



Martin Kanert runs the German Paint and Printing Ink Association (VdL) from December 2019

The German Paint and Printing Ink Association has a new director-general: Martin Kanert (57) will take over the leadership of the VdL with over 200 member companies as of 1 December 2019.

Frankfurt, 20 November 2019. Martin Kanert, a highly experienced association manager for the paint and printing ink industry, is taking over the executive management at the Frankfurt offices in the VCI Building. The chemist, who holds a doctorate, was born in Münster in 1962. After his studies, he worked initially as a research assistant at the Institute of Inorganic Chemistry at RWTH Aachen.

In 1995 he moved to the mineral colours association (Verband der Mineralfarbenindustrie, VdMi) where he launched his career as a technical officer. Next, he was appointed head of the printing ink department in 1998 and then became VdMi deputy director. After the merger of the printing ink and coatings associations in 2009, Kanert strengthened the management of the new VdL by retaining his tasks for the printing ink industry while assuming further activities for powder coatings within VdL.

Kanert, who sees himself as a "Rhineland in Frankfurt", has also been active at European level for years: Since 2006, he has been managing the European Printing Ink Association (EuPIA), a division of the European Council of the Paint, Printing Ink and Artists' Colours Industry (CEPE). Additionally, he led the Packaging Ink Joint Industry Task Force (PIJITF) which represents companies from the printing ink industry as well as packaging and food manufacturers in order to optimise food safety.

"Dr. Kanert is a senior VdL executive. He has an extensive network, inter alia in Brussels. With him at the helm, we will continue the successful work of the association", so VdL President Peter Jansen who welcomes the executive board decision. The handover stands for continuity: Since 2018, Kanert has been the deputy of the outgoing VdL director-general Dr Martin Engelmann who seeks a fresh challenge at the German Association for Plastics Packaging and Films in Bad Homburg.

Kanert is looking forward to his new role: "We are living in turbulent times. Therefore, it is greatly important to develop the right solutions for our industry. This is done best in constant and modern association work."

The German Paint and Printing Ink Association e.V. (VdL) represents over 200 mostly medium-sized paint, coating and printing ink manufacturers in Germany. Over 90 percent of the industry is organised in the VdL. In 2018, the industry had a turnover of around 8 billion euros and employed around 25,000 persons.

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