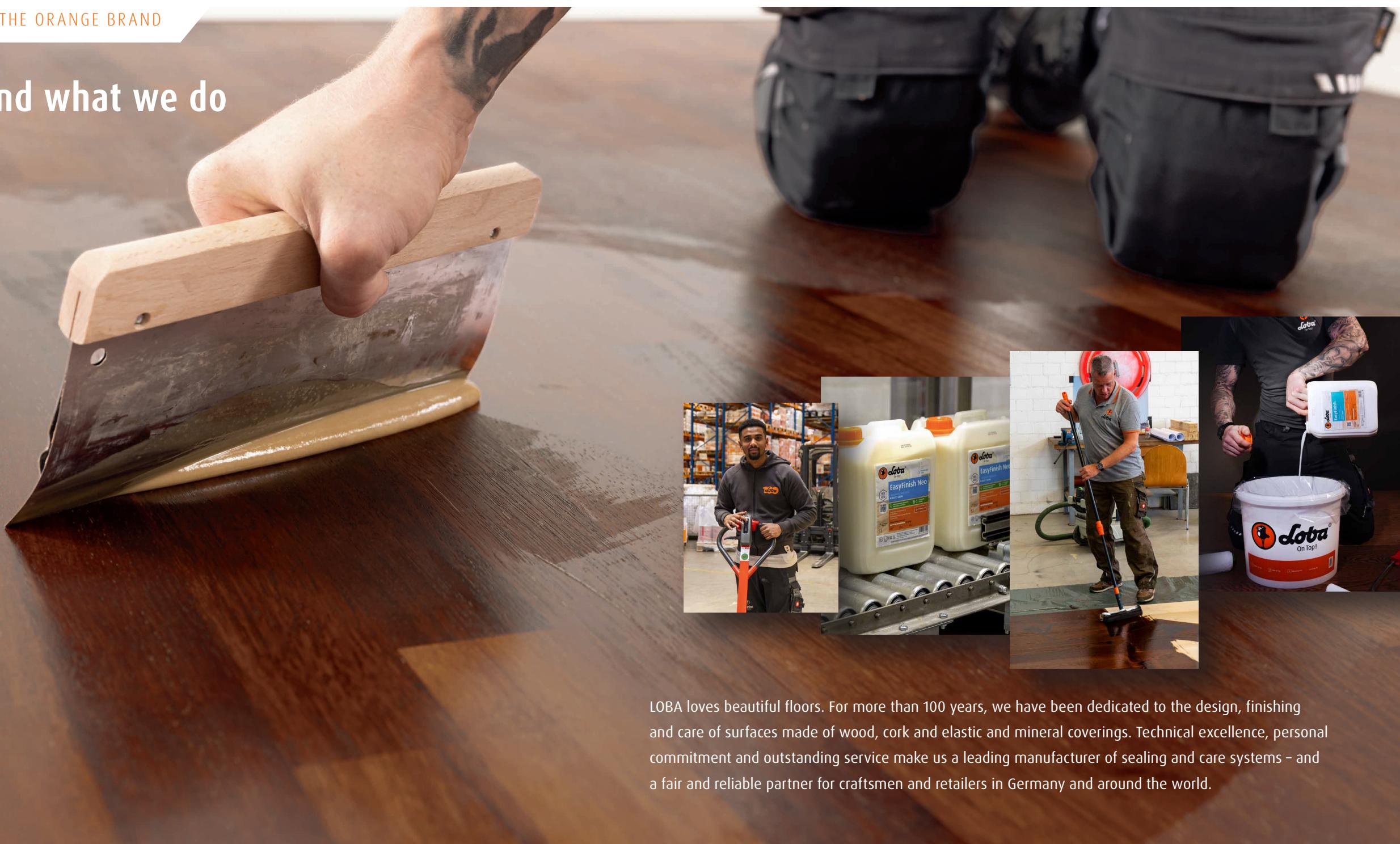
## Who we are ...



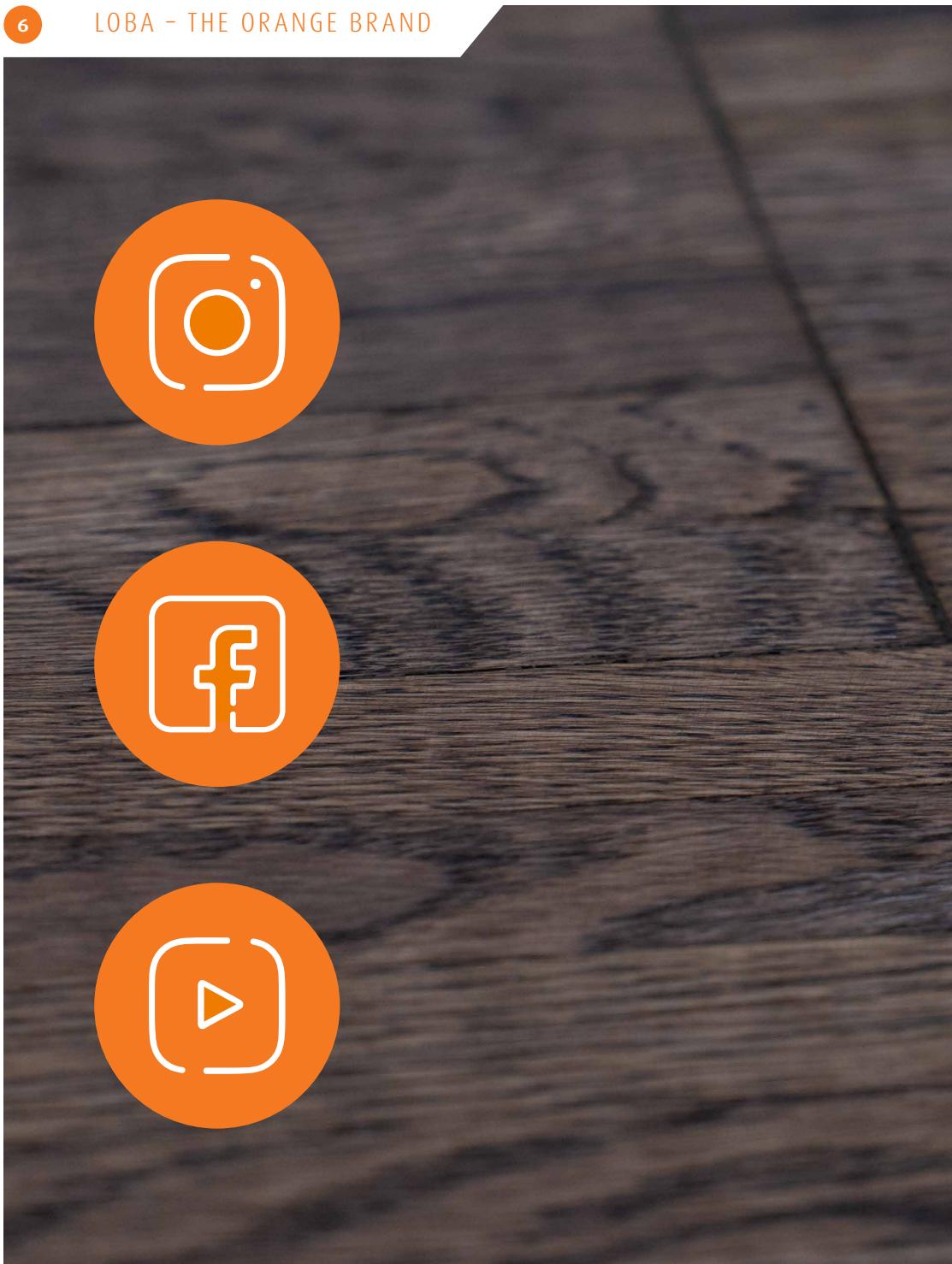
For some, LOBA is a German family business with a long history and a great future. For others, LOBA is home to around 100 flooring fans who share their passion for quality and innovation with like-minded people all

over the world. The great thing is: they're all correct. Welcome to LOBA - your partner for surface finishing and care.

... and what we do



LOBA loves beautiful floors. For more than 100 years, we have been dedicated to the design, finishing and care of surfaces made of wood, cork and elastic and mineral coverings. Technical excellence, personal commitment and outstanding service make us a leading manufacturer of sealing and care systems - and a fair and reliable partner for craftsmen and retailers in Germany and around the world.





## Where we are at home

LOBA's heart beats in one of Europe's leading economic regions. All our products are produced exclusively in our plant in Ditzingen near Stuttgart, in the vicinity of numerous global corporations and hidden champions. "Quality Made in Germany since 1922" is not just a slogan, but part of our self-image.

## Our philosophy: On Top!



Our claim is to be the preferred partner for processing professionals all around the world.

We live up to this claim through our wide-ranging product portfolio, a continuous improvement process and unique services. Always being "On Top!" is the maxim of our actions.

## Sustainability



LOBA attaches the highest value to user-friendly, safe and sustainable products. Out of responsibility towards people and nature, we have long focused on the development of environmentally compatible, solvent-free systems that consist of natural raw materials – for a living environment that makes you feel good.

## LOBA stands for:



### **Passionate commitment**

Giving the best, day after day, in all areas.  
We go the extra mile for our customers!



### **Technical excellence**

We are passionate about innovation and communicate our application expertise with enthusiasm.



### **Outstanding service**

As a reliable partner, we put our heart and soul into taking care of the needs of our customers and partners.

# The raven has had a long life: the history of our company

## HEAD START

With the introduction of the world's first waterbased 2K system for parquet sealing, LOBA sets a new standard in the industry.



## PARTNERSHIP WITH WAKOL

As part of a successful cooperation, Wakol becomes a minority shareholder in LOBA.



## LOBA BECOMES PART OF THE ARDEX GROUP

Wakol is the majority shareholder in LOBA. Michael Fischer remains Managing Partner.

## ARDEXGROUP

## TRADITION MEETS THE FUTURE

Michael Fischer, son of the company's founder and long-standing CEO of LOBA, is retiring and transferring his shares to WAKOL. Since 2024, LOBA and WAKOL have been wholly owned by the ARDEX Group.

## GLOBAL EXPERTISE

In over 60 countries, LOBA is an expert partner for the finishing and care of surfaces. Systems for resilient floors and mineral substrates extend the range.

1922\* 1959 1991 1995 1998 2006 2015 2018 2022 2024 2025 TODAY

### FOUNDATIONS

Dr. Max Fischer and Wilhelm Hornung found the "Vereinigte Wachswarenfabriken AG Hornung und Dr. Fischer" in Ditzingen near Stuttgart on 13.04.1922. Products include floor stains, ski wax and household candles.



### PIONEERING WORK

LOBA launches the world's first composite thermal insulation system on the market under the Dryvit® brand. A significant contribution to energy saving.



### NEW LEADERSHIP

Michael Fischer, son of the company founder Dr. Max Fischer, takes over the management. LOBA continues to focus on maintaining the value of parquet, wood and cork floors.

### EXPANSION

Foundation of the first foreign subsidiary in Poland. Further international Actions follow.

### NEW LOGISTICS AND TRAINING CENTRE

Opening of the new logistics and training centre.



### 100 YEARS LOBA

"Creating the future together" - LOBA celebrates 100 years of technical excellence and innovation, passion, and outstanding service. LOBA On Top! Produced in Germany - made for the world.



### ROOM FOR INNOVATION

LOBA's new Center for Research & Development is being established at the company's headquarters in Ditzingen. Built according to the DGNB Gold Standard, the three-story reinforced concrete building covers a total area of 3,500 m<sup>2</sup> and brings together product development, application technology, and production logistics - including a spacious warehouse - all under one roof.



# A strong family

Since 2018, LOBA has been majority-owned by Wakol GmbH, an internationally successful manufacturer of installation materials, industrial adhesives and sealing compounds. Since the family-owned company Wakol has been majority-owned by the ARDEX Group since 2015, LOBA is also part of the international alliance of the ARDEX Group, which is one of the world market leaders in high-quality specialist construction chemicals.

LOBA also owns subsidiaries in Brazil and China, as well as joint ventures with Wakol in Poland and North America.

## Intercompany partners

LOBA-Wakol LLC, North America  
 LOBA-Wakol do Brasil, Brazil  
 LOBA-Wakol Polska, Poland  
 LOBA Trading Shanghai, China  
 Wakol GmbH, Austria  
 Wakol Adhesa, Switzerland  
 Wakol Foreco, Italy  
 ARDEX Ireland, Ireland  
 ARDEX Cemento, Spain  
 ARDEX SEA, South East Asia

## Find out our partners worldwide:



## Produced in Germany. Made for the world.

LOBA is proud to be known as a reliable partner all over the world for the craft and trade sector. Today, our products are processed in over 60 countries under the most various conditions with the most diverse application techniques.

The international exchange of experience helps us to track down

trends and develop our portfolio of products. Whether in Germany, in Europe or in the rest of the world: we cater to the needs of our business partners on every market, offer individual service and build long-term relationships. Not only us but especially our Partners benefit from this.





# Values and culture



## Our mission

» We inspire our customers with the best products and services around the finishing , care and maintenance of surfaces.

## Our brand core



# We are committed to ensuring our customers' success!

With heart and soul we take care of their needs  
and are a reliable partner. Our customers' success  
with LOBA is our aspiration.



# We offer our customers technical excellence!

Established in Germany for more than 100 years, we have the highest standards of quality and sustainability worldwide. Our knowledge of application technology ensures our customers get excellent results with their projects.



# Our customers feel it: orange is our passion!

Our daily actions are full of passion and commitment. We are committed to providing the best products – products that are safe, easy to use and environmentally friendly. For our customers, we go the extra mile!



## Our brand core



## How we practise CARE

- Our customers' needs are the focus of what we do
- The success of our customers forms the basis for our sales success
- We are here for our customers on every level, with superlative reliability
- The aim of every contact is to build a long-term relationship based on partnership

**Service wins the game!**

## How we practise COMPETENCE

- Experts in the field versus salespeople with white collars
- Professional advice for our customers is our daily aspiration
- Our sales force consists of trained professionals who meet the processor and trader on an equal basis

- The transfer of application technology expertise ensures the successful processing of our products
- We are convinced of the success of regular training courses and training programmes

**Expertise creates trust!**

## How we practise COMMITMENT

- Go the extra mile!
- Every day we go about our work with a high level of commitment and enthusiasm
- With the last 5%, we're setting ourselves apart from our competition

- Constant improvement is our aspiration

**"On Top!" is not only our claim,  
it is part of our company's DNA!**



# Product families

LOBA loves beautiful floors – and has for more than a century. From wood to elastic and mineral surfaces, our Professional, Industrial, and Home ranges offer solutions that are easy to use, safe, and sustainable. We are committed to solvent-free systems made from natural raw materials, creating healthy, feel-good environments.

