SAM Coating is a growing coating service provider in Germany that specialises in ta-C coatings for the tool market. Its founder and managing director, Andreas Schneider, has a long and satisfied history with Hauzer. In this Hauzer For You, he shares the journey SAM Coating made from two-person start-up to well-established authority.

**DISTINGUISHING YOURSELF THROUGH EXPERTISE**

Andreas Schneider  
Managing Director of SAM Coating

**From a Flexible Start to a Solid Reputation for Ta-C**

Andreas: “When I founded SAM Coating in 2011, I was not sure at all with which coatings we could enter the job coating market. From my previous experience, I knew that ta-C would offer a significant benefit in the tool market. But would customers accept an unknown product from an unknown provider?” For that reason, the first coating machine SAM Coating purchased was a Hauzer Flexicoat® 850. This machine can deposit carbon-based coatings such as ta-C, W-DLC and DLC, as well as different nitride coatings.

Since those early days, manufacturers and users of mills, inserts and drills have realised the benefits of ta-C coated tools for qualities such as tool lifetime and friction reduction. “Business for SAM is increasing very fast,” says Andreas, “especially for tools used to treat aluminium, copper and glass-fibre-reinforced plastic (GFRP) or carbon-fibre-reinforced plastic (CFRP). Increasingly, ta-C is becoming synonymous with SAM, a fact I am very proud of. That convinces me the hard work over the years was worth it.”

**SAM and Hauzer – an Excellent Match**

Before founding his own company, Andreas worked for a large automotive group as an R&D engineer in coating technology. That is where he first came across Hauzer. Andreas: “In the 11 years since then, I have always had an excellent collaboration with Hauzer, regardless of which department I dealt with. The robust technology of Hauzer machines makes it an easy decision to go with Hauzer, now and in the future. By the way, it was Dave Doerwald, CEO of Hauzer, and Jeroen Landsbergen, the former Hauzer CEO, who sold me my first machines when they worked in the Sales department.”

“Our recent investment is a new Hauzer machine with CARC + technology,” continues Andreas. “Customers are increasingly asking if we can provide nitride coatings. I am convinced that this technology will be the basis for us to deliver better quality to the market than our competitors.”

**Expanding in the Community**

When SAM Coating first started, the local municipality helped arrange a suitable location. Since then, business has been good for SAM Coating. They moved into a larger building in June 2019. “We have grown from two people in 2011 to 15 in 2019,” says Andreas. “And we will likely grow to 20 within the next year. Our new building, again realised with support from the local municipality, has the capacity to meet that growth.”

The new building was set up with sustainability and energy-independence in mind. Andreas: “We lease a solar panel park in the new neighbourhood, and we will have additional solar panels on the roof. Any oversupply of generated energy will be stored in a battery storage system. The exhaust heat from our coating machines is stored in house to support the heating system in winter and to generate cold water in summer. Our first estimations are that these energy production, storage and recycling features can deliver 75% of the energy we need.”

**Focusing on Quality and Service**

In a customer-driven business such as coating services, the requested products and coatings are highly influenced by market trends. For that reason, SAM Coating is always keeping an eye on future developments. Andreas: “Understanding the latest trends on the worldwide market is very helpful. As usual, some trends make me happy, while others worry me slightly. Still, which products we offer is not the most important thing to me. What matters much more is maintaining the excellent quality of our products and our support service. That is how we can stand out from our competitors.”