

# Introduction to Valspar Industrial Mix

valspar<sup>®</sup>

INDUSTRIAL MIX



Long Term  
Corrosion Protection

# About Valspar

The Valspar Corporation is one of the largest global coatings manufacturers in the world, providing paint and coating solutions to a wide variety of market segments across the globe.

Since 1806, Valspar has been dedicated to bringing customers the latest innovations, the finest quality and the best customer service in the coatings industry. With more than 10,000 employees in over 25 countries, Valspar is in a truly unique position to supply customers with the coating solutions they need.



Valspar's products include:

- Automotive Refinish and specialty coatings.
- Paints, varnishes and stains for the do-it-yourself and professional markets.
- Coatings for rigid packaging, particularly food and beverage cans.
- Factory applied coatings for industrial customers and original equipment manufacturers.
- Polymers and dispersions for paint and coatings manufacturers.
- Interior protective coatings and external basecoats and overvarnishes for aluminium aerosol cans and bottle cans.
- Basecoats and internal protective coatings for aluminium collapsible tubes.
- Matt, soft-feel and other special effect coatings for plastic and glass containers for the cosmetic industry.
- UV varnishes, water based varnishes and laminating adhesives for the graphic arts market.
- Primers, coatings and varnishes for industrial coil coating for steel, galvanised steel and aluminium for the building industry.

Valspar has an extensive network of manufacturing, distribution and service centres throughout the world. Products are manufactured at strategic sites and the flexibility of our sea, land and air distribution facilities enables us to respond to demands and changes in this geographically diverse market.

Valspar's local market presence, combined with the experience and the local knowledge of our in-country businesses, ensures a rapid response, which is relevant to local needs and conditions.

## Valspar Corporation Global Facts

- Over 200 years of experience in paints and coatings
- US\$4 Billion annual turnover
- Over 10,000 employees
- Offices in 25 countries
- Distribution in over 140 countries
- Head office in Minneapolis
- NYSE listed



## Valspar's Mission

The Valspar Corporation's mission is to be the best coatings company in the world as judged by our customers, shareholders, employees, suppliers and the communities in which we operate.

To become the best, we must:

- Be a technology leader in each of our target markets
- Be in the top five in global sales
- Be the leader in sales growth, earnings growth and return on investment
- Be the lowest cost supplier through integrating technology and productivity improvements
- Be environmentally responsible
- Establish an accident-free work environment, and above all else
- Always act with integrity and comply with ethical codes of business conduct

### Safety focus

At Valspar we work to safeguard our greatest asset: our employees. Having an accident-free workplace is a core value at Valspar. Valspar is among the safest manufacturers in the world. Our ultimate goal is to prevent all accidents, injuries, and workplace illnesses. Over the last sixteen years, we have reduced our injury and illness rate by almost 77%. Valspar strives to prevent serious injuries. Valspar's proactive approach to prevent workplace accidents, injuries and illnesses is confirmed by the Lost Workday Injury Rate; over the last sixteen years this rate has reduced by almost 67%.

### Quality and Environment

Valspar is committed to quality in the design, production and delivery of its products and services. Valspar's manufacturing operations are certified to ISO9001 quality assurance standard ensuring consistent quality in the manufacture and delivery of its products.

In addition, Valspar has a responsible approach towards the environment as shown through our environmental management system, certified to ISO14001.

# About Valspar Industrial Mix

Valspar is a leading supplier to original equipment manufacturer (OEM) clients throughout the world. Some of the most well-known names in heavy duty equipment manufacturing rely on Valspar's quality and expertise.

Valspar Industrial Mix (VIM) is a leading brand of high performance, heavy duty coatings. The Valspar Industrial Mix range has been developed especially for the commercial vehicle and light industrial market.

Valspar places significant importance on growth through technological innovation and, as such, has invested heavily in its research and development facilities globally. Valspar's local research and development facilities ensure products are developed with local conditions and application methods in mind.

The VIM line is manufactured by Valspar's Automotive division. Valspar Automotive distributes product to over 140 countries. Products are manufactured at two facilities; Lelystad, Holland and Garland, USA.

Sales and technical support is provided by our offices globally: Australia, Brazil, Dubai, France, Germany, Italy, Netherlands, UK, and USA. A team of technical advisors with international technical expertise are available to give worldwide support.

In addition to Valspar Industrial Mix (VIM), Valspar Automotive's other brands include: DeBeer Refinish, Octoral, Valspar Refinish and House of Kolor.



Valspar Industrial Mix is designed to offer the ultimate mix of corrosion protection and aesthetic appeal. Products are developed to not only provide optimum corrosion protection but also exceptional gloss and colour retention ensuring your valuable assets continue to perform and look at their best for longer.

VIM systems are also designed to be easy to apply across a variety of ambient conditions ensuring users get the job done faster and more cost effectively. Valspar works tirelessly to make sure the solutions offered to its customers provide long term and sustainable solutions for the protection of both new and existing plant and equipment. Valspar's technical experts can tailor-make coating systems to suit the demands of almost any application.



Durable Coatings  
Engineered To Last

# Engineered Coating Solutions

VIM offers tailor-made coatings solutions designed to meet the needs of both the light industrial and commercial vehicle markets.

## Commercial Vehicle Coating Solutions

Throughout the world, commercial vehicles are counted on as valuable, operational, moving billboards that often serve as the front line for end-customer interactions. Valspar's coatings are known for excellent colour accuracy, application efficiency, and premium appearance. VIM systems offer finishes of the highest quality meeting the performance and aesthetic requirements of the commercial vehicle market.

Typical applications include:

- Trucks
- Chassis & Trailers
- Coaches
- Public Transport

## Light Industrial Coating Solutions

Light industrial coating applications are wide and highly varied. Regardless of the application, excellent corrosion protection, high quality colour reproduction and gloss retention are a must. VIM excels in all aspects of protection and can be relied upon for your next industrial coatings project. A wide variety of systems are available to suit the needs for almost any project.

Typical applications include new and maintenance systems for:

- Agricultural Vehicles & Equipment
- Construction Vehicles & Equipment
- Mining Vehicles & Equipment
- General industrial maintenance applications



A variety of technologies are offered, providing flexibility for the asset owner and applicator.

### System Features

- Direct-to-metal technology
- Excellent colour and gloss retention
- Durable long lasting finish
- Outstanding coverage
- Outstanding adhesion
- Wide selection of colours
- Advanced computer colour matching technology

# Our Strengths

## Technology

Technology is one of Valspar Automotives core values. Valspar has dedicated research teams continually evaluating new resin technologies and new pigments to ensure its paint and coatings lines continue to be at the forefront of coatings technology. As a testament to Valspar's dedication to R&D it currently holds over 100 technology patents globally across its product portfolio.



## Protection You Can Rely On

VIM coating systems have been tested and conform to the requirements of ISO 12944. ISO 12944 is an international standard for paints and varnishes – defining protective coating systems for the corrosion protection of steel structures. Systems from the VIM range meet the requirements of the harshest atmospheric exposure category C5 Industrial/ Marine as defined by ISO12944. For information on coating systems refer to System Technique Sheets found at [www.valsparindustrialmix.com](http://www.valsparindustrialmix.com).

## Efficiency and Productivity

VIM offers specialised direct-to-metal coating systems which provide productivity benefits to the user. Benefits include; reduced material usage costs through removing the need for primer and sealers, therefore reducing total paint consumption by up to 30%. However, the major saving is delivered through the reduction in labour costs. By reducing the processes involved, significant time is saved - therefore increasing productivity and reducing down time.

## Colour

Valspar understands the importance of colour which is why so much time and energy is invested into providing customers with the tools needed to achieve colour excellence. Valspar has a large, dedicated global team of technical colour experts. Each year over 18,000 new colours are developed adding to Valspar's extensive colour database.



"...you can depend on Valspar for what matters most"

# Customer Support

## After Sales Service

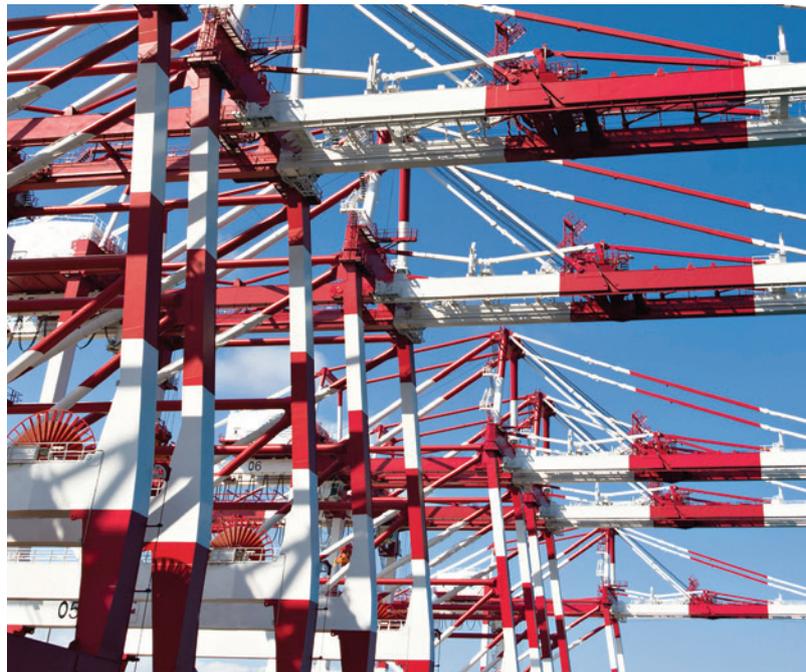
Valspar's reputation is built on strong customer support, before, during and after project completion. Regardless of the stage of your project, Valspar will be there to provide the required support. Such support functions include specification assistance, technical advice or after-sales service to ensure your valuable asset continues to be protected against corrosion and deterioration. Our sales and technical teams remain at your disposal to help and to assist also when the job is done. Long term business relationships are based on a high level of customer satisfaction. Trust is one of Valspar's core values.

## Training

Valspar's aim is to provide the highest quality training and education expected of one of the world's leading suppliers of coatings products. Valspar has modern and fully equipped Business and Technical Centres in several locations worldwide. Both theory and practical workshops are catered for in these centres, equipped with conference room, fully extracted spray booth and state of the art colour mixing room. Courses held at the training centres cover a wide range of skills. In addition, training courses are also given on-site. The VIM training courses have been tailor made to teach you all aspects of the Valspar Industrial Mix system.

## Colour Support

Valspar offers a range of colour support tools to assist users in achieving the best colour every time. The Valspar colour database is constantly being expanded; yet if we don't already have your individual colour on file, or if you need a special colour, Valspar can provide fast and accurate colour turn around.



## Worldwide Valspar Automotive Training Centres



# Tools

Valspar Industrial Mix has a range of colour tools available to assist you in selecting the right colour for your project. These tools include ICRIS Colour Retrieval System, the Rainbow Colour Box, the Valspar Spectrophotometer and the Valspar Colour Reader.

## ICRIS Colour retrieval system

ICRIS is Valspar's proprietary colour retrieval software program. The software has a user-friendly interface and can be connected to the Valspar Spectrophotometer and scales. ICRIS contains thousands of colour formulations with new colours added weekly. The system includes colours from the following standard colour systems:

- RAL
- NCS
- AFNOR
- British Standard
- Australian Standards
- PMS/Pantone

The system also includes many popular colours from key industry segments including commercial vehicle, agricultural, industrial, machinery and multi-national corporate colours.

The system is easy to keep up to date with automatic on-line colour and program updates available.



## Valspar Spectrophotometer

The Valspar Spectrophotometer is a quick and precise tool for colour matching. The tool measures a colour and links it to the extensive ICRIS database. This time saving colour tool is easy to calibrate and is available in multiple languages. Valspar's colour experts conduct ongoing research and update the colour database daily.



## Rainbow Colour Case

The Rainbow Colour Case (pictured above) contains an array of 2,450 solid colour chips from key colour systems. The Rainbow Colour Case is a fantastic tool to assist clients with the colour selection process.



## Valspar Colour Reader

The Valspar Colour Reader is a compact, fast and accurate colour matching tool designed specifically for the industrial market sector. The Valspar Colour Reader utilises an integrated digital camera which takes 27 unique colour readings to produce the best match from the extensive industrial database stored within the stand-alone unit. It can read colours from areas as small as 2mm in diameter.



Versatile Finishes  
For All Industries

Valspar Industrial Mix is a leading brand of high performance, heavy duty coatings of the Valspar Corporation.

The Valspar Corporation is a global leader in the paint and coatings industry. Since 1806, Valspar has been dedicated to bringing customers the latest innovations, the finest quality and the best customer service in the coatings industry. With more than 10,000 employees in over 25 countries, Valspar is in a truly unique position to supply customers with the coatings solutions they need.

To understand more about the Valspar Industrial Mix product portfolio, or to discuss the requirements for your next project, please contact your local distributor of Valspar Automotive.

**valspar** AUTOMOTIVE

Valspar Automotive Australasia Pty Ltd  
11/8 Kerta Rd, Kincumber NSW 2251 • AUSTRALIA  
P: (02) 4368 4054 • E: [autoinfo@valspar.com](mailto:autoinfo@valspar.com)  
W: [www.valsparautomotive.com.au](http://www.valsparautomotive.com.au)

DBNZ Coatings Ltd  
6 Killarney Lane, Hamilton • NEW ZEALAND  
P: (64) 7847 0933 E: [info@dbnz.co.nz](mailto:info@dbnz.co.nz)  
W: [www.dbnz.co.nz](http://www.dbnz.co.nz)