

 **RUST-OLEUM**[®]
EUROPE



Rust-Oleum® Europe is a collection of some of the best known specialist paint brands in the world.

At Rust-Oleum® Europe we produce the largest selection of performance coatings on the continent and make them available from one source. Our products are sold only through our network of over 10,000 distribution, wholesale and retail partners.

Sustainability is key to our business. We continually work to lessen the environmental effect of our activities by delivering high quality products that impact positively on our customers and the planet. We have brought to the market many sector-leading innovations that reduce the use of natural resources.

Our businesses are focussed on two main user segments – Professional and Home Owners.

Professional

Our brands provide solutions to virtually every coating challenge, from metalwork protection to covering smoke damage. Our network of sales engineers and technical advisors works alongside our distribution partners to ensure that users have the right products for even the most demanding conditions.

Home Owners

Our mission is to inspire and empower. Unleashing customer creativity around the house, our products turn everyday objects into works of art! Examples? Furniture paint transforming old to vintage. Spray paint adding colour to virtually anything. And hundreds of other products providing endless possibilities!

- Offices in UK, FR, BE, NL, IT, DE
- Manufacturing sites in United Kingdom, Belgium, Holland & Germany
- Over 10.000 retail points and distributors
- Part of RPM International

The Value of 168[®]

168 refers to the number of hours in a week, but more than that, it exemplifies our commitment to ethical business conduct and always using the gifts of life and the limited time we have to do the right things, the right way, for the right reasons.

Our culture focuses on transparency, trust and respect.

This philosophy is embodied in the company's Code of Conduct, The Values & Expectations of 168.

An **RPM** Company



RPM's Operating Groups

CONSTRUCTION PRODUCTS GROUP



CONSUMER GROUP



PERFORMANCE COATINGS GROUP



SPECIALTY PRODUCTS GROUP





World class protective coatings and maintenance products for the most demanding applications



Industrial paints & coatings

In Europe since 1959, Rust-Oleum® Industrial is all about protection and problem solving. Our products enable professional users to work rapidly, efficiently and effectively by reducing the time needed for preparation and application, and by delivering exceptional, lasting performance.

Our solutions vary from protective coatings for metal, floors, walls and roofs, to easy-to-use products for daily maintenance and repair. They range from professional quality aerosols for small touch-ups to heavy-duty coating systems for large-scale renovations – we cover all areas.

Typical users include industrial painters, metal workers, MRO professionals, and building contractors. We provide a comprehensive range of supporting materials and services. These include extensive technical documentation, free on-site technical support and bespoke specification writing, warranties, local colour tinting and hands-on product training. Through our pan-European network of paint distributors and industrial/building goods distributors we ensure all our customers receive the highest level of local service.

RUST-OLEUM®
INDUSTRIAL



Quality paints for exterior and interior protection and decoration, since 1845



Decorative paints & coatings

Mathys® is one of Europe's foremost professional trade paint brands, with a comprehensive collection of high-performance paints and coatings for the protection, renovation and decoration of walls, ceilings, roofs and floors.

At the forefront of paint technology, Mathys® provides the very best in product quality and performance. Working hand in hand with customers and R&D teams throughout Europe ensures that all products meet the needs of professional decorators and specifiers. The wide and varied product range offers a one-stop shop, with everything from waterproofing coatings to decorative custom-tinted finishes, with solutions for every indoor and outdoor surface.

Advisors can give guidance on any project, from priming to finishing touches. So professional decorators can rest assured Mathys® is with them every step of the way.

Mathys® is committed to manufacturing sustainable products, always making sure the environment is a key consideration throughout any process, from manufacture to end use.

Innovation, quality and
problem solving, since 1849



Specialist primers & coatings

Founded in 1849, the Zinsser® brand has become synonymous with high performance, problem-solving primers and specialist paints. It has earned the respect of professional painters and decorators the world over by helping them overcome even the most arduous painting problems.

Zinsser® remains true to the traditions of innovation and quality established by founder William Zinsser, and continues to develop problem-solving products that people can depend on.

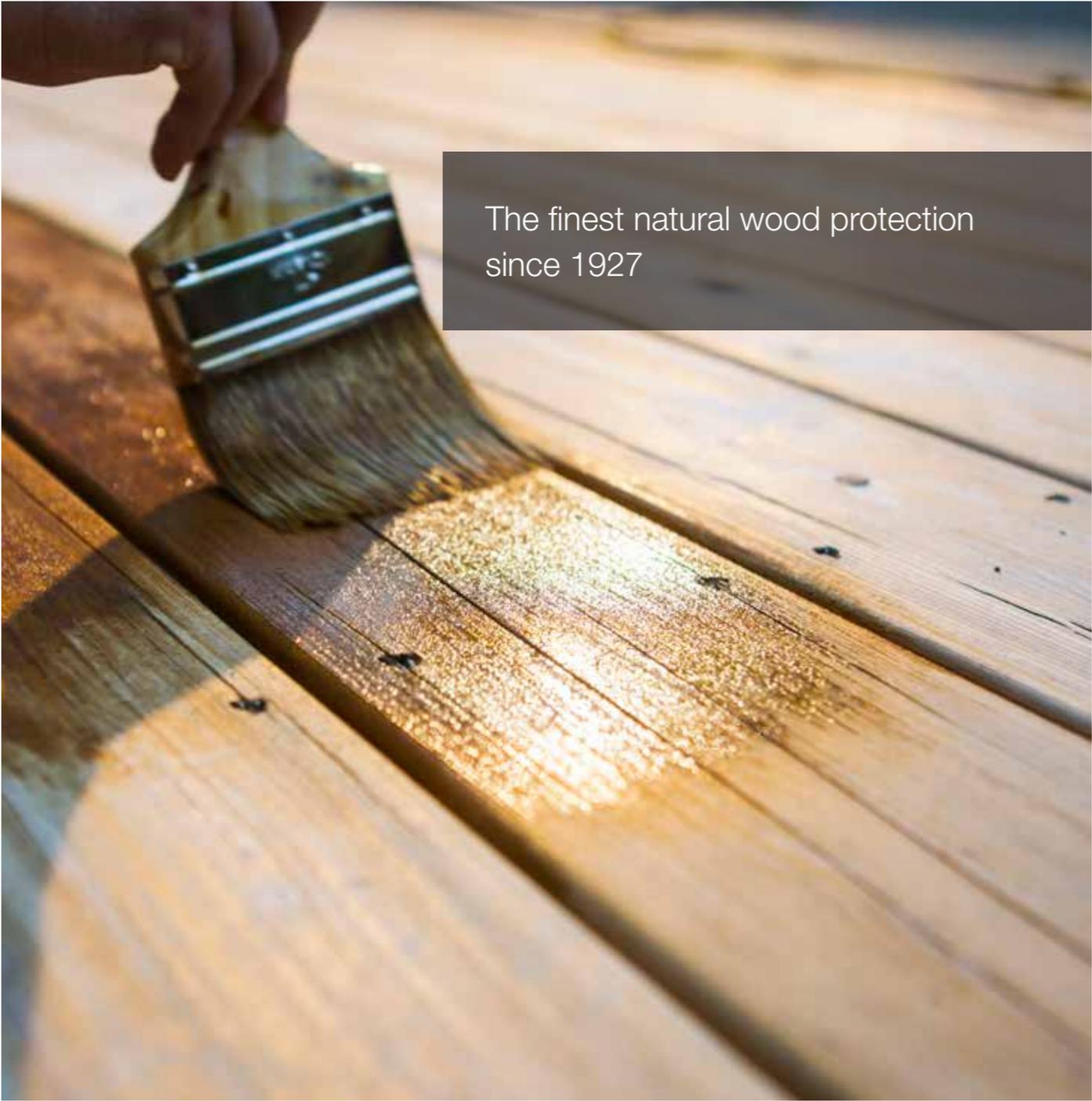
Zinsser® has been responsible for many industry firsts: B-I-N®, the first shellac-based primer-sealer, Bulls Eye® 1-2-3 - the first water-based universal primer, DIF® - the first commercial solution for wallcovering removal; Perma-White® - the first mould and mildew-proof paint and AllCoat Exterior®, a water-based all-surface primer and finish – delivering performance previously only seen in solvent-based paints. This reflects an ongoing commitment to quality, innovation and sustainability.

ZINSSER
QUALITY SINCE 1849

WHATEVER THE PAINT PROBLEM, PUT ZINSSER ON IT.

“Zinsser has been tackling paint problems since 1849,
living by the principles of innovation, quality, and problem solving.
Whatever the problem, we’ve got the product.”





The finest natural wood protection
since 1927

Premium wood oils

Timberex® offers a complete range of innovative, high-quality wood finishing oils for the protection and decoration of wooden floors, stairs, decking and furniture. The brand enjoys the largest market share in Scandinavia and is growing rapidly throughout Europe, Asia and the US.

Typical customers are parquet manufacturers, professional installers of wood flooring, wood oil distributors, specialist retail outlets, and DIY stores. Our products help users save time and money, offering surface protection with minimum maintenance cost. Key reference projects include airports (London Heathrow), hotels, banks, embassies, restaurants and many more.



What makes Timberex® products unique in the market? Their high solids, high quality, rapid curing, high coverage, and EN71-3 certification (safe for food and toys). They are also safe to use, low in VOC and made from renewable, environmentally friendly ingredients. It's no wonder that Timberex® had been the product of choice for many customers since 1927. Continual innovation will ensure the product range stays at the forefront of market trends.

TIMBEREX
WOOD FINISHING OIL



The best products for professional cleaning & protection



Professional cleaning & protection

Since 1985 our Prochemko® brand has offered a full range of products and services for the professional cleaning, maintenance and protection of buildings and infrastructure (hydrophobic façade protection, graffiti protection, etc.). We provide off-the-shelf products as well as custom solutions for many market sectors, such as private housing, commercial buildings, industry, road and water infrastructure, and heavy transport.

Along with high-quality products, expert knowledge about surface contamination and cleaning techniques is equally important for delivering long-lasting results. Accordingly, our technical advisors support our distributors – as well as specifiers, property managers and contractors – through a wide array of services.

These include inspections and assessments, setting up test areas, providing warranties and written specifications, and conducting interim checks – anything to help our customers. Distributors of janitorial supplies, paint, building materials and industrial supplies are our partners in the market, ensuring product availability for local contractors.

PROCHEMKO

A decorative paint brand with
a mission of inspiring consumers
to MAKE IT YOURS™



Consumer brush & spray paints

The Rust-Oleum® range of brush and spray paints gives users the power to transform and personalise everyday objects around the home and garden. Presented in beautiful, inspiring packaging, there's a Rust-Oleum® product for every project.

Rust-Oleum® paints unlock a world of creative possibilities, offering ease of use and beautiful, lasting results. The extensive range of colours and special effects can be applied to anything from a small craft project to a complete kitchen makeover.

Painter's Touch® is our flagship multi-purpose, multi-surface paint, and comes in a wide selection of colours and finishes. Universal® is the world's first and only all-surface paint-and-primer-in-one, and is available in brush and spray formats. Other products include our hugely popular Chalky Finish Furniture Paint, and a comprehensive assortment of craft, toy safe and functional paints. In fact, Rust-Oleum® offers the widest selection of paints for the home user in Europe.

• TRUSTED QUALITY SINCE 1921 •
RUST-OLEUM®



Always there to support you



Paints & decorative plasters

With more than 45 years in the trade, SPS has built a reputation among professionals as a reliable brand for decorative plasters, pre-treatment products, primers, top coats and wall paints. The range of products is characterised by convenience in use and excellent value for money. This has attracted a large and loyal customer base.

SPS meets the requirements of professional users through modern product technologies and demanding quality control procedures, guaranteeing constant product quality.





Efficient, durable and easy to apply decorative paints and plasters



Professional wall paints & spray plasters

For the professional plasterer and spack sprayer, HOEKA decorative products stand for easy and fast application, the right price-quality ratio, and great results in any project. For over 45 years HOEKA has offered a complete product assortment. This includes functional and isolating primers, fillers and finishing plasters; decorative paints and plasters; and a range of spack spray plasters for interior walls and ceilings. HOEKA THERM is a special range of silicon-based paints and plasters providing a durable finish for exterior facades and thermal insulation systems.

HOEKA products are sold through plasterer stores and the building material trade. Typical products such as HOEKA Spack – used in construction and renovation projects – offer a fast and efficient decorative finish for interior walls and ceilings. And HOEKA Sprayplaster TP offers a rock-hard, extremely durable, impact resistant, decorative wall finish in almost any colour.

Offering a world of colours
and value for money

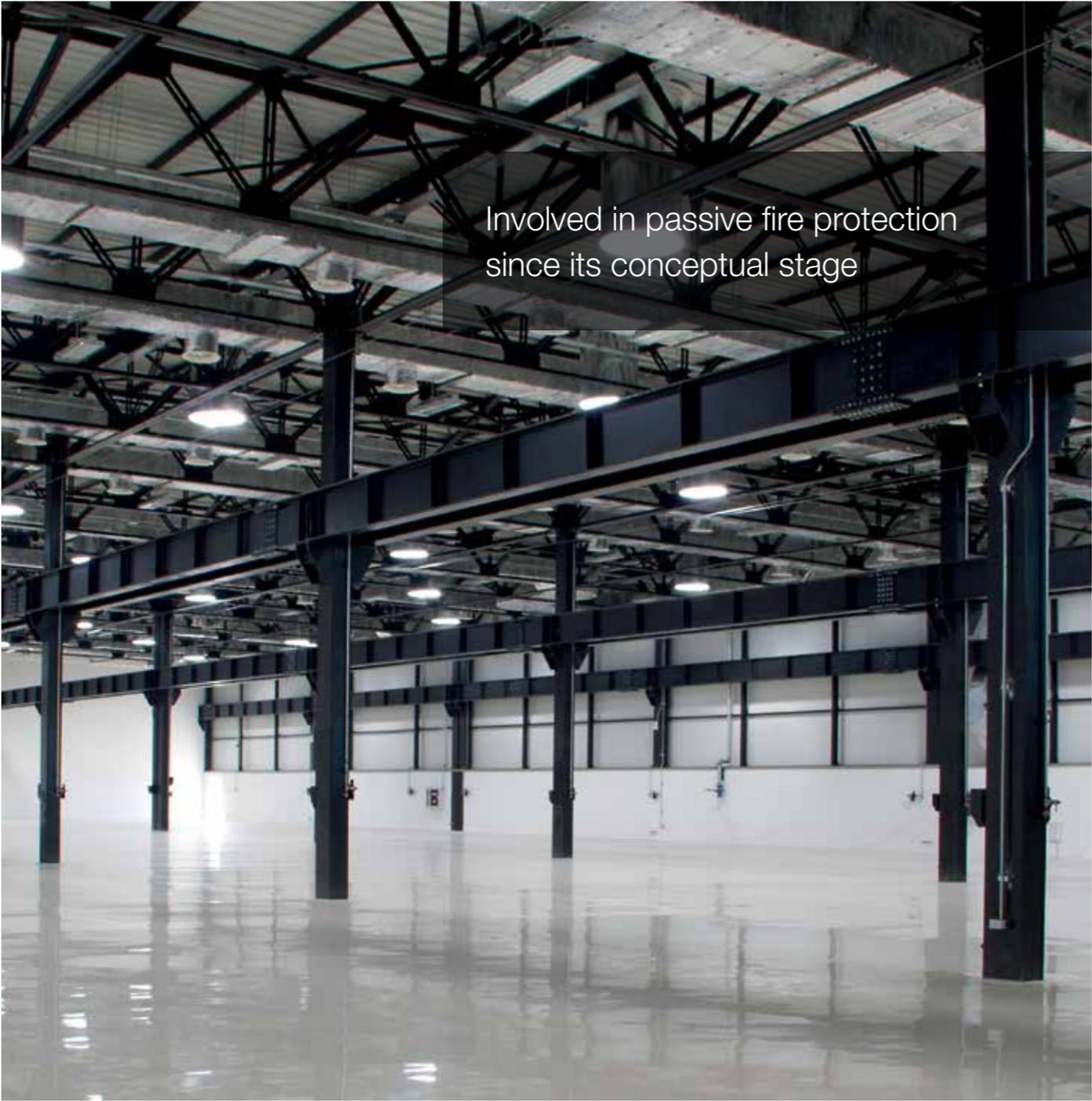


Best value for money paints

Finess is an extensive range of interior and exterior primers, paints and stains with excellent application properties – at a very attractive price. Choose from a broad selection of ready-mixed colours and finishes, or from more than 30,000 custom colours mixed on the tinting machine.

The Finess paint collection offers homeowners the best possible value for money, together with support and inspiration for almost any paint job. Products are sold exclusively at independent retailers across the Netherlands and Belgium. Finess is an ideal product for local hardware stores, DIY outlets and paint shops to sell as their own trusted house brand in the regional market.

FINESS



Involved in passive fire protection
since its conceptual stage



Specialist in fire protection

The Bollom brand has been associated with fire protection coatings technology since its conceptual stage in the early 1970s. Since then the range has grown into one of the most comprehensive on the market.

Bollom provides intumescent fire protective and decorative coatings for structural steelwork, timber and broad wall and trim areas. The products are sold through specialist paint retailers to professional painters and decorators and offer solutions that are not only easy to specify but also easy to apply.

Our flagship product, Brosteel Ultra 60 is a thin-film waterborne intumescent coating designed to provide 30- and 60-minutes

fire resistance on standard structural steel members in internal environments.

As well as a Technical Support and Specification service, Rust-Oleum also provides on-site support and Certificates of Conformance and Installation with every purchase, which are requested by the architect, main contractor, quantity surveyor or building control officer. Bollom products are manufactured in the U.K. and have been fully fire tested to BS476:Part 20/21:1987 and are ASFP approved.





A comprehensive collection
of primers, paints and varnishes
since 1894



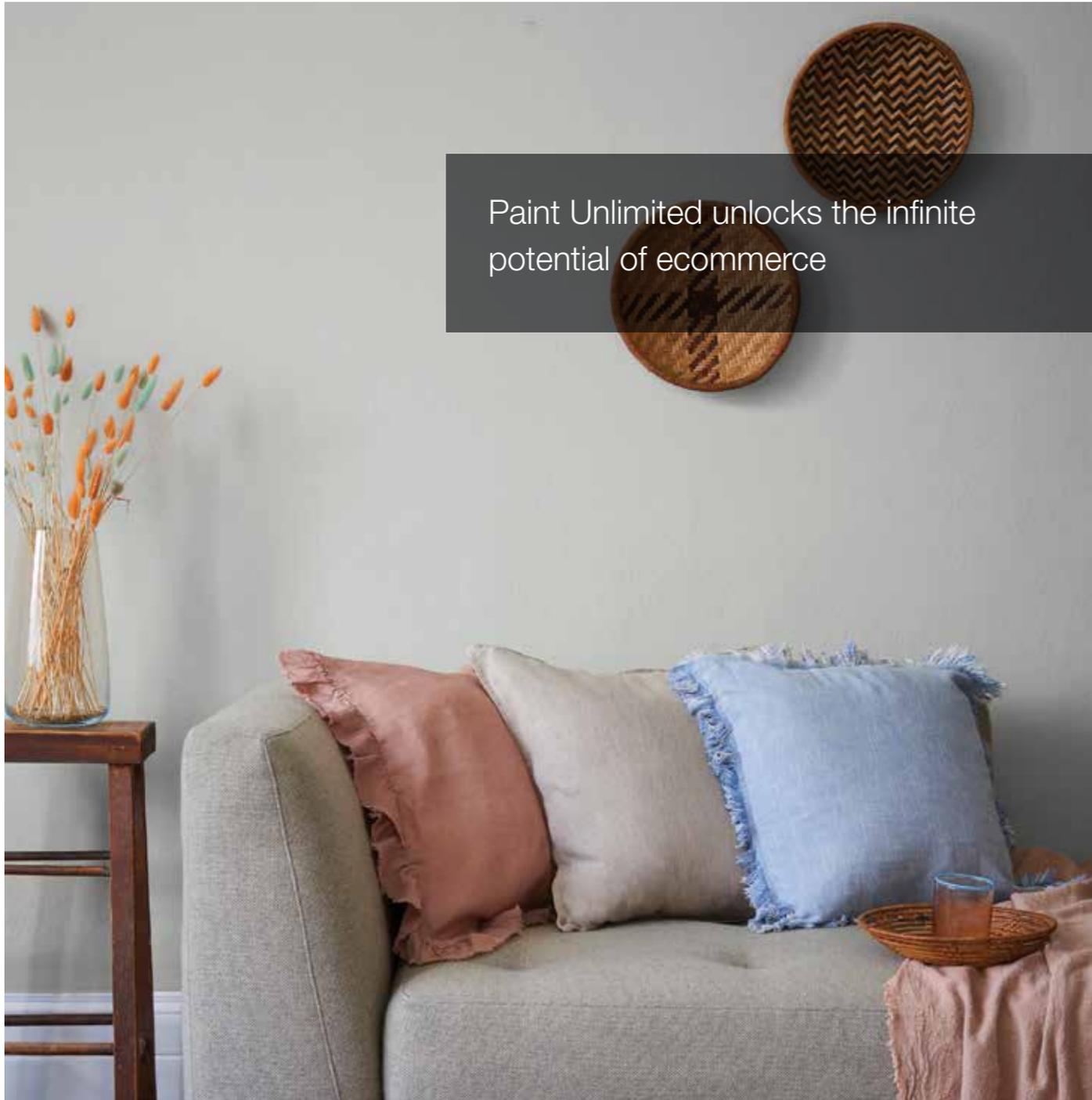
Specialist paints and varnishes

The Blackfriar brand has been making its mark on the paints and varnishes industry for almost 130 years. Family-owned for over 100 years, Blackfriar was built on a tradition of supplying high quality paints and woodcare products to independent paint merchants, who in turn sold to professional painters and DIY enthusiasts. It became part of the Rust-Oleum business in 2004.

The Blackfriar range has everything a painter needs from problem-solving preparation products through to high performance decorative and protective finishes. The brand is famed for its woodcare products, offering best-in-class

solutions for interior and exterior projects. The woodcare offer comprises stains, dyes, varnishes, and oils and is available in a wide range of colours and finishes.

The Blackfriar Professional line offers an excellent selection of refurbishment paints with a particular focus on floor coatings. The flooring range has everything from sealers through to top coats with performance options to suit every application from light through to heavy traffic in a selection of colours and finishes.



Paint Unlimited unlocks the infinite potential of ecommerce



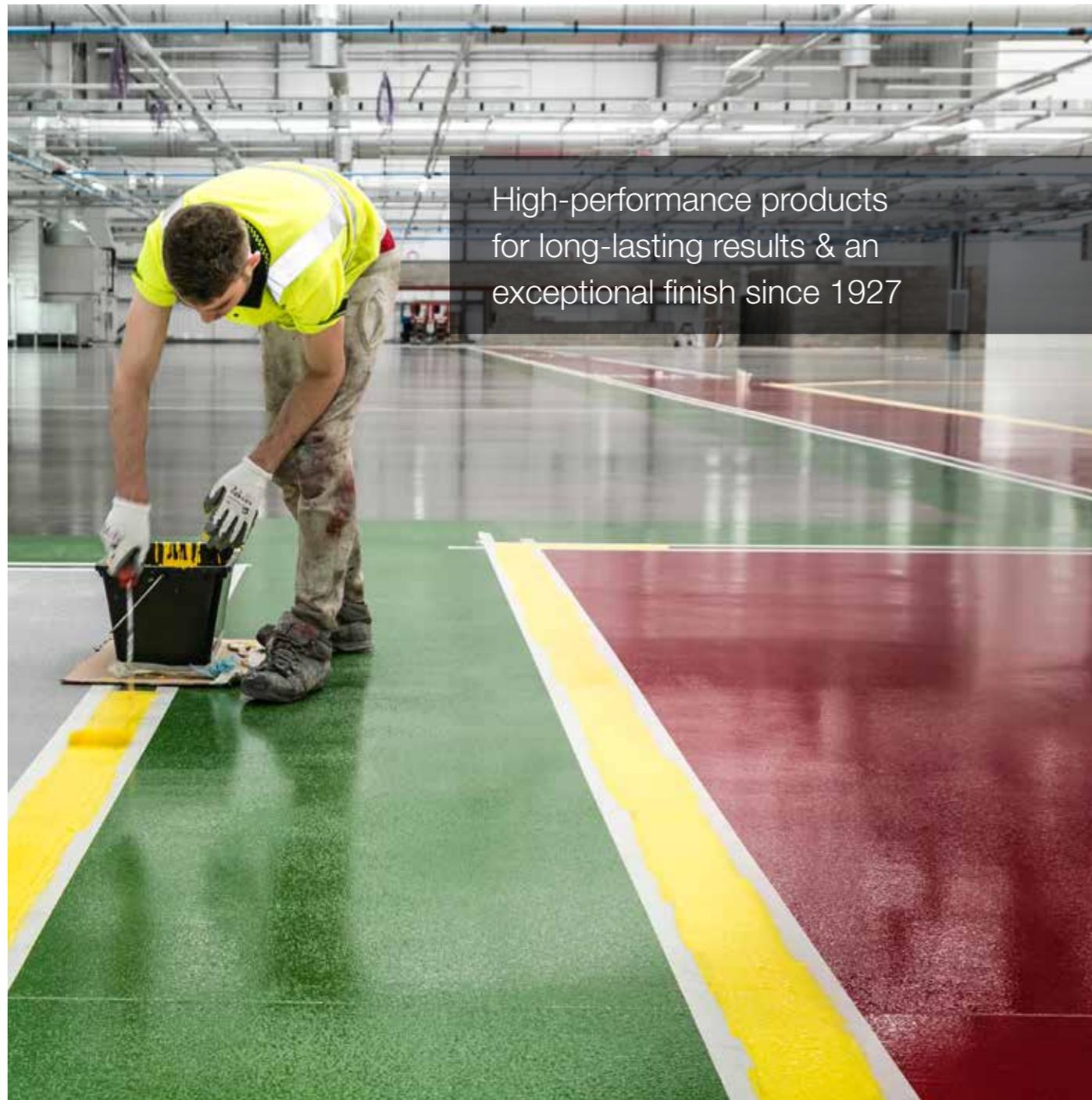
Ecommerce - the infinite paint aisle

Paint buying habits continue to change, and in a digital world with more people than ever before buying paint online, we recognise that taking advantage of infinite digital space is central to future success. Paint Unlimited uses our cutting-edge technology, innovation and marketing techniques to maximise ecommerce opportunities for our customers.

Limited and at a premium, space in store is overshadowed by the infinite availability of the 'online aisle'. Without physical limits, online space allows us to bring more choice to consumers' minds – all from the comfort of their home, workplace or via the convenience of their mobile phone.

With Paint Unlimited, our customers can rapidly launch our newest products online immediately, including extended lines of our best-selling paints and additional in-demand products that simply won't fit in store. And they never need to worry about shipping, packaging, or holding stock as we pick, pack and ship personalised orders for your customers every single day. We even take care of the marketing too!

• TRUSTED QUALITY SINCE 1921 •
RUST-OLEUM®



High-performance products for long-lasting results & an exceptional finish since 1927



Industrial DIY floor coatings & repair products

Established in 1927, Watco is the leading manufacturer and direct supplier of high-performance, industrial DIY floor paints, coatings and repair products in Europe.

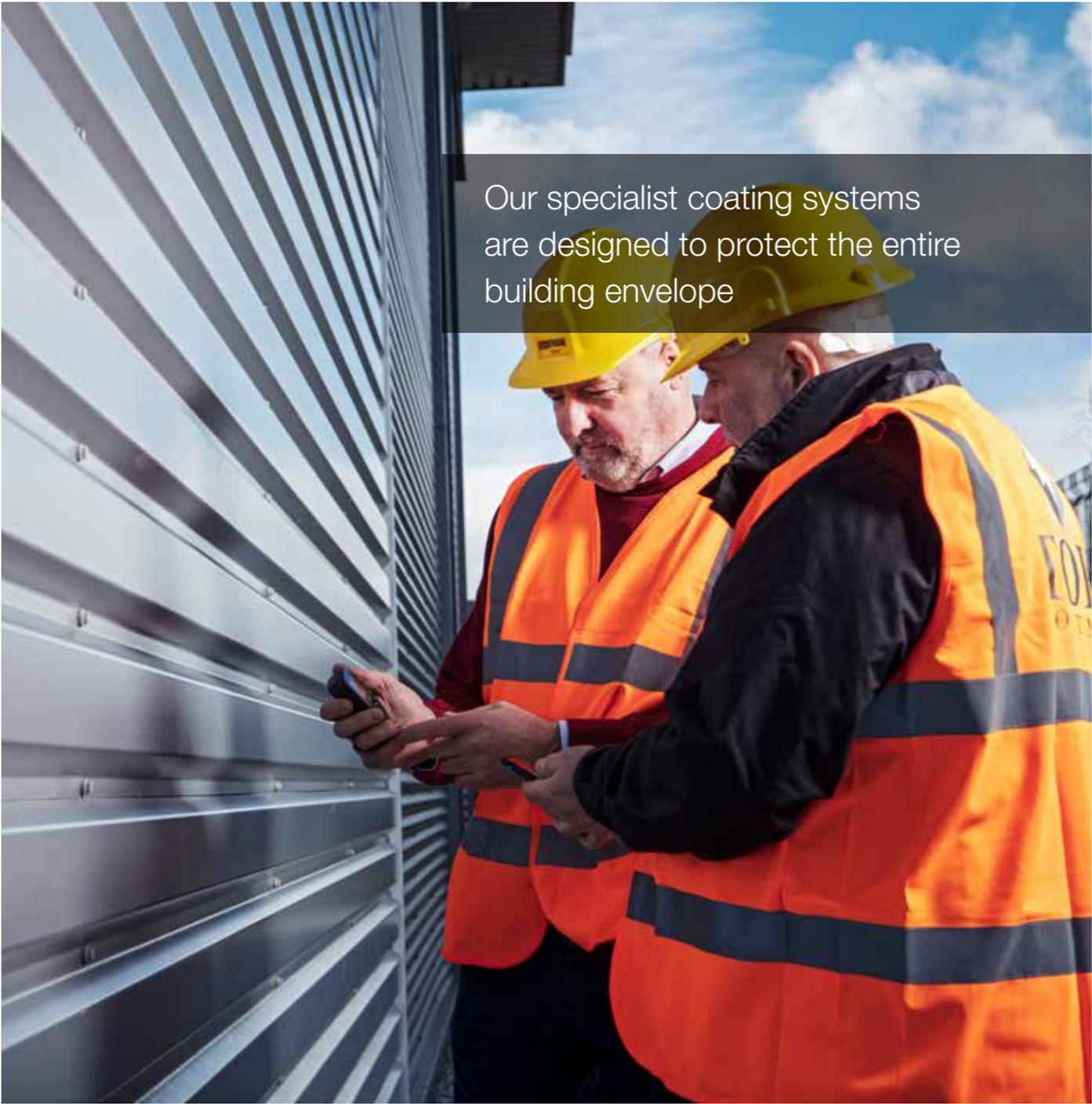
We've been offering expert know-how for floors for over 90 years and our range of solutions tackle almost every flooring problem for a range of industries and sectors. Our unique formulations mean that even first-time users or non-experts get a reliable, professional result that looks great and stays that way through years of hard-wearing service.

From cleaning and preparation to routine maintenance; from repair and resurfacing to painting, anti-slip and safety solutions, we have the right product for every job.

Developed with the end user in mind, all Watco products are easy to use, consistently reliable and are backed-up by unrivalled knowledge and service. Our team of experts provide our customers with advice and support every step of the way – before, during and after application.

Recognised for quality, strength and durability, if it's by Watco, it's been engineered for superior performance and an exceptional finish, every time.

watco[®]



Our specialist coating systems are designed to protect the entire building envelope



Specialist protective coatings

Tor Coatings is a pioneer and specialist in the field of protective coatings for buildings. The Tor range is designed to protect not just buildings but also their occupants.

Our Torrex fire-retardant coating systems hold back the spread of flames in a fire, limiting damage to buildings and giving residents the time to evacuate safely. They help building owners meet the requirements of the Regulatory Reform (Fire Safety) Order 2005 and Approved Document B.

Our Elastaseal Z roof waterproofing coating system provides long-lasting protection to roofs that are weathered, worn or damaged. With a seamless, joint-free barrier that allows water to run away freely, this zero-odour solution can be applied with little-to-no disruption to the operation of the building.

Elastadeck is a low-odour, 2 coat balcony and walkway refurbishment system. It provides a waterproof finish that is durable and slip-resistant for the safety of the user. It ranks as the fastest-applied balcony coating system available.

Unicover is our flagship cladding coating system designed to protect and facelift building exteriors. It is compatible with all types of weathered cladding and can be tinted to match any NCS, RAL and BS4800 colour.



It's the passion, it's the people,
it's the paint!



Chalk & mineral paint at its best

Founded in 2014 on a kitchen table in Surrey, England, Frenchic has taken the chalk paint world by storm, growing rapidly from humble beginnings to a presence on 4 continents. Underpinning the Frenchic phenomenon is a network of dedicated stockists and distributors as well as a passionate, tightknit head office and warehouse team, all working together as a family.

The company's encouraging, positive, helpful and often lighthearted approach to life and social media presence has drawn a huge, enthusiastic and loyal fanbase of homeowners, upcyclers, interior designers and decorators alike.

The high-performing product range covers the whole home, from walls and trims to fixtures and furniture - offering traditional, modern and innovative chalk paints for both interior and exterior use. In addition,

there are top coats, waxes, decorative finishes and associated accessories. Sales are via official stockists who are always small, independent retailers, and also direct to consumer.

In 2020 Frenchic was delighted and excited to become the first chalk paint company to win the highly sought-after Queen's Award for Enterprise: Innovation, since when more awards have come rolling in. Always forward looking and energetic, the Frenchic family has come a long way together but there is so much more to come!





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