



EuroColori
YOUR BEST PARTNER IN COLOR STRATEGY







THE FUTURE IS CLOSER



The main driving force of all of our activities is the full consciousness that the color for our customer is, and will be always more, a fundamental part of their strategy to the market.

Who still believes that the color is simply a combination of raw materials and semi-finished products is underestimating its potential. In the whole world the marketing messages and strategies are shifting more and more from the product to the service, from the simple supply of a good to the creation of a deep connection with the customer.

EuroColori knows that the manufacturers of architectural coatings are in need of giving to their offering a value which is not expressed in kilos or litres, but in technological solutions, innovations, marketing. The tinting system of EuroColori perfectly plays its true role: to be one of the strategical driving forces for the growth of the customer.

We design tinting systems that make your future closer.



EXPERIENCE



WE HAVE A FUTURE FOR OUR 35 YEARS

EuroColori was born 35 years ago in Italy, specialized since then in architectural coating. In short time the company became one of the referring points for tinting and colorimetry applied to architectural coatings, growing its position of leadership through the development of softwares dedicated to tinting systems and a family of coloring pastes amongst the most complete and technological available nowadays.

EuroColori has been able to build an harmonious team with top level know-how, whose core is in the Colorimetry and Software Development team: here lays the real heart of our deep knowledge and the centre of our market strategies.

This is our project for the next 35 years: to continue anticipating the future of color.



RESPECT



PRODUCTS THAT LOOK INTO THE FUTURE

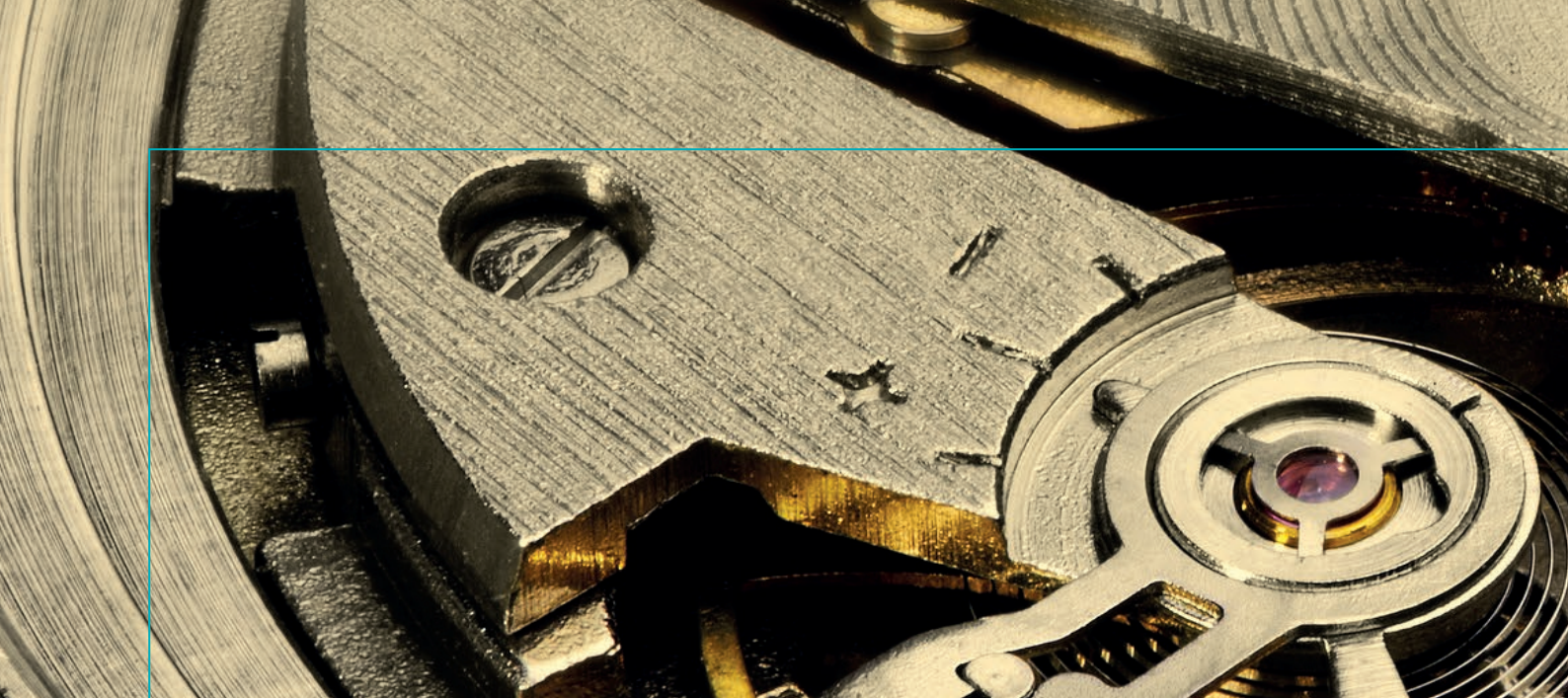
When you get to approach sustainability, for EuroColori it is not just a matter of adapting to current regulations. It deals indeed with having been the first european completely VOC&A-PEO free company (without solvent or alkylphenol ethoxylates in its productive cycle), and the first that obtained the prestigious EPD certification, bringing forward our industry regulations by years.

This is the result of the clear orientation given from the begin-

ning to our research, toward solutions and components that respect life in its every form. This is why the performances of our products are so cutting-edge: the cycle of continuous improvement of our coloring pastes, both for water-born and solvent-born systems, comes from the permanent dialog with the best suppliers of our sector.

The color is experience and relationship with the world and the nature. EuroColori has always honoured this relationship.





TINTING SYSTEM

Colorimetry, color formulas creation, software and coloring pastes

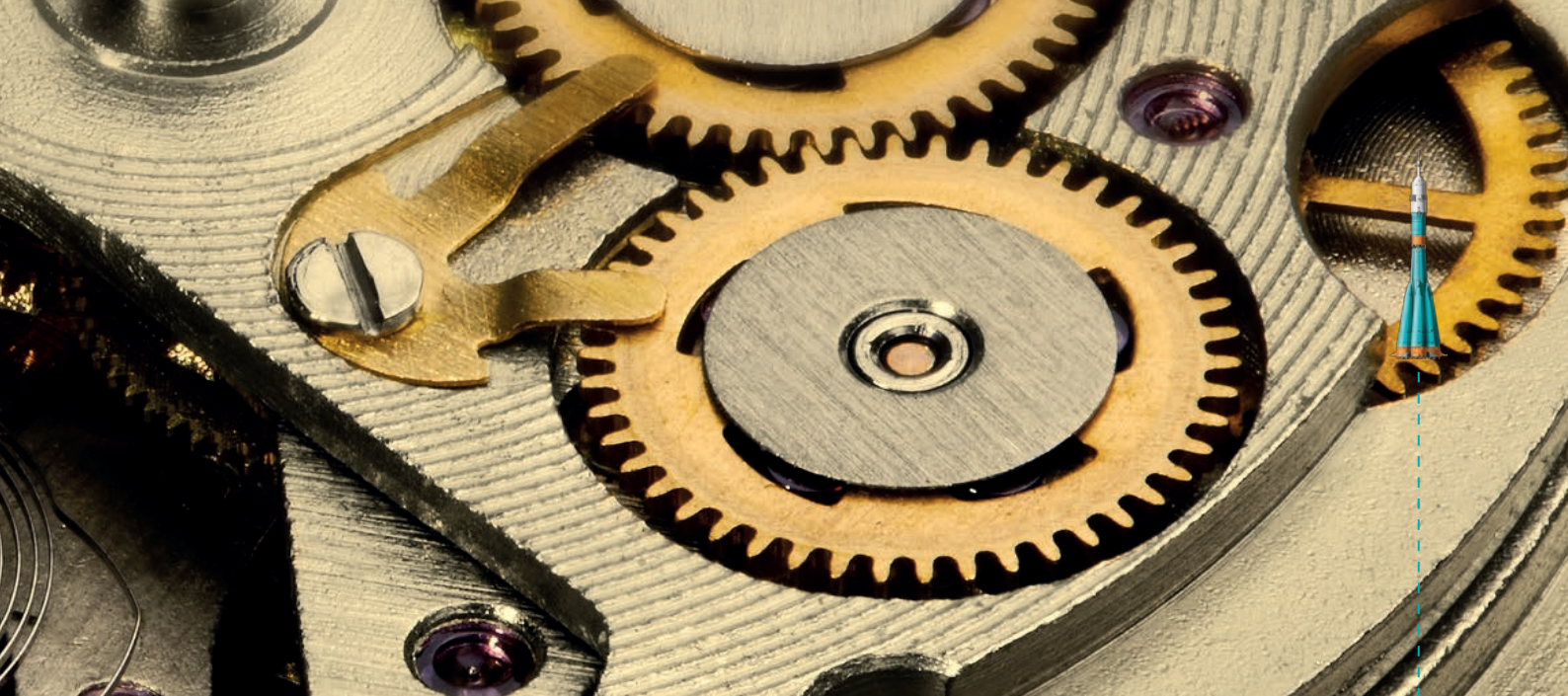
A tinting system is composed by parts that interact with each other, as it is in an organism: the color formulas, the dispensers management software, the coloring pastes. EuroColori is amongst the very few companies in the world that successfully develop and control all the parts of the system.

Color formulas creation

The starting point of a winning tinting system is the creation of color formulas which are optimized in their most important aspects: correspondance to the color card (ΔE), resistance in the

outside, formula cost, proper usage of the base paints. EuroColori analyses the products of the customer (paints, plasters, enamels etc.) and their behaviour in order to deliver the best possible results, following a well tested method:

- Compatibility analysis;
- Complete characterization;
- Computerization of the results;
- Combined automatic formulation;
- Analysis and selection of the results in accordance with project specifics;
- Creation of the final database.



This method of development, technically excellent and with a wide spectrum of colorants available, is recommended to the companies that still do not have a tinting system and to the companies with a no-more-performing tinting system.

Software

The software plays a central role in a tinting system, being involved in the activities of automatic formulation, color matching and dispensers management. Euro-Colori delivers both own and third party solutions always oriented to the technological excellence, including all of the training needed to the technical personnel of the Customer to be fully autonomous in its usage.

Coloring pastes

One of the fundamental requirements for the success of a tinting system is the usage of high quality coloring pastes.

If the colorants can not assure high compatibility levels, stability through long time stocking, resistance and evenness in tinting strength and density, the whole system will be affected by it.

The colorants from Novomix Aqua and Novomix Uni product lines, thanks to the usage of patented wetting and dispersing agents, distinguish themselves for their top level performances, thus being an irreplaceable component of the success of our tinting systems.



EuroFormulations

ADD VALUE TO COLOR MANAGEMENT

Anticipate the needs of your customers
with flexibility and service levels of excellence

Each tinting system is composed by parts that need to be integrated with each other and, most of all, to be put into communication with the end user. The return on investment mainly depends on this operation's effectiveness.

With EuroFormulations4, Euro-Colori fully reshapes its own software introducing some technological news which are unique in the scene of tinting. EuroFormulations4 comes from a project engineered by our Colorimetry

and Software Development team, made of professionals that develop every day colorimetric solutions for architecture.

This is the guarantee of the full correspondance between our solutions and the real needs of the ones who make and use colors, paints and decoratives. above all, this means that you can have the chance to answer to the needs of your customers with flexibility and service levels which are at the top level of the market standards.



MyCloud

The ultimate technological new for the control and management of your tinting system is the MyCloud service. Through a web portal, in protected and encrypted environment, you will be able to monitor in real time all of the activities of your tinting machines. The informations related to the dosages, can sizes used, customizations (price lists, formulas etc.) will be available through the analitic tools available online, or ready to be downloaded for your offline reporting activities.



MyLicense

Tired of complicated activation processes of your software licenses and of handling uncomfortable hardware keys? With EuroFormulations4 the activation process is simple, fast and, most important, under your total control. Through a dedicated web area, in protected environment, you will be able to manage autonomously all of the downloads and activations of licenses.



MyQuality

Your most demanding customers deserve an offering fitting their advanced needs. With the MyQuality Module of EuroFormulations4 you will be able to give them a tool for quality control which is reliable, precise and user friendly.



MySearch

The MySearch Module turns the tinting system from a product supplier to a service dealer. Your customers will be able to make custom colors with precision, speed and simplicity, thus eliminating the downtimes and the loss of sales. This will be done through the usage of hardware devices such as spectrophotometers and colorimeters from the main manufacturers, with a consistent setup cost reduction if compared with the old softwares based on the usage of spectrophotometers.



Universal link to the tinting machines

No matter what types of machines are in use at your company: we have developed drivers to connect to all major brands. EuroFormulations is thought to be a true platform, an integrated interface to your entire fleet of color dispensers. In this way we simplify the system's integration: the set-up of the machines is simplified and the risk of errors is neutralized.



Statistics on color dispensing and customers

EuroFormulations4 gives the possibility to see complete statistics regarding the usage of colorants and bases and regarding what kind of shades are mainly reproduced. The software allows you to manage a database of the customers and to relate them with the informations regarding the dosing activities, price lists, custom formulas.



COLORING PASTES

Concentrated pigment dispersions
for POS and in-plant

Colouring pastes for architectural coatings, that is concentrated pigment dispersions for each solution. This is what EuroColori has produced for over 35 years, integrating it with one of the most cutting-edge expertise on formulation, colorimetry and tinting solutions.

Because the hard part of the job is to make the pigment permanently soluble in your company's products.

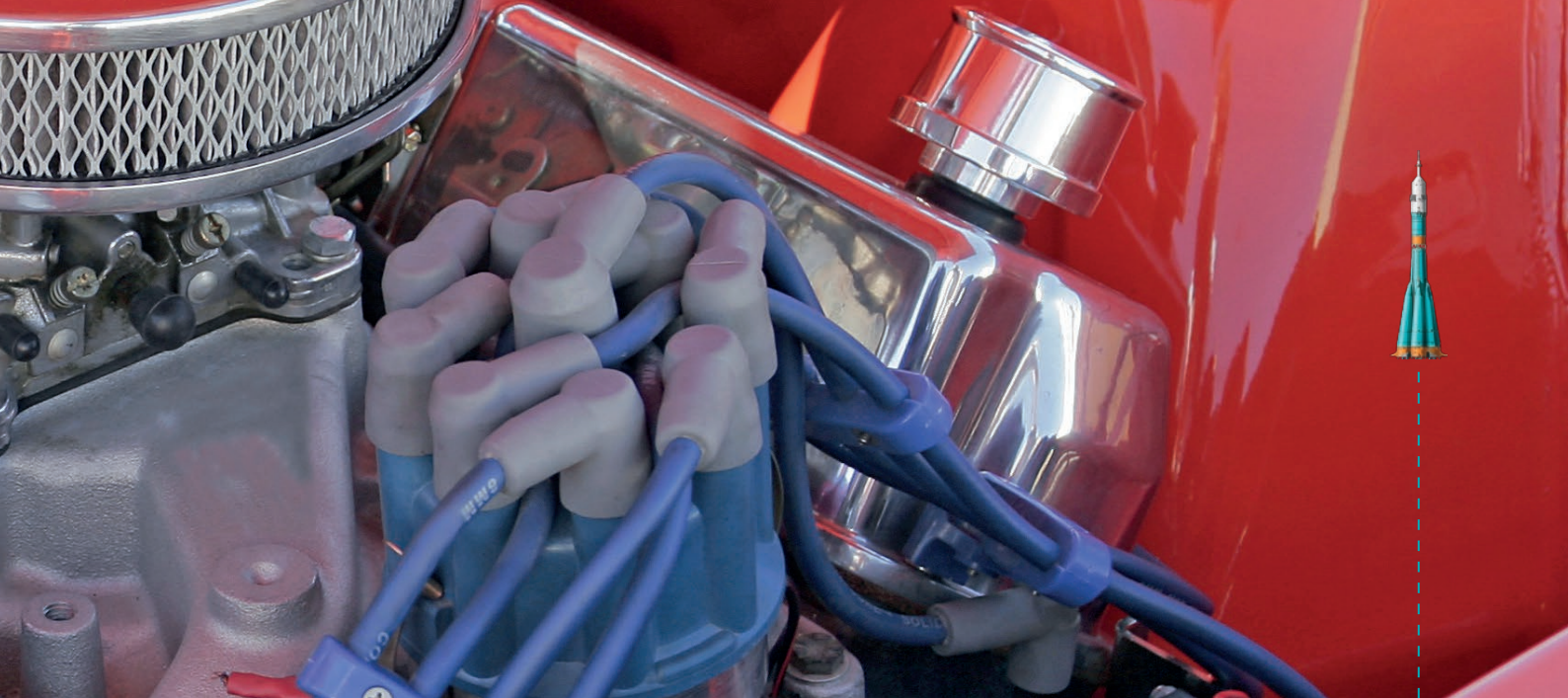
Compatibility e stability

Are the two most important peculiarities for a colouring past. EuroColori guarantees them with

higher than market average quality standards by using patented wetting and dispersing additives of its own formulation. Technologically advanced polymers that allow EuroColori's families of colourants Novomix, Cromshade and Unishade to adapt to every customer's product, with null flocculation and top level stability in storage.

Performance

Due to the superior colouring capacity obtained from the pigments through the expertise in wetting and dispresing and the firm internal quality standards,



Novomix, Cromshade and Unishade are synonymous of high performance. Tests demonstrate it: hiding power and tinting strength values are at higher levels with every type of base, even in extreme conditions.

Long life

Your customers evaluate your company basing themselves on its products' capacity to maintain, once applied to the buildings, their characteristics unaltered for the longest possible time. With Novomix, Cromshade and Unishade you are guaranteed with an accurate selection of the best raw materials present on the market - especially for colors for external use, allowing you to give your customers excellent long term results.

More effectiveness, less costs

Talking about the cost of the colouring paste or about the formula's cost is reductive and misleading, for it does not allow to concentrate on the formula cost, the true element to define and evaluate.

To the final formula cost concur a summon of factors (colourant pastes set, colour formulas rules, interaction with machines, consumes trend over time etc.) that, if managed with EuroColori's method, can produce a marked contraction of formula cost itself. EuroColori thinks of the project as a whole in which performance and costs reduction, which are strictly merged, must be optimized to deliver the best solution possible.



COLOR MARKETING

Every tinting system must have a strong identity on the market in order to empower your brand identity

Fandeck

For the companies who are looking for a new color card or for a renewal of an existing one, EuroColori offers all the proper tools. The aim is to develop a set of shades selecting the colors which are most popular and most suitable for the products of the customer.

The new Butterfly fandeck is the ultimate expressions of the whole colorimetric experience of EuroColori. 1111 shades (available also in the selection for the interiors - 569 shades - and for the exteriors - 542 shades) selected

in the color sphere to satisfy the market requests for architectural colors, realized with the colorants of EuroColori for the maximum reproduceability possible.

Private label

In a POS tinting system the brand identity of the customer is not only a matter of strategic marketing placement, but also a safeguard of the investment. For this reason EuroColori offers the possibility of private label production. The final products will be customized basing on the customer's corporate image.



COLOR MARKETING



MyTint



EuroFormulations



NovomixAqua



NovomixUni



ChromShade



UniShade



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