



valspar®

INDUSTRIAL MIX

Capability  
statement



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### ABOUT VALSPAR

The Valspar Corporation is one of the largest global coatings manufacturers in the world, providing coatings and coating intermediates to a wide variety of customers. Headquartered in Minneapolis, our diverse array of products makes us one of the most complete suppliers anywhere, and the sixth largest paint and coatings company in the world.

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 services a wide variety of market segments including packaging, coil coating, architectural, wood, general industrial and automotive. Whether it's the vibrant red can of soft drink, sturdy reliable green tractor or strong yellow mining machinery - you can be sure that 'if it matters, we're on it'.

Our offerings include:

- Coatings for rigid packaging, particularly food and beverage cans.
- Factory applied coatings for industrial customers and original equipment manufacturers.
- Automotive refinish and specialty coatings.
- Polymers and dispersions for paint and coatings manufacturers, and more.
- Interior protective coatings and external basecoats and varnishes with highest abrasion resistance for aluminum aerosol and bottle cans.
- Basecoats and internal protective coatings for aluminum 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 coils on steel, HDG and aluminum for the building industry.
- Paints, varnishes, and stains for the do-it-yourself and professional markets.

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'S VISION

The Valspar Corporation's vision 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.

We strive to achieve our vision by:

- Adhering to our values, ethical business conduct and doing business with integrity.
- Delivering sound financial results and providing value to our customers, so that in turn we create value for our shareholders.
- Improving our safety performance.
- Making progress in our environmental performance and helping our customers address their environmental challenges.
- Supporting the communities where we work and live through volunteer and philanthropic efforts.

## 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%.

## ISO 9001 – 14001

We guarantee a consistent quality in products and working methods, combined with a responsible approach towards the environment, through the use of an integral 'Health, Environment, Quality and Safety' system based on ISO 9001 and ISO 14001.



## INTRODUCING VALSPAR INDUSTRIAL MIX



**DURABLE COATINGS  
ENGINEERED  
TO LAST**



## Commercial Vehicle & Light Industrial Coating Solutions

### ABOUT VALSPAR INDUSTRIAL MIX

#### WHO WE ARE

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's industrial expertise is used in the VIM line, the VIM products are derived from original OEM quality products. A dedicated team of chemical experts is involved in these processes at R&D centres in several countries.

The VIM line is manufactured by Valspar Automotive. Valspar Automotive has over 100 years of experience with doing business in more than 140 countries. The global Valspar Automotive head office is in Minneapolis and the EMEA headquarter is in Lelystad, The Netherlands.

Besides Lelystad, we have a manufacturing facility in 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.

Our leading global strategic brands of Valspar Automotive are, apart from VIM; De Beer Refinish, Octoral, Valspar Refinish and House of Kolor.

#### WHAT WE DO

We supply easy to use high performance products designed to provide protection from abrasion, corrosion and weather. Being simple and easy to apply we believe you will get the job done faster and more cost effectively.

We work with you to provide long term and sustainable solutions for the protection of new and existing facilities, plant and equipment. Our technical team can tailor-make specifications for high performance coatings and assist your applicators fulfill our specifications correctly.

We give technical support and advice on the best industrial paint products to use for any projects and all conditions. We strive to supply durable and hard wearing paint finishes that are needed to withstand the toughest conditions.



### APPLICATIONS

Some suggestions of coatings applications for the VIM line:

- Agricultural equipment
- theme parks
- building and construction equipment
- garden equipment
- transportation (trucks, trailers, trains, etc.)
- mining equipment
- pumps
- advertising / signage
- sea containers
- garage doors
- metal frames
- metal sheets
- machinery
- metal furnishings (domestic, office & street)
- railings
- etc.

### ASSORTMENT

Our comprehensive coating range offers dedicated primers including synthetic, polyurethane & factory pack epoxies.

- Direct to Metal (Primer not necessary - refer to TDS)
- ease of application
- excellent colour and gloss retention
- durable long lasting finish
- outstanding coverage
- outstanding adhesion
- wide selection of colours
- advanced computer colour matching

### COMMERCIAL VEHICLES

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 coatings are known for excellent colour accuracy, application efficiency, and premium appearance. Valspar Automotive provides within the VIM product line several high-quality coating products that meet the highest performance and aesthetic requirements of the Commercial Vehicle market. The designated Commercial Vehicle products are indicated with the CV logo as shown here.





## OUR STRENGTHS

### TECHNOLOGY

Technology is one of Valspar Automotives core values. Enjoy the high gloss and durable finish of the Valspar Industrial Mix range. The final coated surfaces provide the best combination of appearance and durability for our customer's equipment and products.

Our topcoats provide outstanding gloss 'off the gun'. Accelerated UV exposure testing found impressive results, with a gloss level reading @ 60 degree of 90 GU. Top-quality pigments provide better hiding power to reduce the number of coats required for full coverage, while premium UV resistors offer unmatched gloss and colour retention.

### ISO 12944

The standard for corrosion protection DIN EN ISO 12944 was introduced in 1998 as a European and International standard for the protection of steel surfaces, and this standard has become the basis for a number of directives and specifications.

The VIM systems have been tested according ISO 12944, full information, including the description of the spec and the ratings per system (System Technique Sheet) can be found on our website [www.valsparindustrialmix.com](http://www.valsparindustrialmix.com). Many systems meet C5 I/M, the minimum corrosion class achieved, of the systems tested, is C4.

### GUARANTEED QUALITY

We have aimed for the best in order to be able to guarantee the performance of our products. Extensive performance testing confirms the top of the line quality level of the Valspar Industrial Mix product range. Our production processes are of the highest standard and monitored and inspected by both internal and independent inspection authorities.

### COMPETITIVE

The Direct to Metal feature of the Valspar Industrial Mix range provides the greatest cost benefit for users. Paint bills are reduced by removing the need for primers and sealers. This can sometimes amount to 30% of the total paint cost of a project. However the greatest saving is found in the reduced labor costs. Labor is one of the greatest costs in painting. By reducing the processes involved, time is saved – therefore increasing productivity and reducing down time.

### EASY TO WORK WITH

The Valspar Industrial Mix product range aims help you maximize your time by providing premium paint products that are easy to prepare and apply. The process is simple; see the technical datasheets for more details.



### CUSTOMER SUPPORT

#### AFTER SALES SERVICE

Our loyalty to our customers extends well after project completion. Our reputation is built on strong after-sales service, offering specification assistance and technical advice to ensure that the painted objects continue 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 Automotives core values.

#### TRAINING

Our aim is to provide the highest quality training and education expected of one of the world's leading suppliers of refinish products. Valspar has modern and fully equipped training centre in several locations worldwide.

Both theory and practical workshops are catered for in these centers, equipped with conference room, fully extracted spray booth and state of the art colour mixing room. Courses held at the training centers cover a wide range of skills. The VIM training course has been tailor made to teach you all the ins and outs of the Valspar Industrial Mix system.

#### COLOUR

Colour is one of Valspar Automotives core values. Global reach and coordination, with colour center in several countries. Global colour documentation and software retrieval system. Over 18,000 colours developed every year. International colour standards, all formulated.

Spectrophotometer. If we don't already have your individual corporate colour on file, we can with the aid of our colour spectrophotometer create a formula for you in seconds.

You need a special colour? Within 48 hrs you will have an answer.

#### HIGH PERFORMANCE PEOPLE, PRODUCTS AND SERVICES YOU CAN DEPEND ON FOR WHAT MATTERS MOST



## GLOBAL DISTRIBUTION

Our worldwide distribution network is available to assist you with any questions or concerns that you may have, whether it's on colour, correct products or quantity required. Valspar offers the latest technology in colour matching with a spectrophotometer. This enables our distribution network to match any colour quickly and accurately either at the distribution point or on your work site.

As a business, Valspar Automotive offers you:

- Comprehensive range to ensure the right products for all applications.
- Competitive prices across all product groups.
- Material Safety Data Sheets and Technical Data Sheets available from [www.valsparindustrialmix.com](http://www.valsparindustrialmix.com).
- Broad distribution network.

Valspar combines the power, distribution network and knowledge of a worldwide brand with the speed, service and support of a local distributor.

## TAKE A LOOK AT OUR WEBSITE

Take the time to review the entire Valspar Industrial Mix product range online at [www.valsparindustrialmix.com](http://www.valsparindustrialmix.com). The website gives full information about application, products, systems and tools. The entire range of VIM Material Safety Data Sheets, Technical Data Sheets, System Technique Sheets and Pretreatment, Substrates and General Information Sheets are available for downloading.

## CONTACT US

For a completely obligation-free consultation, please do not hesitate to contact us.

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valspar  
AUTOMOTIVE

COLOUR.  
TECHNOLOGY.  
TRUST.





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