



Company Profile



# History

**V**ALPAINT 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 regardless of their young age. 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 2013 is a particularly important one for the company, as it celebrates its 25th Anniversary.

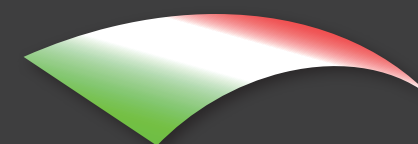
# Head Office

**T**he 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 4,000 m<sup>2</sup>, and are due to be enlarged to double their surface area in the near future.

Currently, some 1,500 m<sup>2</sup> are reserved for the Production Department, 1,500 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.



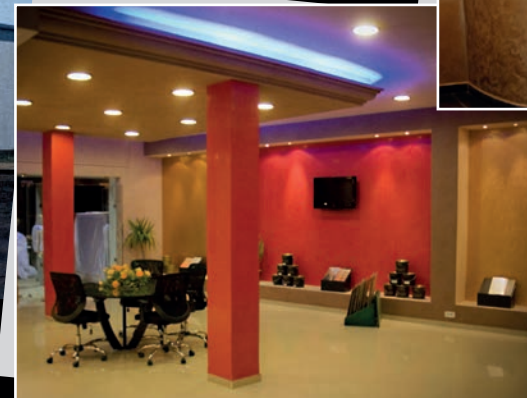


## Second Factory

The 2nd VALPAINT 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 and Eastern European countries. 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 Organisation

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

VALPAINT ESPANA S.L. – Barcellona – Spagna

VALPAINT DESIGN D.O.O.

– VALPAINT ESPANA S.L. – Barcelona – Spain

– Podgorica – Montenegro

– Zagreb – Croatia

VALPAINT TUNISIE S.A. – Tunis – 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.



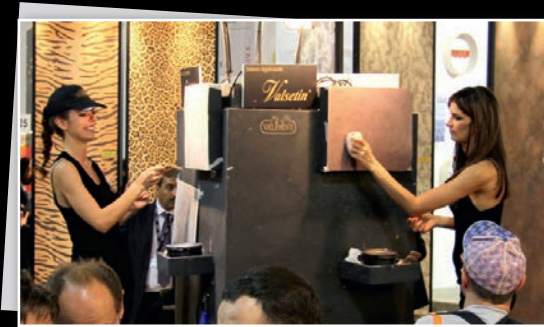


## Company Philosophy And Vision

VALPAINT is regarded as one of the most advanced companies from a technological perspective, thanks to the dynamic activity of its Research and Development laboratories. The company manufactures highly innovative high-quality products that fully comply with environmental protection criteria.



VALPAINT ascribes great importance to training aimed at its collaborators and partners, in order to spread knowledge of its products so that these can be implemented and marketed in the most appropriate manner.



For this reason, the company organises specific training courses held at the VALPAINT headquarters, or directly at its partners.



## Certificates

Environmental awareness has been a constant feature of the VALPAINT 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 Marches, etc.).





## The Company's Environmental Policy



The fast-paced growth of our economy, with its high degree of industrialisation, has generated a significant degree of pollution. Safeguarding the environment and our quality of life have therefore become chief priorities.

For this reason, VALPAINT has equipped itself with a Quality and Environment Management System aimed at improving its efficiency, while providing an increasingly reliable service to partners and

guaranteeing quality levels that can be verified over time.

This document is used:

- Internally within the company for the system's operational management, alongside the Procedures, Operating Instructions and Forms.
- Externally for demonstrating to the interested parties the conformity of the Quality and Environment Management System to the applicable laws and regulations, namely ISO 9001:2008 and ISO 14001:2004.

## Performance In The Current Italian Market

VALPAINT 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%.

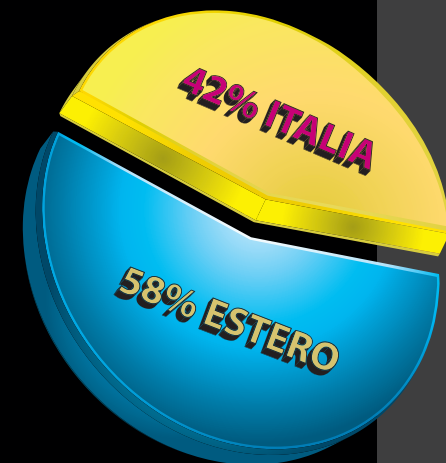
In Italy, VALPAINT markets its products through a network comprising over 400 dealers and distributors, backed by an extensive sales network.

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.





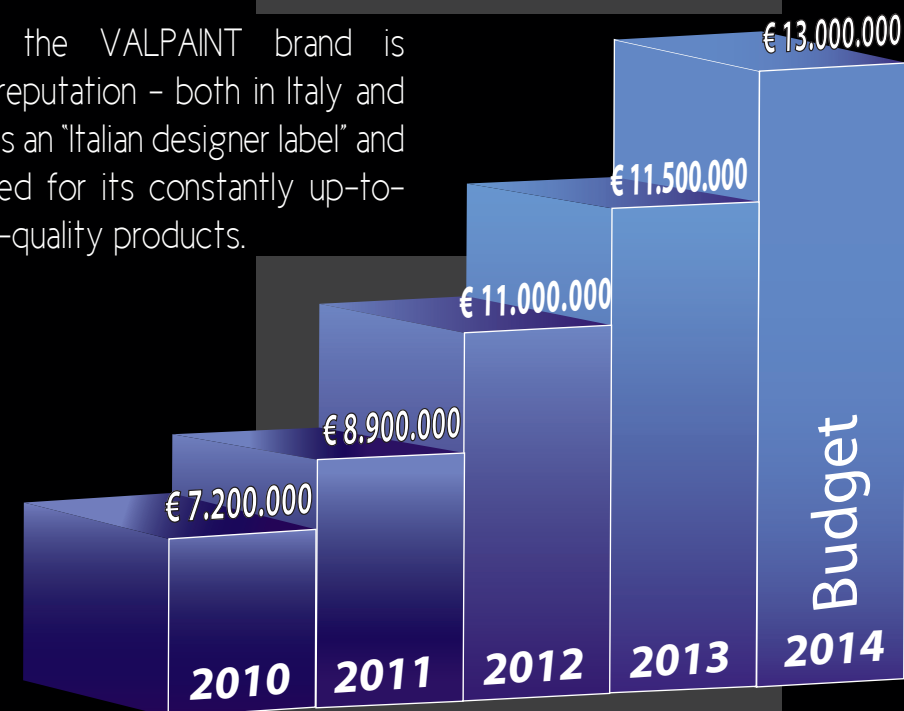
## Brand Policy



The Group's overall turnover exceeds 10 million Euro and is split up into the following components:

58% Foreign and 42% Italia. Moreover, the figure has almost doubled in the past 5 years.

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

*Polistof*

*Klondike*

*Valrenna*

*Sabulador*

## Jungle Range

# Jungle®



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.



*Meteore*<sup>®</sup>

*Klondike*<sup>®</sup>  
Light

*Valrenna*<sup>®</sup>  
*Velidor*<sup>®</sup> Fine  
STAR<sup>®</sup>

*Sabulador*

*Valsetin*<sup>®</sup>



## Tinting System



Trendy Colours, New Colours And Collaborations With Designers. The colour ranges defining VALPAINT products are generally very broad, while the intensity of each colour can be varied either with the "Colori" colorant or the VALCLONE Dispensing System.

The company collaborates closely with architects and designers on a regular basis, in order to verify and/or receive suggestions regarding new products to be launched on the market.





# Consumer Services

Customers may contact the VALPAINT headquarters and directly consult an operator to receive appropriate advice or indications.



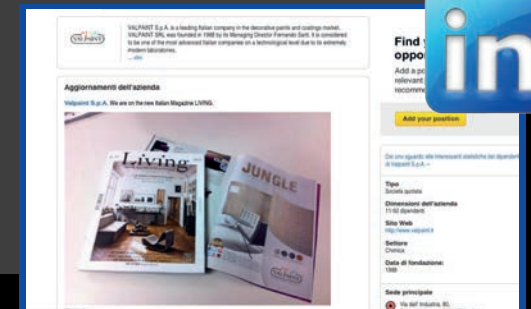
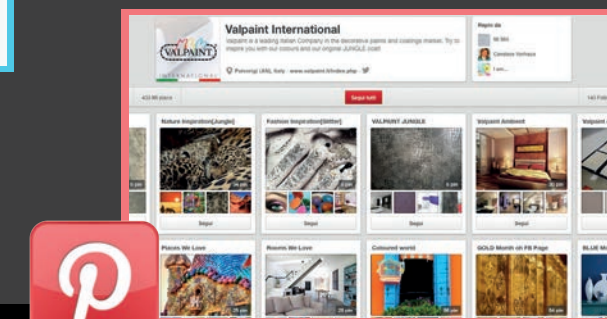
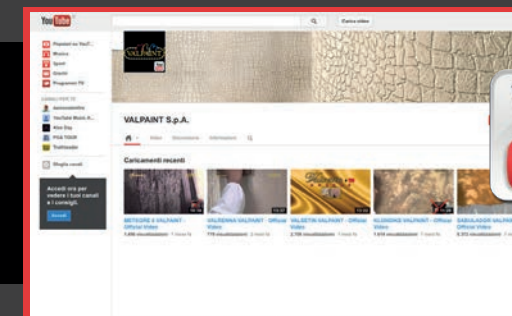
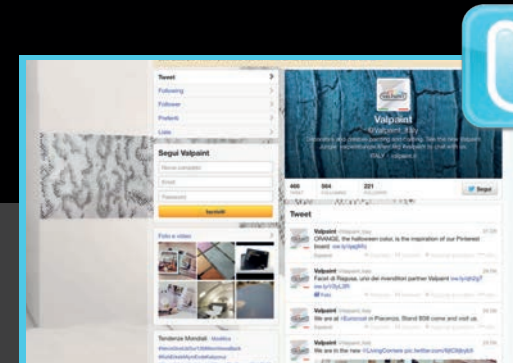
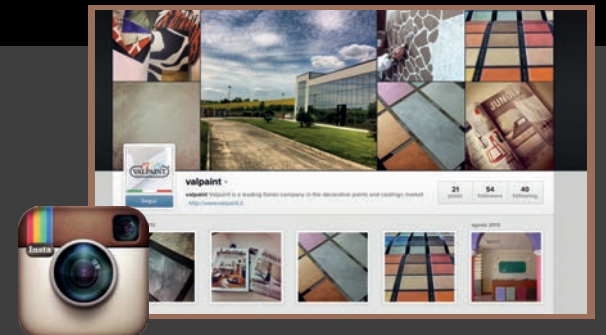
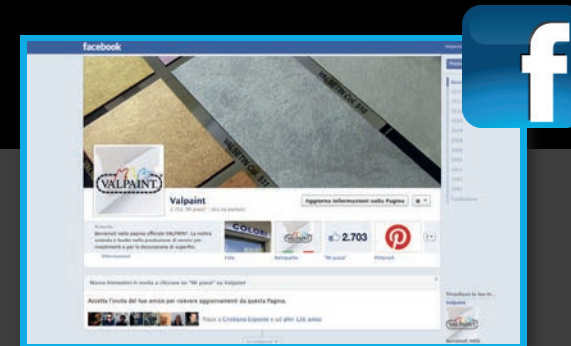
The websites [www.valpaint.it](http://www.valpaint.it) and [www.valpaintjungle.it](http://www.valpaintjungle.it) contain the technical sheets and demonstrative video clips of each product. Moreover, any email sent for requesting information (of a technical or commercial nature) receives a reply within 48 hours.

# WEB

The company also intervenes directly on-site with expert operators or with VALPAINT technicians. For support regarding the VALCLONE Dispensing System, carefully trained and professionally qualified technicians are on hand to provide adequate explanations to any request.



# Social Network





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**AZIENDA CERTIFICATA ISO 9001:2008 ED ISO 14001:2004**