

**Bright ideas** for  
the **future**

valspar AUTOMOTIVE

# Committed



Our mission? To be the best coating company in the world -  
as judged by our customers.



# to you

Looking for a partner who contributes to your business and helps you discover new concepts and solutions for your market? Valspar is one of the five largest paint and coatings manufacturers in the world. With offices on every continent, we meet the global demand for high-quality:

- **Consumer paint**
- **Packaging coatings**
- **Industrial coatings**
- **Architectural coatings**
- **Wood coatings**
- **Automotive coatings**

Our local presence means that we are able to work with you in your market. We turn global strength into new ideas and innovative solutions, tailored to your local and regional situation. Valspar is not just a supplier of coatings; we are first and foremost a committed and accessible partner.

## Valspar Corporation Global facts & figures

**200** years of experience  
in paints and coatings

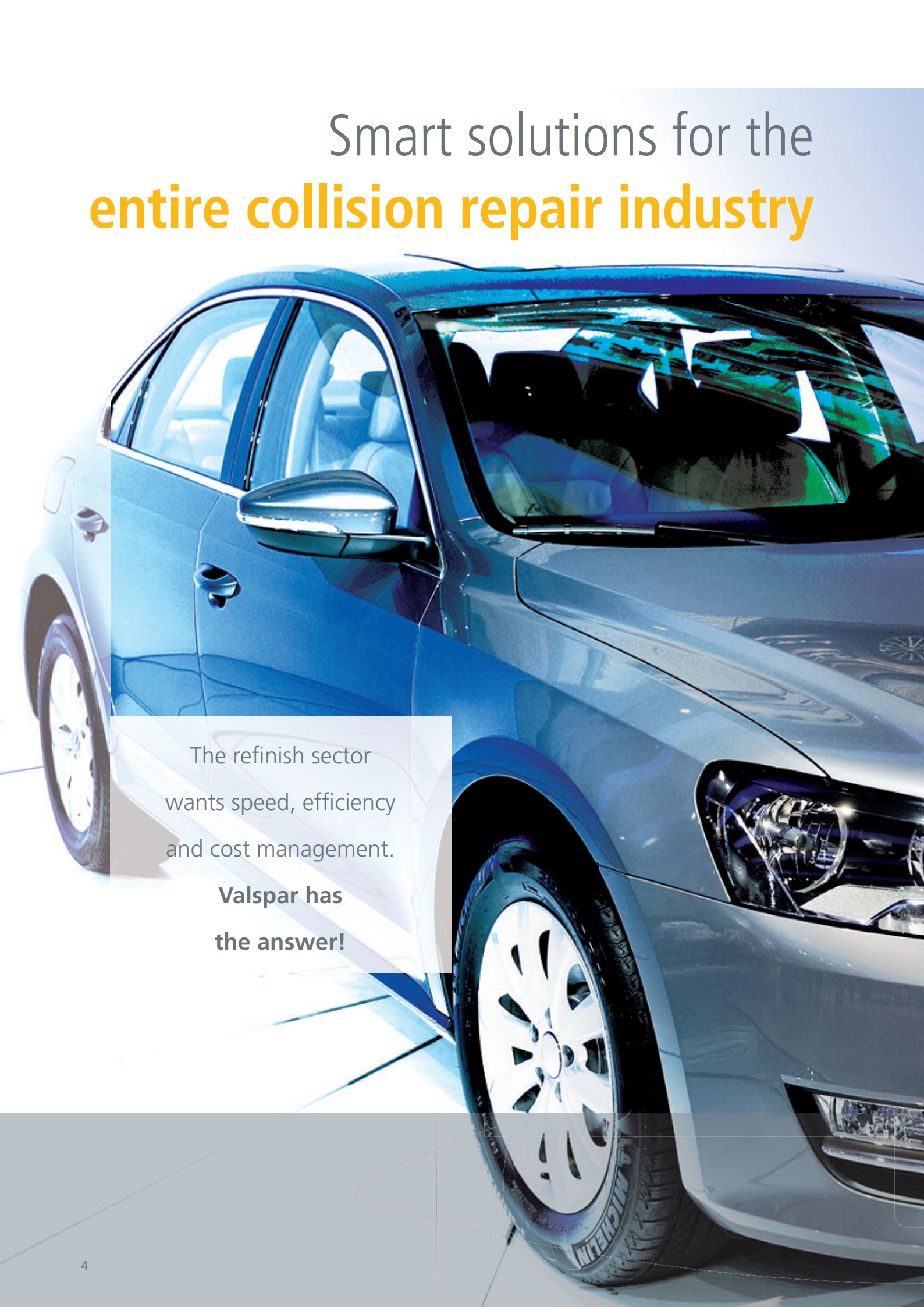
**4** billion dollar company

**10.000** employees

Head office in **Minneapolis**

**NYSE** listed





# Smart solutions for the **entire collision repair industry**

The refinish sector  
wants speed, efficiency  
and cost management.

**Valspar has  
the answer!**

Insurers, fleet owners, automotive refinishers... all players in the repair industry have to deal with irreversible developments:

- Automotive producers are using different materials (aluminium and carbon) and new effect colours, which complicates the repair.
- Speed, efficiency and cost management are decisive factors for the entire market.
- Government regulations are causing a gradual shift from solvent-based to water-based coatings.
- Constantly improving road safety.
- Increase in global vehicle manufacturing resulting in increasing demand.
- Insurance companies and fleet owners are directing the market demand.

Valspar Automotive helps companies in the damage sector effectively respond to these developments. Whatever your challenge and market position, we help you come up with solutions. We are committed and believe strongly in long-term partnerships.

## A colour formula within 48 hours.

That's the kind of speed  
that boosts your service!

### Valspar Automotive

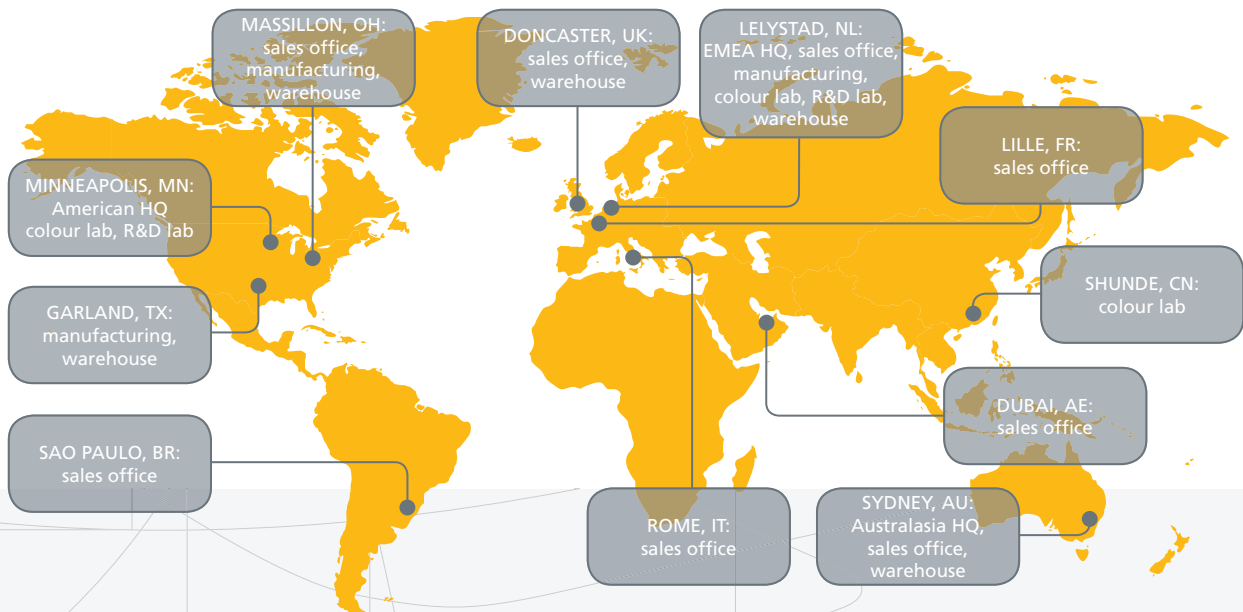
Valspar Automotive develops, produces and distributes refinish products globally for:

- Automotive refinishing
- Commercial vehicles
- Smart repair of minor coating damage
- Light industrial applications

Our automotive brands include DeBeer Refinish, Octoral, Prospray, House of Kolor, Valspar Refinish, Matrix and USC. Valspar Industrial Mix (VIM) is the mixing colour system designed specifically for light industrial and commercial vehicle applications.

Valspar Automotive operates locally with strong, independent distributors, professionals who are acquainted with the local market and work in close collaboration with the customer, just like we do.

## Worldwide Valspar Automotive presence



# One system is all it takes

## Six different colour systems

- Water-based system (VOC-compliant)
- Single stage solvent system (VOC-compliant)
- Traditional basecoat system
- 2K Acrylate system
- Car refinish toner binder system
- Industrial toner binder system

One mixing colour system covers virtually every refinish need. From primers and clear coats to toners for effect colours, one system repairs virtually any type of damage. Not only does it work efficiently, it also saves a considerable amount of money, making it beneficial for the entire repair sector.

Valspar Automotive ensures impeccable colour accuracy using fewer mixing colours than comparable systems. Reducing the number of hardeners, thinners, primers, fillers and clear coats increases speed and reduces costs. Just what you need in these competitive times.

## Dependable mixing colours

Colour mixing reliability is essential for any repair. Valspar Automotive provides long-term quality offering mixing colours with extremely high stability.



Better pigment selection, improved colour accuracy, fewer mixing colours, increased car refinish productivity and reduced costs!



# Quality **guaranteed**

Valspar Automotive meets the highest quality requirements. When it comes to scratch resistance, stone chip sensitivity and corrosion resistance, the results meet and exceed Original Equipment Manufacturer (OEM) guidelines. We validate and test our products using rigorous methods based on industrial and OEM standards.

For example:

- *Outdoor Exposure testing (Florida/Australia)*  
(SAEJ1976, Ford BI 160-01, GMW1487, Volvo VCS1027, 3389)
- *Accelerated weathering testing*  
(ISO 11341, ASTM D7869-13, SAEJ2527)
- *Corrosion testing*  
(ISO 9227, Volkswagen PV1210, GMW3286, Volvo VCS1027, 1449)
- *Adhesion testing*  
(ISO 4624 / ISO 2409, Ford FLTM B1106-01, GMW14829)
- *Stone chip testing*  
(SAEJ400, ISO 20567-1, GMW14700)

We conduct our tests in our laboratories in Minneapolis (USA), Lelystad (NL), Guangzhou (CHN) and in over 30 regional test centres.



# Colour: people, knowledge and modern technology

The highest percentage of colour makers and colour specialists proof positive of Valspar Automotive's absolute dedication to colour. We have more in-house colour experts than any of our competitors. We bring together traditional knowledge and 100 years of business experience with high-quality technology and smart solutions.

Virtually all OEM colour formulas are available in our global colour information system. We share these formulas with our customers using detailed colour documentation such as the digital colour retrieval system and the Valspar Color Box, with over 10,000 colour samples. The Valspar Spectrophotometer is linked to a Color Cloud, the scope of which is unparalleled. We ensure our clients have the tools for the perfect colour match every time.

## Customised colour matching capability

Valspar offers the Color Support Form, a super-fast online service for submitting questions to our colour experts. As Valspar operates globally in all time zones, questions always receive a quick reply. This provides refinishers with the speed and decisiveness they need. If you send in a colour example, you will receive the colour formula within 48 hours.

A close-up photograph showing a person's hands holding a dark grey Valspar Spectrophotometer against a blue surface. The device has the 'valspar' logo and 'Spectrophotometer' printed on it. The background is a blurred blue surface.

The Valspar Spectrophotometer:  
the right formula in virtually all  
measurements. **This saves time  
and minimises the risk of  
errors, improving  
shop efficiency.**





# Custom training anywhere in the world

All Valspar training courses start by answering a single question: What do you want to learn? Once that question has been answered, Valspar develops a suitable training course.

Your employees' knowledge, skills and productivity determine your results. Valspar assists companies with training, support and advice using our global team of technical consultants.

Training is indispensable in a rapidly developing market that demands:

- Reduced rework and contract repairs at fixed rates
- Fast key-to-key times
- More exotic car colours (Mica, Xirallic, Pearl and Color Streams)
- Increased retail work for SMART repairs
- Full body shop management systems

Our consultants are experienced, familiar with the ins and outs of the refinish practice, and fully aware that the existing developments demand a continuous improvement of knowledge and skills. They offer training courses on a global level in Valspar's six state-of-the-art training centres or in-house on your premises.

Valspar helps refinishers  
in all aspects of business.



Complex market conditions force us to excel in all fields - which we do, thanks to **Valspar's** extensive **knowledge** and **experience**.

# Global power, local partner

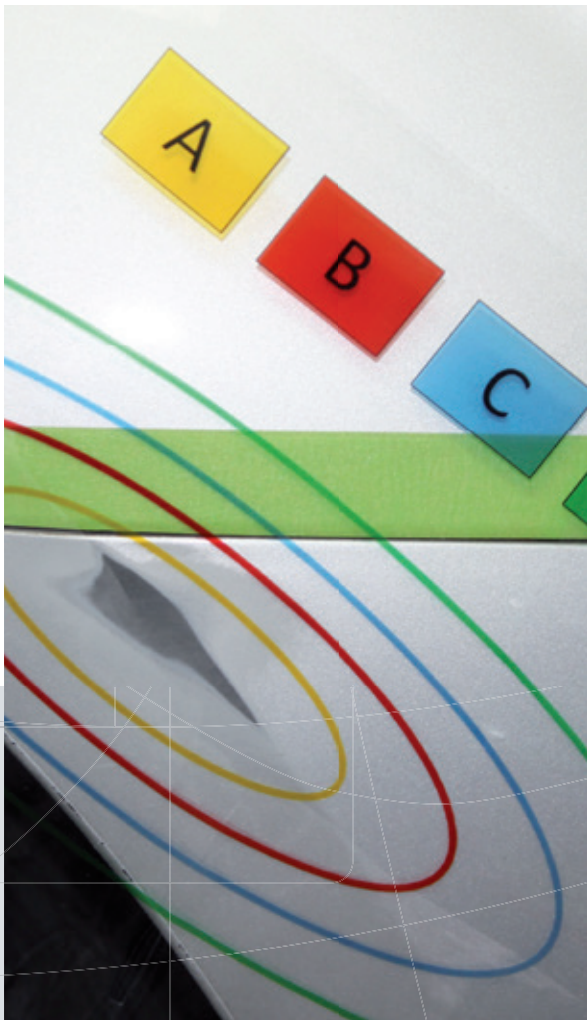
A global player's quality tailored to your local situation: that is what Valspar offers. We assist car sprayers and car companies by providing local support and quick answers to questions such as colour formulas and technical issues. Using the VICCS management tool, local partners manage, control and optimise their organisation's processes. The result: greater quality, efficiency and returns. Valspar's strength lies in doing business with professionals. You are not a customer, you are our partner.

Valspar distributors play a significant role in our local presence. They are all strong, independent companies that are familiar with the local market, partners who also support car refinishers (and other partners) on a strategic level.



## SMART Repair Program

Nearly one-third of insurance claims are for minor cosmetic damage. Much of this damage is not being claimed and repaired since car owners fear losing their no-claim discount. All in all, this is a large market and an opportunity for car dealers to earn extra profit. Valspar's SMART Repair Program is a complete system, from the front office services to handing over the car to a satisfied customer.



# Valspar. If it matters, we're on it

This approach has led Valspar to become the fifth-largest supplier of coatings in the world, touching the surfaces of goods everywhere. From interior and exterior paints, to products for cars and machinery, Valspar creates solutions for projects of every size solutions that help our customers succeed and that deliver value to our shareholders. As Valspar grows into the next century, concerns for sustainability, continued innovations, and an ongoing commitment to being a great place to work will combine to fulfill our mission: To be the best coatings company in the world.