

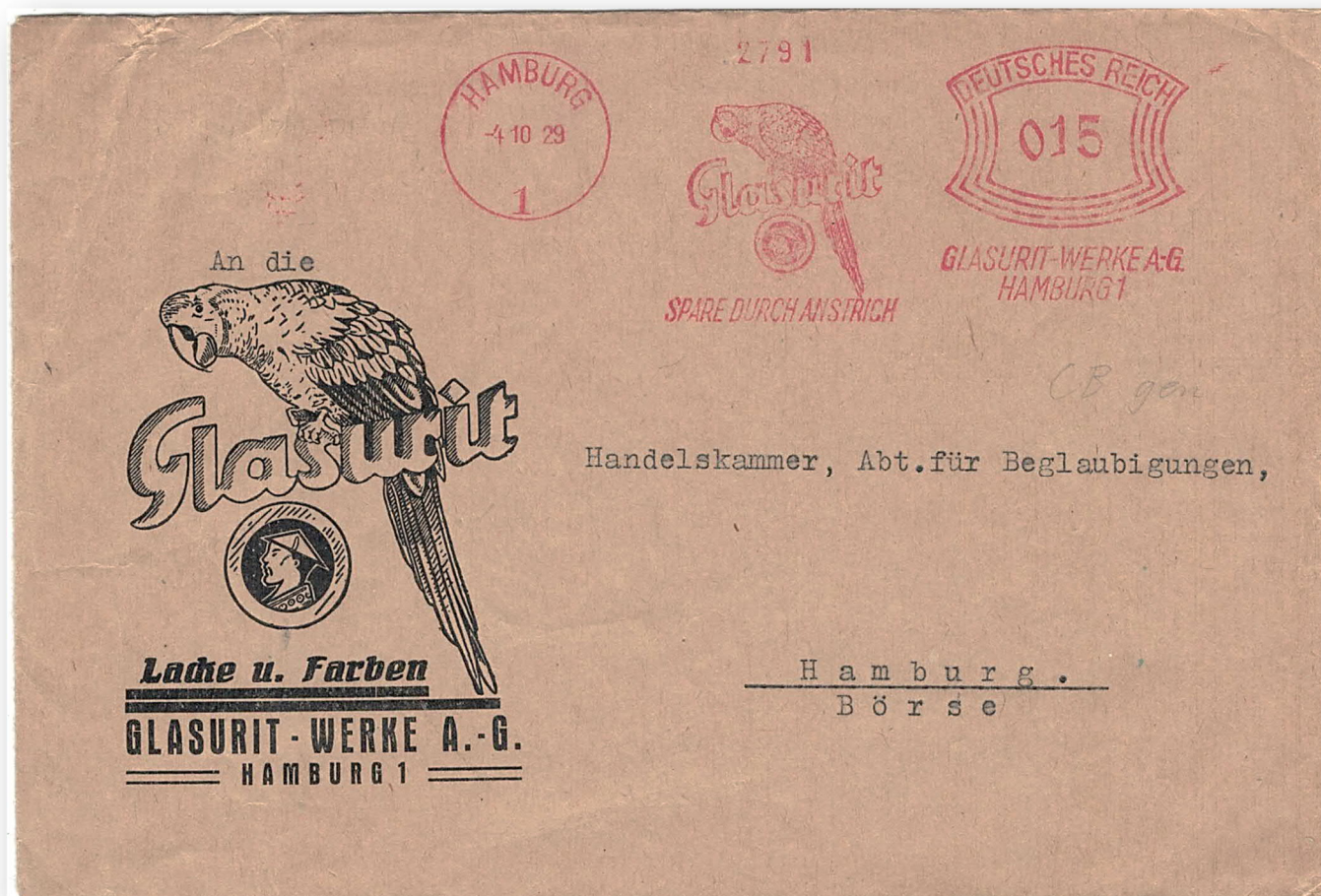
A parrot conquers the world

Max Winkelmann was born in Recklingshausen in 1862. In 1879 he travels to the USA and visits industrial companies. Years later he returns, completes his service in the Imperial Navy and in 1888 founds a company in Hamburg that trades in varnish varnishes and paints en masse. He still imports the basic materials from China, where paints made from the highly toxic China lacquer tree (*Toxicodendron vernicifluum*) have a long tradition. In 1893, his new development comes onto the market: a white enamel under the name KRISTALL-WEISS. The navy in particular wants white ships, Winkelmann supplies the colours. The Kaiser's yacht also gets an Winkelmann paint job.

In 1898 Winkelmann wants to give his products a uniform name:

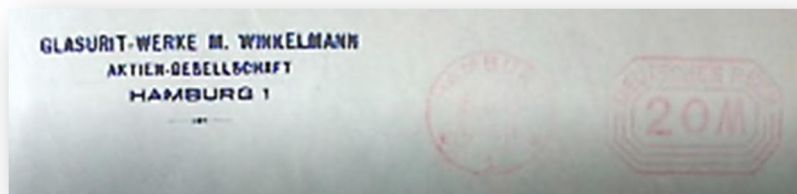


In 1900, the postage stamp series with the image of the imperial yacht *Hohenzollern* and the name of the respective colony was introduced in all colonies.



Cover with advertising imprint of Glasurit Werke A.G. and sender's franking Francotyp A of the same company dated 4 October 1929. The colourful parrot is already an advertising medium - the Chinese already takes a back seat as an advertising symbol.

GLASURIT is born. The name is derived from glaze and is intended to indicate the hardness of the surface. In addition to the name, a Chinese head is added along with headgear typical of the country - nowadays impossible as a cultural appropriation. In 1903 Winkelmann buys a plot of land in Münster-Hiltrup to build a lacquer factory. In 1925, a very colourful parrot (*Ara macao*) is registered as a trademark and now adorns colour dodos and brochures. In 1932, his factory produces synthetic resin paints for the first time; in the



Additional examples of cancels from the Glasurit company



post-war period, Winkelmann realises that car paints must form an important segment in his product range. Now he starts exporting to other countries as well. Winkelmann dies in Hamburg in 1935. From 1956 onwards, the macaw is given more expressive emphasis; the shape becomes more harmonious and

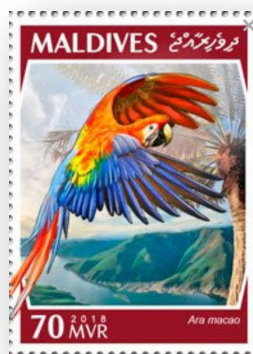
dynamic. From 1964, Glasurit now also supplies two-coat metallic paints - and conquers the hearts of car freaks. The paint surfaces now also make women's hearts beat faster. In 1965, BASF in Ludwigshafen buys the Winkelmann company. From 1982 onwards, Glasurit sells not only car paints, but also its expertise in all aspects of car painting as a Ratio system. 1992 marks the beginning of solvent-reduced to solvent-free automotive paints - in simple terms: water-based paints. Gradually, painting becomes more and more sophisticated - at the turn of the millennium, there is a fitness programme for paintshops: now, work processes and administration are also marketed, in other words, an all-round service for paintshops. From 2004, Glasurit is the market leader - also in commercial vehicle paints. 2009 brings a new service: further education and training in Münster in Westphalia for painters from all over the world. The parrot has conquered the entire world!



Some stamps were also coated with varnish - like the 80 penny stamp of the GDR 1952 (Thälmann). This stamp comes from a sheet edge that is not completely covered with varnish.

Literature:

- Glasurit.com/Historie
- [Wikipedia](https://de.wikipedia.org/wiki/Glasurit)



The new parrot takes to the skies and is ecologically friendly (water-based paints)