

VALPAIN<sup>®</sup>

*Company Profile*

# History

VALPAIN was officially founded in 1988 and became a public limited company (S.p.A.) in 2004, though its origins date back to 1974 when Ferdinando Sarti - the company's current President - started a small business specialising in the production of paints.

Nowadays, Mr. Sarti is flanked by his son Stefano and his daughter Stefania, who have taken up some important responsibilities. Stefano and Stefania, who work in the Sales and Marketing Department and Accounts Department respectively, bring a dose of dynamism coupled with a spirited desire for entrepreneurial success. The year 2018 is a particularly important one for the company, as it celebrated its 30th Anniversary.



# Head Office

The current headquarters, located in Polverigi (province of Ancona, Italy), were recently constructed according to advanced design and functionality criteria.

They span over 20,000 m<sup>2</sup>, including an overall covered area of 5,000 m<sup>2</sup>, and are due to be enlarged to double their surface area in the near future.

Currently, some 2,000 m<sup>2</sup> are reserved for the Production Department, 2,000 m<sup>2</sup> for the Finished Products and Raw Materials Warehouse while the remaining 1,000 m<sup>2</sup> are occupied by offices.

The company employs some 50 people excluding the sales agents.



# The Offices

The 2nd VALPAIN plant is located in Tunisia - precisely in Zaghouan, some 70 km from Tunis. Since 2001 it has been producing the same decorative paints with identical technical features and unaltered quality standards, in addition to a traditional paints range which is highly popular in those densely built-up areas.

The plant is a strategic one for the Group as it was set up with the aim of serving North African. The annual production of the Group (Italy and Tunisia) exceeds 2.5 million litres of decorative paints, in addition to certain products reserved for other sectors.



# Export

The VALPAIN brand is present in Europe and worldwide in several countries, with either branches or companies belonging to the Group; these include:

- VALPAIN ESPAÑA S.L. - **Burgos** (Spagna)
- VALPAIN DESIGN D.O.O.
- **Sarajevo** (Bosnie Herzegovine)
- **Podgorica** (Montenegro)
- **Zagreb** (Croatia)
- VALPAIN EXPORT S.A. - **Zaghouan** (Tunisia)

Other areas where the brand features prominently include former Soviet Union countries, the Middle East and even China.

Production Plants And Future Options  
Alongside the aforementioned production plants (in Polverigi and Zaghouan), the current options for the future are geared towards doubling the production facility of the Italian headquarters, which would enable the company to become Italy's leading manufacturer of decorative paints.



# Research and development laboratory

VALPAINT is regarded as one of the most advanced companies from a technological point of view, thanks to the dynamic activities of its Research and Development laboratory. The continuous search for cutting-edge and eco-sustainable solutions allowed VALPAINT to eliminate the use of substances that are damaging to people's health and the environment by replacing them with green alternatives made with natural and renewable raw materials.

This search begins by carefully selecting and retaining certified suppliers. We also collaborate with qualified entities such as universities and specialised laboratories. Products are then developed by applying the best scientific



methods in order to always offer our customers the best in terms of both QUALITY and PERFORMANCE.

The recent introduction of technical and high-performance products allowed us to achieve various certifications. Specific and customised tests are carried out on our customer's most common requirements with pride and scientific rigour, and in compliance with both European and International standards.

Research and development at VALPAINT is designed to provide continuous improvement.



# Environmental Policy

The heavy industrialisation behind sustained development of the world economy has resulted in a considerable level of pollution, but the resources offered by our planet are finite. Fortunately, protection of the environment and quality of human life are now priorities.

This is precisely why VALPAINT has implemented a Quality and Environment Management System that improves its efficiency and allows it to supply an increasingly reliable service to its customers and guarantee verifiable quality over time.



This document is used:

- Internally at the company for operational management of the system, together with the Procedures, Operating Instructions and Forms;
- Externally to demonstrate to stakeholders that the Quality and Environment Management System complies with applicable laws and standards ISO 9001:2015 and ISO 14001:2015.



# Certifications

Environmental awareness has been a constant feature of the VALPAIN policy.

In 2006 the company obtained the ISO 9001 Quality Certification, which was followed in 2009 by the ISO 14001 Environmental Certification concerning the environmental compliance of production processes.

Moreover, the company has activated various Projects for eco-sustainable production initiatives, in collaboration with and under the supervision of prestigious Italian Universities (University of Urbino, Polytechnic University of the Marche, etc.). Furthermore, VALPAIN has also decided to replace harmful substances in its formulations, such as VOC, formaldehyde, ammonia, IPA, APEO, etc., with eco-friendly and sustainable raw materials.



UNI 8298-3  <b>PUNCHING</b>	ISO 6272-2  <b>IMPACT</b>
EN 13501-1  <b>FIREPROOF</b>	UNI EN 1062-3  <b>WATERPROOF</b>
UNI 11021  <b>HACCP</b>	UNI 10560  <b>WASHABILITY</b>
ASTM D2240-15  <b>SHORE D</b>	ASTM C1028-07  <b>FRICTION</b>
UNI EN 1542  <b>ADHESION</b>	UNI 8298-8  <b>HYDROSTATIC</b>
ASTM D3363-05  <b>HARDNESS</b>	UNI EN ISO 7783  <b>VAPOR BARRIER</b>
UNI EN ISO 11998  <b>ABRASION</b>	

VALPAIN has recently obtained numerous product certifications, both in the “green” sector and in measurement and improvement of specific performance.

The introduction of new and high-performance technical products has resulted in the need to characterise the new product ranges through specific and customised tests following standards recognised in and outside Europe, giving a technical, green and internationalised style to the new products.



You know what you are getting with a certified product, in terms of both quality and quantity.

The values are measured and included on tables in the Test Reports. They are also guaranteed through accreditation of the external laboratories that conduct the tests. To name but a few, the **“GREEN” F-FOUR STARS (F\*\*\*\*)** on formaldehyde emissions and the French A+ with reference to international standard ISO 16000 (also recognised in China). Performance certificates include Reaction to Fire, HACCP, Impermeability in negative thrust, Adhesion and many more.

**VALPAIN is constantly evolving!**

# Italian Market

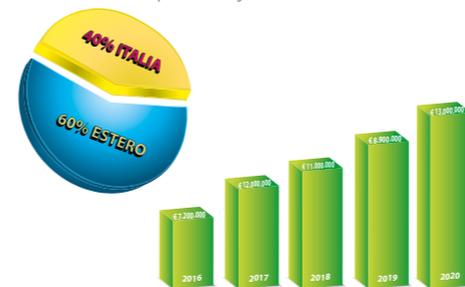
VALPAIN T S.p.A. is currently ranked among the 5 most important manufacturers in the Italian market. The company's market share in **Italy** hovers around **10% to 12%** in Italy, VALPAIN markets its products through a network comprising over 400 dealers and distributors, backed by an extensive sales network.

The company boasts a strong presence in Central-Southern Italy, and is particularly successful in the Campania and Puglia regions, while it also records a significant growth in Northern Italy through specialised dealers. The Italian market is the most difficult context, owing to the highly-qualified competitors and consumer tastes which tend to prefer refined objects of high-quality.



# Brand Policy

Nowadays, the VALPAIN brand is earning a reputation - both in Italy and abroad - as an "Italian designer label" and is renowned for its constantly up-to-date, high-quality products. The Group's overall turnover exceeds 12 million Euro and is split up into the following components: **60% Foreign and 40% Italia.** Moreover, the figure has almost doubled in the past 5 years.



The VALPAIN range includes several products that can be termed unique, while it also comprises various exclusive decorative products of the brand.



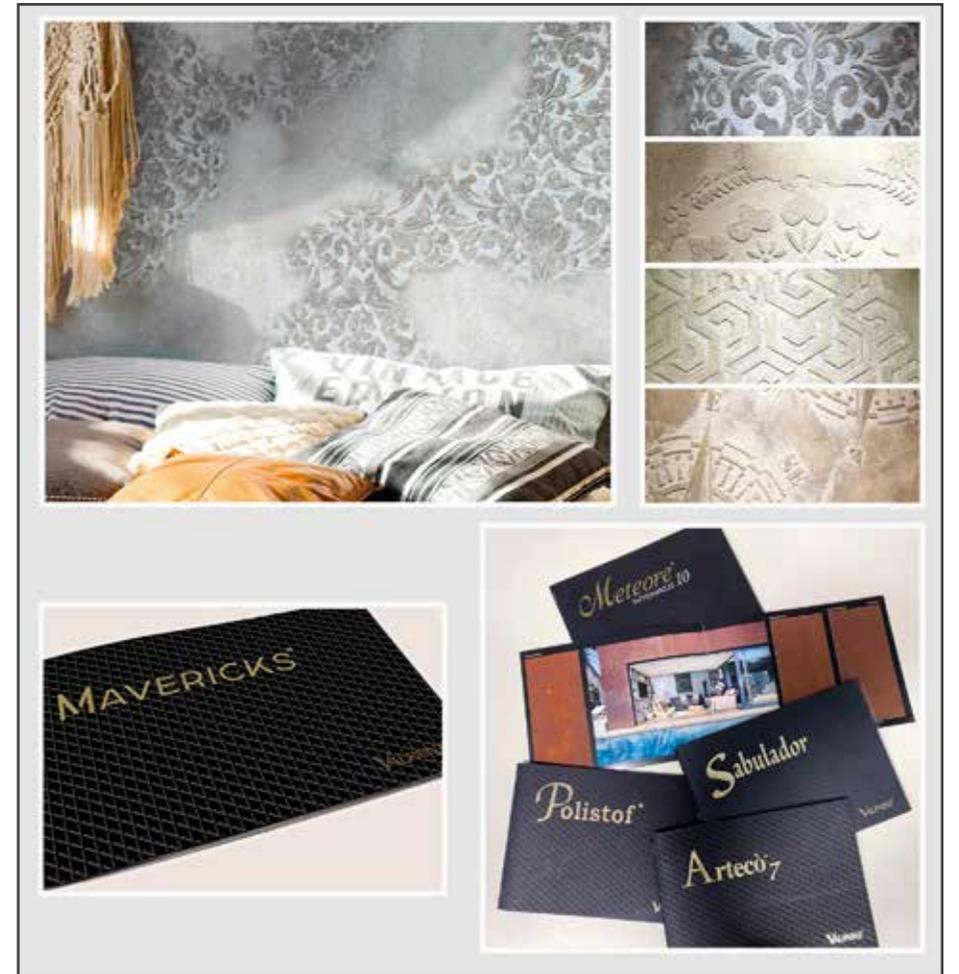
# Jungle Range

The most recent addition is the **JUNGLE Range** – an absolute novelty in the paint sector – which is generating widespread interest among customers, architects and Italian and foreign designers. The Jungle Range represents an innovative way of decorating surfaces, as it blends previously unheard of visual and tactile sensations displaying a charming, refined design.



# New Products

Special emphasis is dedicated to studying **New Decorative Effects** and restyling existing products, with the aim of maintaining a constantly efficient range. During the design phase, we always strive to create an easy lay-on effect, with a limited application system.



# Training Events

In order to share know-how and best practices, which are increasingly important in a world with great demand for professionalism where many wrongly claim to be experts, VALPAINT organises training events for its resellers directly at their premises.

**VALPAINT**

EVENTO GRATUITO

INVESTI 120 MINUTI  
DEL TUO TEMPO  
PER RIFLETTERE  
SUL TUO LAVORO

PARTECIPA  
ALL'INCONTRO  
TECNICO - APPLICATIVO  
ORGANIZZATO  
DA VALPAINT

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In addition, VALPAINT schedules full specialisation events at its headquarters in Polverigi.

Likewise, painters can take part in dedicated practical days at the VALPAINT headquarters, allowing them to engage with our technicians and learn best practices in a relaxed and informal atmosphere, marked by the highest level of professionalism.

Professionalism and know-how that will then benefit end customers. This is a unique opportunity to train and stay ahead in an increasingly competitive market.

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# Meetings with Architects and Designers

In collaboration with the area distributor or reseller, VALPAIN'T organises special meetings for professionals from the construction sector, with the participation of Architect Alessandro Galimberti.

During these meetings, VALPAIN'T's decades of experience allow architects and designers to share their experience and know-how about the specific features of VALPAIN'T products and their applications.



# Showroom

Always striving to support its resellers in any way it can, VALPAIN'T now offers its customers the design support of Architect Alessandro Galimberti to create a VALPAIN'T showroom within their store.

Alessandro Galimberti will assess the available spaces, organising and customising them with a functional approach to meet all customer requirements, and showcasing products in the best possible way, maintaining the distinctive character of the VALPAIN'T style; "it's your showroom, just for you!".



# Social

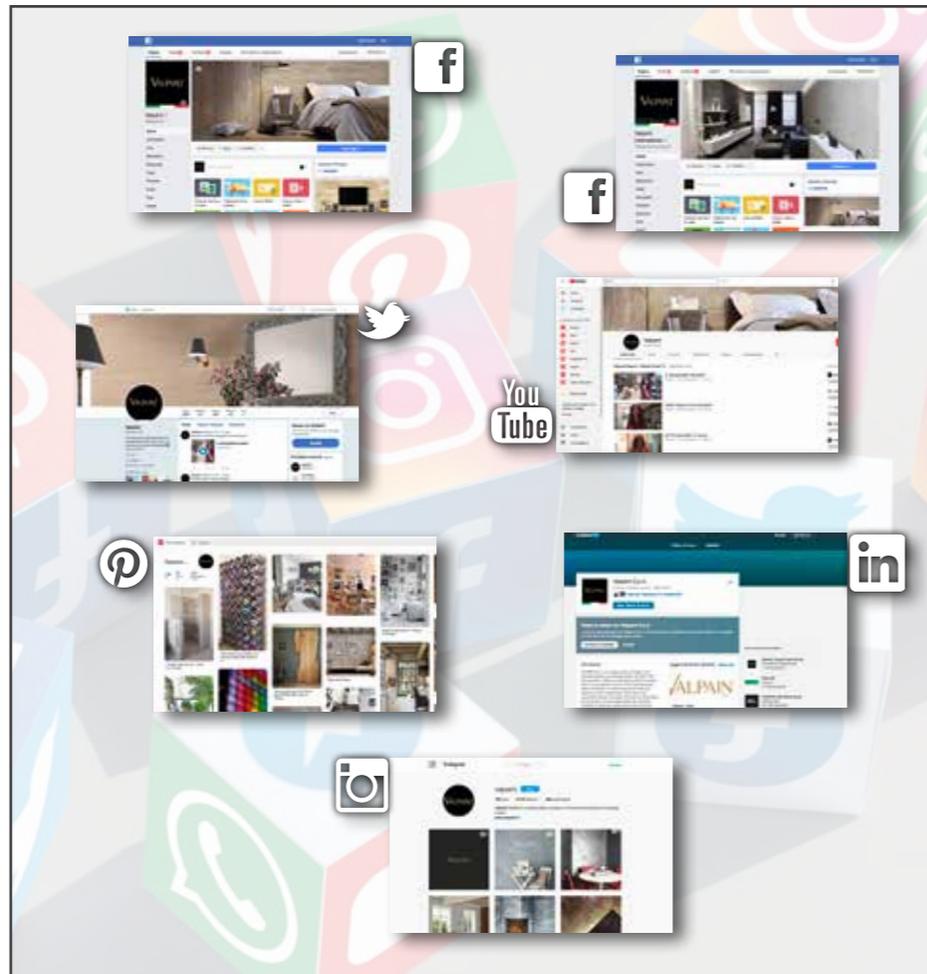
VALPAIN aims at creating a community to share ideas, experience, emotions and know-how.

This is why we have a presence on all leading social networks, including Facebook, Instagram, Twitter, LinkedIn, YouTube and Pinterest, allowing us to interact with everyone involved.

Our YouTube channel, specifically, contains product video tutorials, as well as first glimpses of new products and much more.

In addition, WhatsApp allows live consultation with our experts.

Finally, users can sign up for our newsletter to keep constantly up to date with all VALPAIN news.



# App: Valpaint Easy Calculator

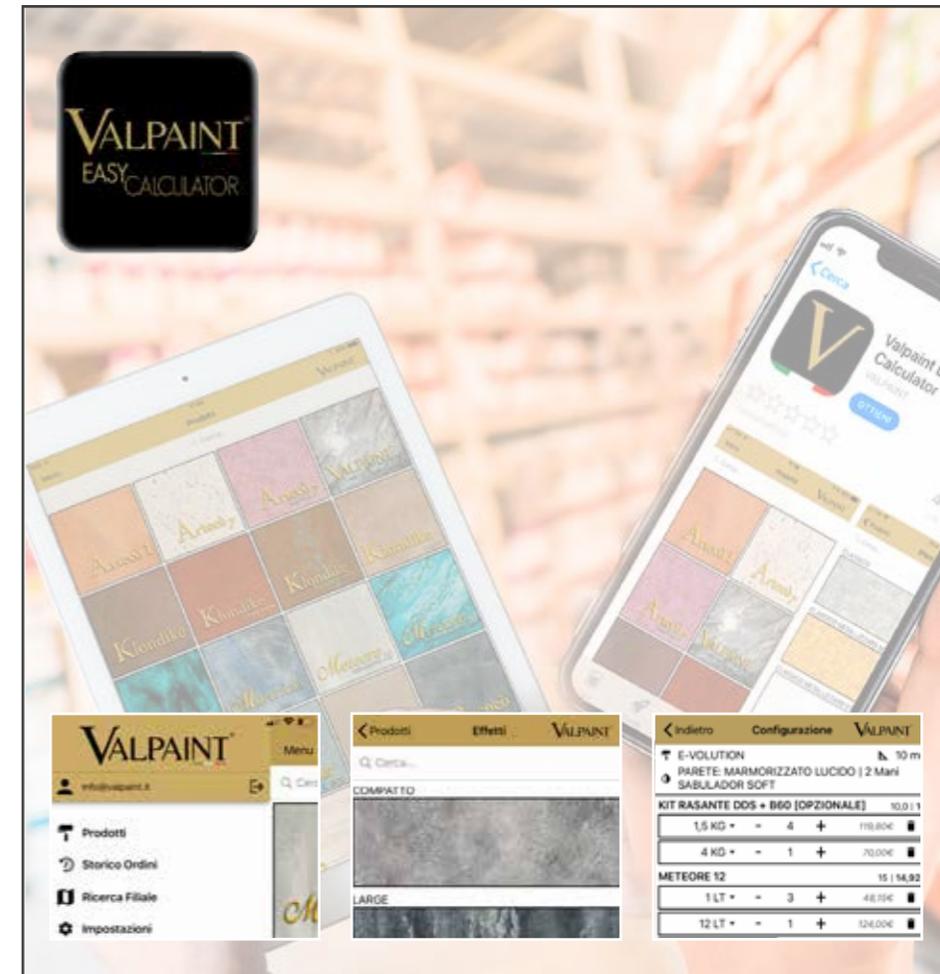
This app, designed for VALPAIN resellers, allows to quickly create a list of products and quantities required for application of a VALPAIN decorative effect in three simple steps.

Simply select the product, the desired effect and the surface to which it will be applied to calculate litres, price and number of units required.

As easy as 1, 2, 3...!

The results can then be shared with the customer via email, WhatsApp or another preferred method.

VALPAIN Easy Calculator is available now on Apple Store, Play Store and online.



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AZIENDA CERTIFICATA ISO 9001:2015 ED ISO 14001:2015

