

NEARSHORING BOOM IN CEE: WHY POLAND AND ROMANIA TURN TO FAST, SEAMLESS INDUSTRIAL COATINGS

As nearshoring accelerates, factories and logistics hubs in Poland and Romania must be operational faster than ever—without sacrificing durability.

MÜNCHEN, GERMANY, July 23, 2026

/EINPresswire.com/ -- Central and

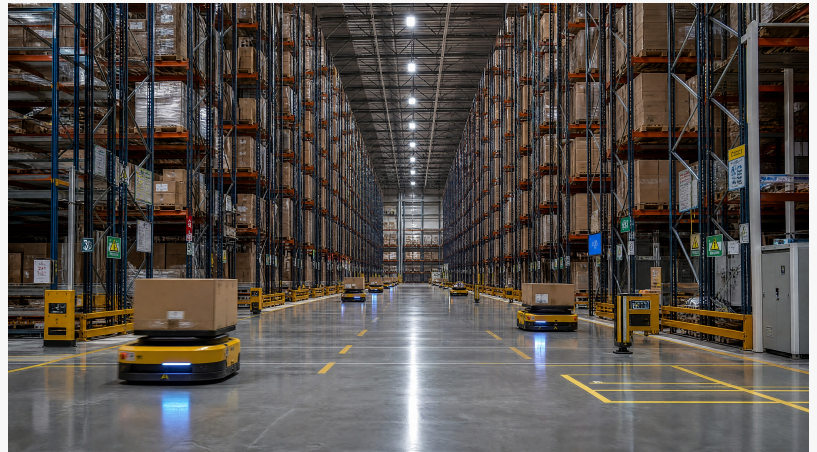
Eastern Europe has become one of the preferred destinations for companies relocating manufacturing and logistics operations away from long, vulnerable global supply chains. Poland's industrial and logistics stock reached

roughly 37.44 million sqm by the end of Q1 2026, with leasing activity in the quarter climbing to 1.58 million sqm, a 47 percent increase year-on-year, and Western Poland specifically highlighted as gaining importance as a nearshoring location. The country's total FDI stock now exceeds USD 300 billion, with real estate — particularly modern logistics and warehouse space — accounting for nearly USD 50 billion of that figure.

“

Our systems are engineered so that speed of installation and long-term durability are no longer competing priorities — they are delivered by the same application.”

Alexander Voelkel



Warehouse Flooring

Romania is following a similar trajectory. Its modern warehouse stock passed 8.1 million sqm in Q1 2026, and the market has nearly doubled in recent years, making Romania the third-largest industrial and logistics market in Central and Eastern Europe, behind only Poland and the Czech Republic, with vacancy holding at around 5 percent. Manufacturing accounts for roughly 37-38 percent of

Romania's total FDI stock, with automotive component production continuing to lead.

This momentum is reshaping expectations for industrial construction. Facilities that once took a year or more to plan and build must now move from groundbreaking to production-ready in a fraction of that time, while withstanding constant forklift traffic, chemical exposure, temperature

fluctuation, and continuous shift operation from day one. VIP Coatings, which has built up an extensive track record of industrial flooring projects across the Middle East, is now expanding this expertise into Central and Eastern Europe through local application partners, demonstrating how advanced Polyaspartic, Polyurethane and Polyurea technologies can meet both the time pressure and the performance requirements defined by this new generation of industrial assets.



VIP Coatings

Traditional epoxy flooring systems, while widely used, often require multiple curing days

between layers — a timeline increasingly incompatible with compressed nearshoring construction schedules. Investors and general contractors are under pressure to hand over production-ready facilities within weeks, not months, making cure time as critical a specification as chemical resistance or abrasion class.

"When a facility's opening date is tied to a customer contract, every day of floor curing time is a day of lost production," says Alexander Voelkel, CEO of VIP Coatings. "Our systems are engineered so that speed of installation and long-term durability are no longer competing priorities — they are delivered by the same application."

VIP Coatings addresses this challenge through its [QUICKFLOOR](#) High-Performance Flooring Systems, combining Polyaspartic, Polyurethane and Epoxy technologies to deliver rapid curing, high abrasion resistance, and minimal operational downtime. For facilities requiring frequent washdowns or strict hygiene protocols — increasingly common in electronics assembly, food-adjacent logistics, and pharmaceutical-linked manufacturing — the FDA-approved [CLEANCOAT](#) system provides a seamless, chemical-resistant surface engineered for continuous cleaning cycles without compromising the substrate.

Unlike office or retail environments, manufacturing floors in the nearshoring corridor are

subjected to continuous forklift traffic, dropped tooling, chemical spills, and heavy racking loads from the first day of operation. Jointed or segmented flooring systems are particularly vulnerable under these conditions, as joints become early failure points, leading to costly repairs and unplanned downtime shortly after handover. Seamless, monolithic coating systems eliminate

this vulnerability by creating a single continuous surface with no joints to fail — especially critical in logistics environments, where narrow-aisle warehousing and automated guided vehicles (AGVs) require dimensionally stable, perfectly level floors to function reliably over time.

Poland and Romania: VIP Coatings' VIPSHIELD system

Flooring is only part of the equation. The large-span roofs typical of logistics centers and production halls across Poland and Romania are exposed to significant thermal movement, UV radiation, and, in the case of Central European winters, heavy snow loads — all while needing to remain watertight over decades of service.

For these roof structures, VIP Coatings' [VIPSHIELD](#) system provides a fully bonded, seamless waterproofing membrane that eliminates the overlaps and mechanical fasteners associated with conventional membrane roofing, reducing the risk of water ingress at a building's most vulnerable points while contributing to energy efficiency through reduced thermal bridging.

"A logistics center's roof is rarely inspected until something leaks," says Voelkel. "Seamless systems like VIPSHIELD are designed to remove that failure point entirely, rather than manage it after the fact — that's the difference between reactive maintenance and true asset protection."

As nearshoring investment continues to flow into Poland's and Romania's industrial corridors —

from the Warsaw, Wrocław and Upper Silesia logistics belts to Romania's growing automotive supply clusters — the pressure on construction timelines is unlikely to ease. Facility operators are increasingly specifying coating and waterproofing systems not as isolated products, but as integrated solutions that account for substrate preparation, priming, and final membrane performance together.

"We see the same pattern across every nearshoring market we enter," says Voelkel. "Speed gets a project built, but system integrity is what keeps it running for the next twenty years. Our role is to make sure our customers don't have to choose between the two."

VIP Coatings is a German manufacturer of high-performance polyurea, polyaspartic, hybrid and STP coating technologies for waterproofing, corrosion protection, industrial flooring and roofing applications, headquartered near Munich, Germany. Through integrated system solutions — including substrate preparation, primers and seamless protective coatings — the company supports infrastructure, commercial and industrial projects worldwide, delivered together with local application partners.

VIP Coatings is a German manufacturer of high-performance polyurea, polyaspartic, hybrid and STP coating technologies for waterproofing, corrosion protection, industrial flooring and roofing applications, headquartered near Munich, Germany. Through integrated system solutions — including substrate preparation, primers and seamless protective coatings — the company supports infrastructure, commercial and industrial projects worldwide, delivered together with local application partners.

For more information, visit: www.vip-coatings.com

Julia Schubert
VIP Coatings Europe GmbH
[email us here](#)
Visit us on social media:
[LinkedIn](#)
[Instagram](#)
[YouTube](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/928541157>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.