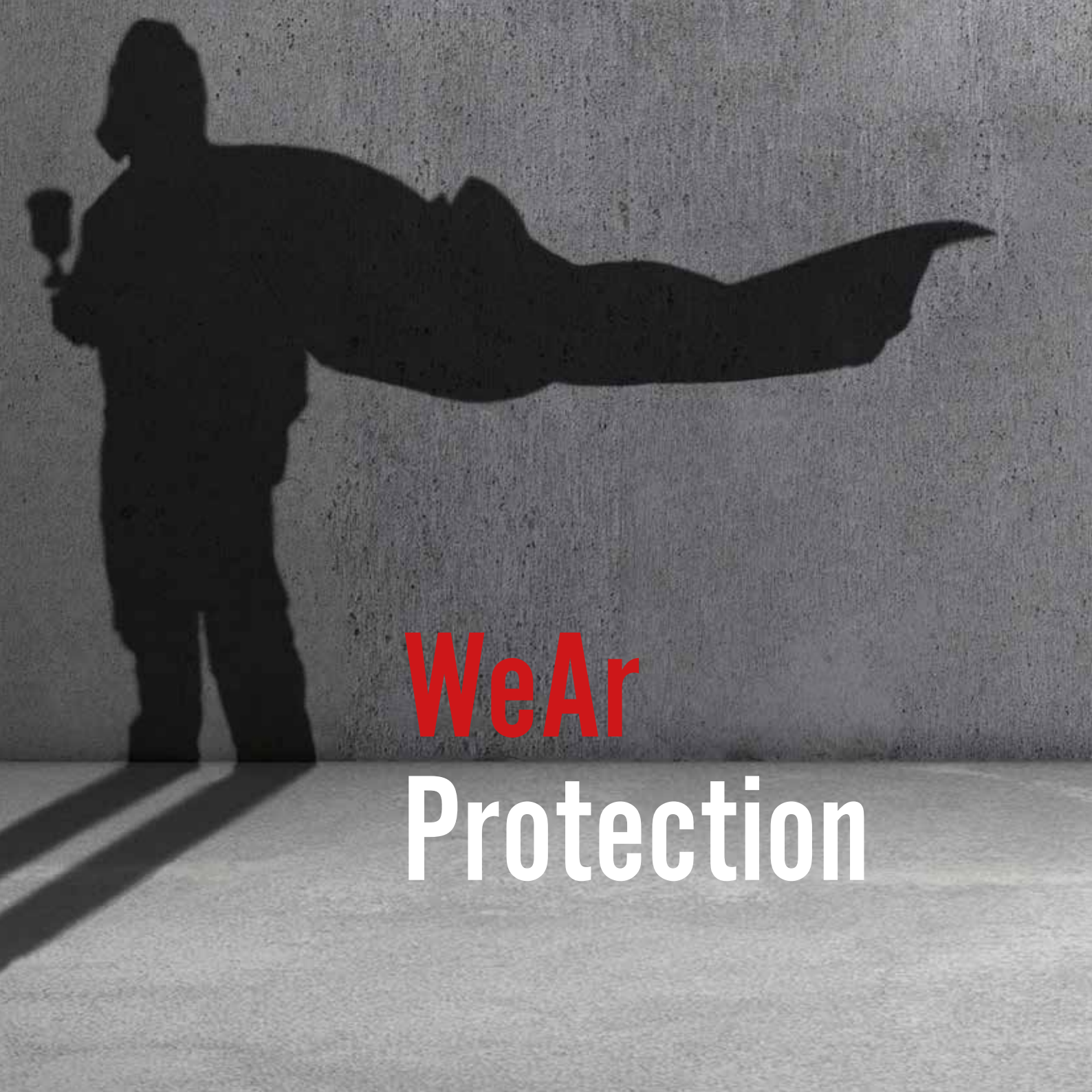


BRAND PROFILE



FRANCHI & KIM





WeAr

Protection

01

Intro

WeAr Protection

We protect your goods

WeAr protection - *Much more than a slogan*

A play on words and sounds that, however, contains more **meanings and messages** to communicate to people who use or intend to use Franchi&Kim products.

Through this slogan we want to explore at 360° the concepts of **“Wear and Protect”**, in every nuance and meaning, combining them and creating a perfect mix of the values that concern us, that we feel are ours and that we offer to the market guaranteeing **a plus and a quid** in the user’s experience when using our coatings.

WeAr protection - *Long-lasting protection*

Intended as **giving to surfaces long-lasting protection** over time, without giving up excellent aesthetic finish. How many times, in fact, in our sector we have to face a choice? How many times we have made one aspect prevail to the detriment of another? Aesthetics versus Performance, an ancient battle with only one winner, or one or the other.

Not anymore!

WeAr Protection as a Guarantee Protection combined with aesthetic finish

WeAr protection - *WeAr protection*

Intended as **a tailor-made dress to suit your needs**, the result of tailor-made formulations and research & development activities. A superficial veil, a second skin to offer protection from the most challenging pitfalls. A protective cloak that symbolically positions itself on the user’s shoulders, as a metaphor for a superhero, with the aim of ensuring the effective performance of the product that the user will apply.

WeAr Protection as Protective Clothing for the surfaces

WeAr protection - *We are the Protection*

Understood as We Are protection, **“We are the Protection”**. We are the ideal partner to protect and embellish your assets through our coatings. A protection that, somewhat like a heroic and reassuring shadow, is projected against a back wall with the aim of guaranteeing presence while keeping it in the background and not intervening in a self-referential and egocentric way. A shadow in the background that aims to ensure a safe harbour in which to dock when it is necessary to face the daily dynamics of the world of colour.

WeAre Protection as a Protective Partner in the background of the Customer Experience



01

Intro

Your Best Dress

What do you recommend we wear tonight?

"Hi, what do you recommend we wear tonight?"

"Well, we have to look good. It's a gala night.

Dress well and above all wear something that can make you feel comfortable"

How many times do we overlook the aesthetic part? How many times do we wear clothes that have nothing to do with our way of being? How many times do we use garments that last only a wash?

Reducing the issue to a conformist approach can be superficial. The external aspect is not the most important or even the most authentic, but it gives us **strength and self-confidence**. **Feeling good about ourselves**, with our own personality thanks to the comfort of what we wear, makes us feel invincible.

And what about the satisfaction when we tell friends that we have been wearing a pair of jeans or a pair of shoes for years without wearing them out?

In the industrial and construction sector, **the last coat** applied on the surface or the paint applied on the walls of the house are too often **confined to the last place**. In reality, it is what **represents and identifies us** making our product more performing, glossy and resistant to the daily deterioration. The paint that covers the walls of the houses is what makes our home more vibrant and welcoming, more ours.

The last coat cannot be the last stage.

Why missing this opportunity? **Why** investing only in late generation furniture without surrounding it with quality final coats? **Why** investing days, months, and years in research, development and automation and then ending the cycle with poor performance coatings which are not pleasant to the eye?

Technically resistant and aesthetically valuable **surfaces**. **Coating systems** as tailored suits to make us feel free.

Why not standing out from the competitors? Why not making yourself recognizable?

Why not giving colour to anonymity?

It takes little, just go beyond the clichés.

Just wear the best dress!

*"Wear something iridescent, recognizable,
that can fit you perfectly and above all that is of high quality.
I'll pick you up at 8.45 pm. See you tonight."*

A black and white photograph of an industrial facility, likely a paint manufacturing plant. Large, complex piping systems are visible, with workers in the background. The image is overlaid with a semi-transparent red rectangle that serves as a background for the text.

01

Intro

Time Line

Paints and colors since 1942

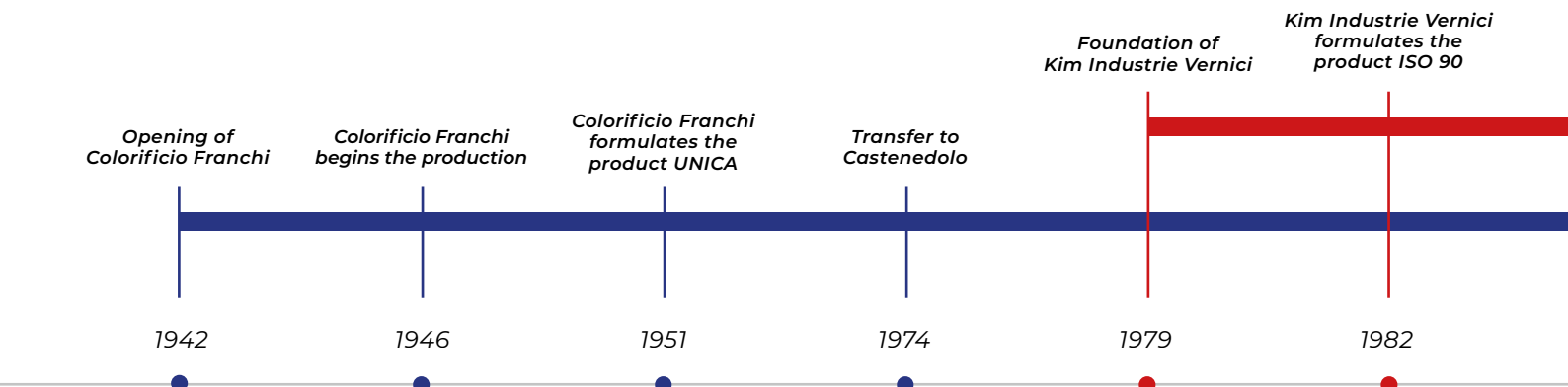
Although established in 1997, Franchi&Kim proudly boasts much deeper roots. In the period of the Second World War, the “**Colorificio Franchi**” was founded in Brescia and shortly conquered the local market of the decorative sector, thus becoming the reference company in the area.

A few years later, in 1979, in Maclodio (BS), the Company “**Kim Industrie Vernici**”, specialized in the field of paints for industry, was founded.

In 1997, the two companies merged founding the Company **FRANCHI&KIM Industrie Vernici S.p.A.**

In 2020, Franchi&Kim and Damiani Industrial Paints merged by incorporation changing the name of the company to **Estalia Performance Coatings**.

The new group, with the same Italian shareholding structure as in the past, aims to privilege and strengthen the Holding's commercial brands, including Franchi&Kim.



1942

Opening of the store **Colorificio Franchi** in the centre of Brescia for the commercialization of products dedicated to the building sector. The shop becomes a point of reference for the professional painters and applicators in the city.

1946

Thanks to the purchase of late generation machinery, Franchi Vernici began to specialise **in its own production**, thus expanding the range of products to sell in its own shop.

1951

Following the demand for increasingly high-performance products, Colorificio Franchi formulates the product **Unica**, the breathable latex paint that will become the flagship product for the professional users of the time, continuing to be used nowadays.

1974

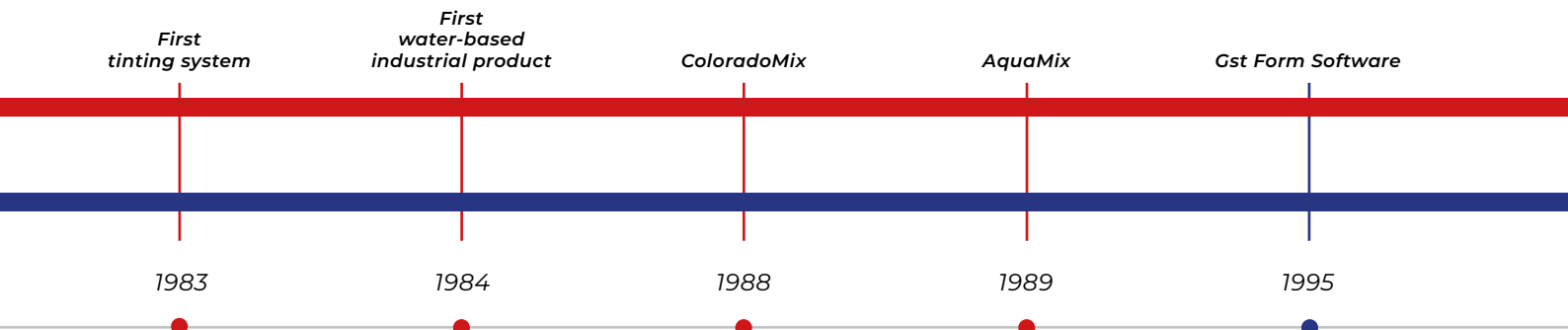
Due to the growing production and commercial expansion, the paint factory needs to expand its production site. For this reason, the **factory moves to Castenedolo**, on the outskirts of Brescia.

1979

Kim Industrie Vernici was founded in Maclodio, in the province of Brescia, specialising in the production and marketing of coating products for the industrial sector.

1982

The need for increasingly high-performance and long-lasting products was also born in the world of industrial paints. For this reason, Kim Industrie Vernici studies, develops and markets **ISO 90 the polyurethane enamel**, that nowadays is still one of the **best-selling Franchi&Kim products**.



1983

After several and in-depth studies of the Tinting Research&Development laboratory, the **first tinting system**, a true **precursor of the modern systems**, is developed internally.

1984

Thanks to the studies of the Research&Development Laboratory, the first **water-based industrial products** are formulated and marketed. It is an important step towards the raising awareness with a view to **greater environmental protection**.

1988

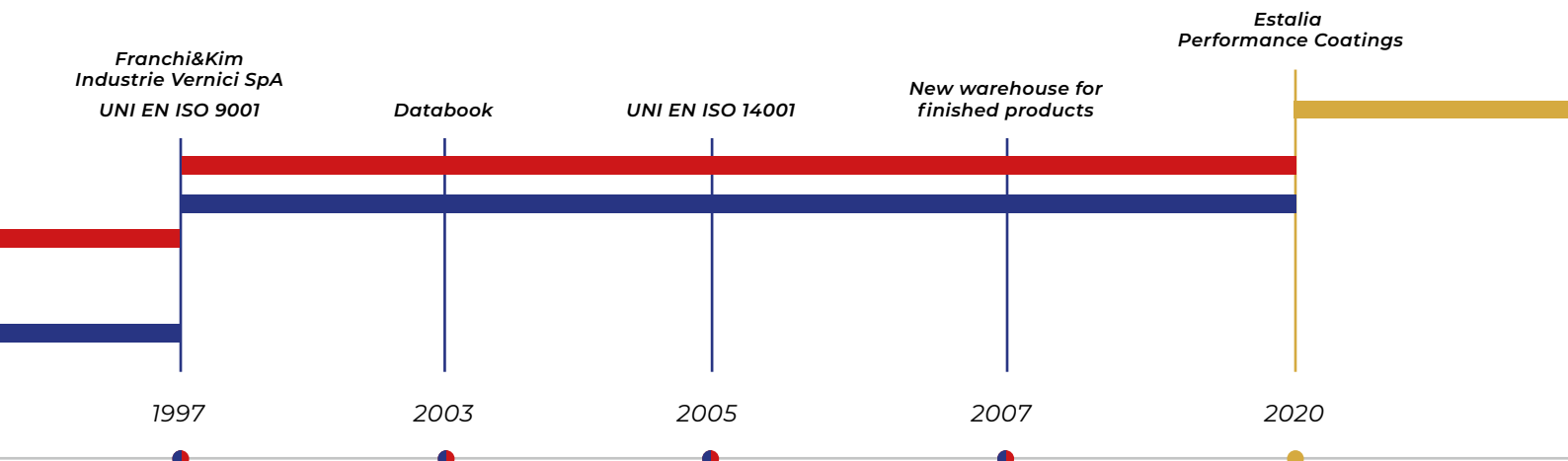
Birth of **ColoradoMix** the first **tinting system for industry**, after some pilot productions in the factory. It was a **revolutionary system** that allowed to go beyond the concept of dedicated batches and of “ready-made” shades limited in number.

1989

Birth of **AquaMix** the first **tinting system**, in line with the market needs and ecological regulations. The proposal was innovative because offered low VOC products, **compatible** with all **water-based products** in use in the **decorative** and **industrial sectors**.

1995

GstForm is born, the **1st software for managing tinting formulations**. It is a “primordial” library database in which all the **formulations** used to colour the products are **contained** and **stored**.



1997

Franchi Vernici and Kim Industrie Vernici, 2 of the most **important paint producers** of Brescia, **merge** creating **Franchi&Kim Industrie Vernici SpA**. Entry into force of the **UNI EN ISO 9001 quality management system**. Although not mandatory, Franchi&Kim is **among the first Italian companies** to acquire this important certification.

2003

Development of **Databook** the new version of the **tinting software** thanks to the simultaneous development of operating systems. The software allowed the **management of formulas, labels and technical and safety data sheets**.

2005

Entry into force of the **UNI EN ISO 14001** environmental management system. As happened for the standard **UNI EN ISO 9001**, Franchi&Kim decides to align the internal control procedures to those requested by the legislation.

2007

The **new warehouse** with more than **5,000 pallet places** is inaugurated and the sales offices are expanded.

2012

The **I.S.F. project -acronym of In Shop Factory** "the factory in the shop"- **is launched**, it is the **first modular production-tinting machine** that allows to create and color the products starting from empty cans.

2020

Merger by incorporation of **Franchi&Kim** with **Damiani Industrial Paints** and consequent modification of the company name in **Estalia Performance Coatings**.



01

Intro

The Tinting Group

Estalia Performance Coatings

THE BEGINNING OF A NEW ERA

The Estalia Performance Coatings group boasts the stories, **know-how and experiences** of several historic brands of different Italian paint producers, merged in the group, including **Franchi&Kim** and **Damiani**.

A history of commercial success and mergers that has led, year after year, to a **strengthening and consolidation** in the **market** of all the brands of the group with particular reference to the industrial sector.

THE 4 MAIN CLUSTERS



Industrial Coatings

With reference to DTM, 1K and 2K **water- and solvent-based coating products**, coating systems tested according to the 12944 regulation, certifications and solutions for all markets of the so-called General Industry.



Special Coatings

Products and tinting systems for the **spray can sector**, bases and **colorants for color cards** and color fans, products for flat and corrugated fibre cement sheets.



Architectural Coatings

Latex paints, enamels, quartz coatings and **special products for wall**, iron, wood and for all environments of the **civil and industrial architecture**. In addition, products for concrete flooring such as fixative primers, thin-film coatings and clear final coats.



Tinting Solutions

The tinting cluster is the flagship of the group with reference to **colorants, tinting systems, software** and professional color detection equipment, useful to provide tinting and colorimetric support to customers.



02

Skills

Fast, Reliable, Ethical

Why can you grow up with us?



**HOW
CAN WE BE
HELPFUL?**



Products



WIDE RANGE OF PRODUCTS

The **completeness of the various lines** of products combined with the reliability, to be understood as ease of use and consistent **quality**, allow to meet any painting need and to cover the different approaches and different application methodologies.



PERFORMANCE

All products of the Franchi&Kim range undergo **rigorous internal and external tests** in order to guarantee high performance, anti-corrosive resistance and aesthetic finishes over time.



RESPECT FOR THE ENVIRONMENT

The line of industrial water-based, **low Voc emissions** of coating products allows reducing environmental pollution and safety risks to the health of operators, while ensuring the **highest level of performance** and state-of-the-art tinting.



CUSTOMIZATION

Franchi&Kim **guarantees its customers customized changes to products** in compliance with **their needs**, both in terms of colouring and compatibility with the most widespread equipment on the market, thus being able to customize and align with the needs of the end users.

Tinting technology



TINTING SYSTEMS

ColoradoMix is the tinting system that gathers fine-milling, high concentrated, non-thixotropic, water- and solvent-based colorants that **guarantee perfect compatibility with all products in the range**.



COLOR SOFTWARE

It is the Franchi&Kim **tinting-management software** that allows making numerous ancillary functions such as customer's order, management of **technical and safety data sheets**, sales statistics and also price management.



RESEARCH&DEVELOPMENT

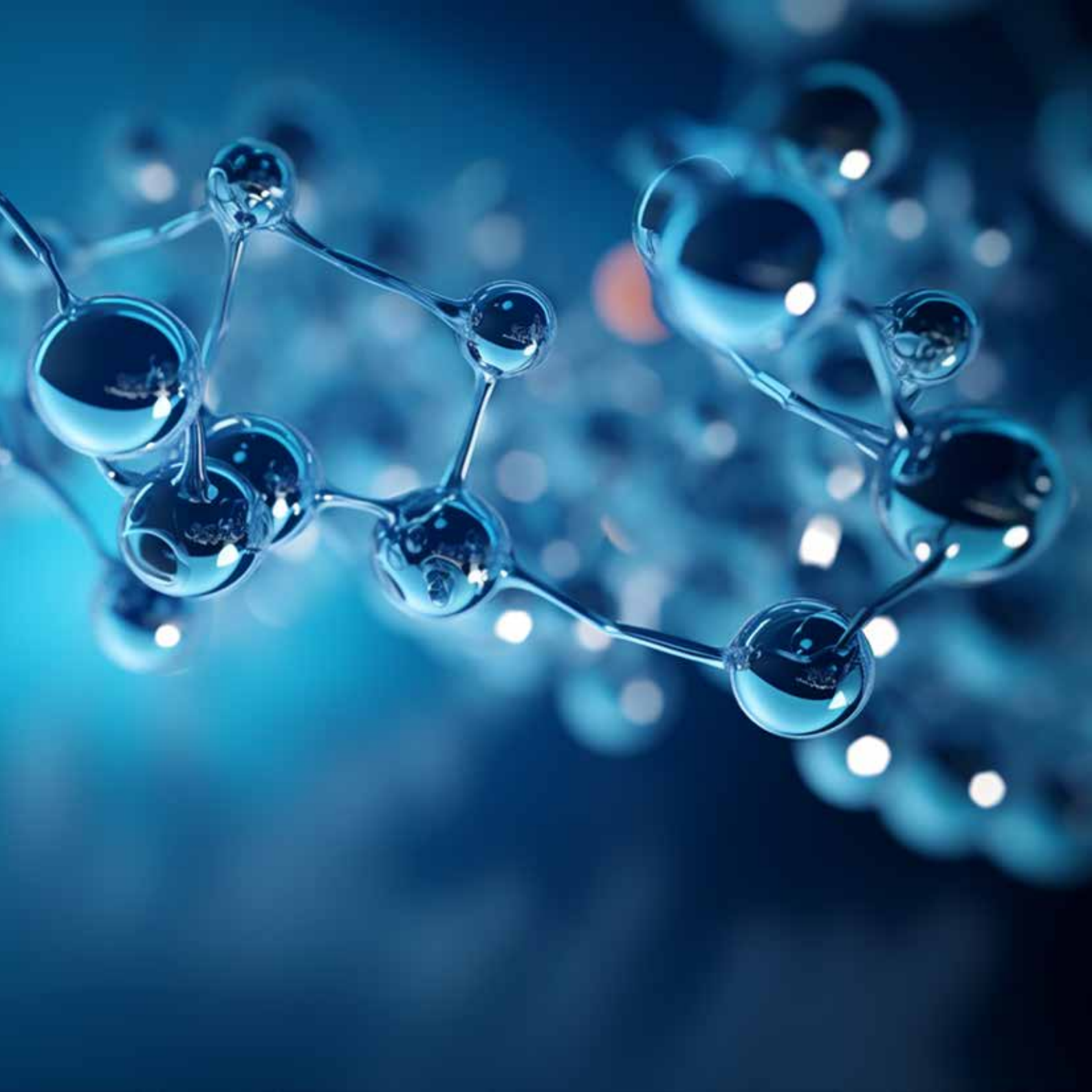
The tinting department is continuously researching and consequently developing **new solutions and improvements** in the tinting and colorimetric field, by virtue of the experience gained, the **dynamism** and the **passion generated** by this market niche with **high added value** and **complex technical content**.



TDC

Tinting Development Center is a department based on a **robotic and automated system** created to improve the **precision** of the shades formulated with the tinting system, **standardizing** and **increasing** the number of daily color tests and the generation of formulation files.





R&D laboratory



DEPARTMENT STRUCTURE

The team is **divided into integrated functional areas** that include the Research & Development of new products, customer sampling, problem solving, customer service, testing, quality control and processing of technical and safety documentation.



TESTS AND AUDITS

The Estalia group is equipped with cutting edge laboratories with the **most technologically advanced equipment** both for preliminary evaluations on raw materials and for subsequent analysis on the performance of the final products.



TOOLS AND EQUIPMENT

During the testing phase, methodologies and techniques in line with the **regulatory standards required** by the sector are applied, in order to offer customers a **global service** through state-of-the-art machinery with a high degree of precision.



SUSTAINABILITY AND THE ENVIRONMENT

Particular attention is paid to the development of products with **reduced environmental impact** and **low emission** of volatile organic compounds. The validation of raw materials and formulations is carried out paying attention to the **safety** of the operators who handle them.

Logistics



AUTOMATIC SCHEDULING

Production is regulated by a scheduling process which **interconnects** the **various related departments** and the entire supply chain in order to optimise the supply chain performance and **guarantee deliveries** in the **shortest possible time**.



WAREHOUSE

The finished product warehouse has over **5,500 items coded and registered** with a special barcode, in order to facilitate storage, research and collection for shipments, thus **guaranteeing an efficient and customised service**.



LEAN PRODUCTION

For many years, the company has been adopting a system based on the management of resources through the **Kaizen philosophy** and **Lean Management**, aimed at reducing waste and **optimizing the business process flows**.



CLP

Franchi&Kim has chosen to adopt this European system which **regulates** the **classification, labelling and packaging** of **chemical substances** and mixtures in order to guarantee the **highest level of information** on physical hazards related to health and the environment.





Commercial support



RETAILERS

One of the core businesses of the Company is represented by the dealer of the Franchi&Kim brand scattered throughout **Italy** and **much of the rest of the world**. Thanks to the constant contact with the daily **needs of the market**, it is possible to transform the feed-backs and the customer's requests into completed actions.



TRANSVERSAL

Area Managers are able to **take care of customer's various needs**: from advice on the appropriate coating system to be used, to support and consultancy concerning plant and compatibility between the various application systems, up to regulatory matters on health, safety and environmental issues.



NETWORK

Rapid and widespread **technical-commercial support** in the territory thanks to the number of retailers and the **presence of the various country managers supporting** the local commercial network with training and consultancy functions both in cases of problems and market development.



WORKSHOP

Meetings specially designed to allow customers to discover all the **news in terms of products and services**, through information brochures and practical demonstrations, with the possibility of direct advice of **commercial country managers** and **applicator technicians**.

03

Services





Listening, Assistance, Solutions

Why can you cooperate with us?



Continuous Training



IN PERSON

More than **30 courses** on industry, decorative, tinting technology and marketing that take place at the Scuolab **headquarters** in Castenedolo (BS) or organized on the move at **customer sites**.



DIGITAL

Webinars and **on line training sessions** through **digital platforms** to **facilitate interaction** between the teacher and the participants in a simple and intuitive way.



CUSTOMIZATION

MySCUOLAB, the **first fully customisable training course**. Thanks to this new method, customers can select and compose their own lesson package without any thematic constraints.



WORKSHOP

Promotional meetings at the **customer's point of sale**, aimed at presenting in a concrete and detailed way some selected products chosen among the Franchi&Kim range.



PRACTICE

Courses in the painting booth with dedicated technicians in order to understand the **technical features of the products**, the various coating systems and the correct applicative intervals.



VIDEO COURSE PACKAGE

A wide selection of **video courses recorded** and available online for **quick and easy consultation** at any time.

Building Certifications



LCA-EPD

Decorative paints are produced in compliance with the LCA requirements for the **reduction of environmental impact** according to **UNI EN ISO 14040 Standard**.



UNI EN 13300

Latex paints and wall emulsions for indoors are **classified** according to the parameters of the legislation in terms of opacity, contrast ratio, particle size and more.



CAM

The range of **outdoor products** is composed of water-based paints and textured paints suitable to obtain the certifications of the **Minimum Environmental Criteria** in compliance with the **UNI EN ISO 14001 Standard**.



UNI EN 1062

Outdoor paints are classified according to the parameters of the legislation in terms of gloss, vapour permeability, particle size, film thickness and more.



HACCP

Wall emulsions certified according to the guidelines of the **HACCP protocol** suitable for **painting food environments** such as bars, restaurants, canteens, schools and similar.



VOC FREE

Within the Franchi&Kim Decorative, **range Voc and formaldehyde free**, latex paints and wall emulsions are listed.





Industry Certifications



FOOD CONTACT

Enamels for painting silos, tanks, packaging machines, which must work in contact with food, liquids and drinking water.



RAILWAY AXLES

The range is composed of two-component enamels suitable for **repainting class 2** railway axles in accordance with **UNI EN 13261 standard**.



ANTISKID

Two-component, DTM, **anti-slip added enamels** for industrial flooring according to the **Directives of the Ministerial Decree 236/89**.



MED

DTM, water-based enamels suitable for **painting marine**, fire-resistant equipment according to **2009/26/EC MED Directive**.



CE MARKING

Two-component, water-based enamels certified with **CE Marking** in accordance with **UNI EN 1504 standard** regarding parameters such as abrasion resistance, water vapour permeability and fire resistance.



SMOKE RESISTANCE

Coating systems composed of water-based products with **resistance to the degrading action of smoke** in accordance with the **UNI EN 5659 standard**.

Painting and Coating Systems



REGULATION 12944

Wide availability of solvent, water and mixed coating systems, certified as **resistant to corrosive environments** according to the **UNI EN ISO 12944 Regulation**.



AD HOC PAINTING

Possibility of creating ad **customized coating systems** related to the specific customers' needs or designed to ensure perfect compatibility with customers' coating systems.



STORE FURNITURE

Franchi&Kim has designed **solutions for the furnishing of points of sale**, including **totems** and **displays** with **brochures** properly designed for coating systems divided by product sector.



SPECIFICATIONS AND APPROVALS

Painting and coating systems designed to meet **customers' requirements** or contract specifications.



MANUALS

Thanks to the studies and **know-how** of the various departments, Franchi&Kim has developed **complete technical manuals** concerning paints and coating systems for the different supports.



ONLINE SECTION

On the website, over **600 painting and coatings systems** are available to consult with the possibility to **configure the personalized** and desired coating system on specific parameters such as: type of product and support, level of maintenance, desired thicknesses, category of durability and corrosivity to be achieved..





NACE-FROSIO Inspectors



INSTITUTIONS

NACE and FROSIO are international institutions specialised in the **training of anti-corrosion inspectors internationally recognised** and **certified for consultancy works** where safety, certainty in the performance of paints and preliminary and during application procedural support are required.



REGULATIONS 12944

A Franchi&Kim inspector **proposes coating systems** in compliance with the parameters and classes of the **UNI EN ISO 12944 Standard** concerning corrosion protection of steel structures by means of protective coating.



TECHNICAL SUPPORT

Franchi&Kim technical or technical-commercial inspectors can **support the customer** in **checking the correct application** of the coating systems.



PLANT SUPPORT

A Franchi&Kim inspector **supports** and **collaborate** with the user and the painter directly in the workplace defining the **correct application parameters** of the products specifically formulated for each automatic and manual coating system.



SUPPLY SPECIFICATIONS AND COATING SYSTEMS

A Franchi&Kim inspector **provides support in the formulation** and drafting of certified supply specifications and coating systems in **compliance with defined and tested parameters**.



PROFESSIONALISM

The NACE and FROSIO inspectors are recognized for their ethic, high professionalism and knowledge of the control standards of the world of paints, from **ISO** to **ASTM**, from the **SSPC** to the most widespread **international standards**.

Tinting Software

03

Services



ERP OF COLOUR

The software becomes a **real management system** that allows the user to control the documentary part, the regulatory section, as well as the economic aspect through the **management of sales and consumption statistics**, the creation of a price list with personalised discounts.



LABELS

Product labels are **automatically** generated including technical parameters, pictograms, warnings and indications as well as the data of the end customer to **whom the product will be shipped**.



COLOR SELECTION AND SEARCH

The software interface is **designed** to **facilitate** the user in the **search of colour** and in the definition of the desired formulative and economic **parameters**.



AUTOMATIC UPDATE

For PCs connected to the network, the software **update process** takes place automatically without any manual action of the user.



CUSTOMISATIONS

The software can be customised in compliance with customers' needs by generating customised colouring files and **ad hoc managed databases**.



TDS AND SDS

The Technical and Safety Data Sheets are **sent automatically** to the **customers' certified email address**, in compliance with the **provisions and legal obligations in force**.





Technical and Tinting Equipment



TINTING MACHINES

Wide selection of **electronic and manual tinting machines** of the best brands on the market, available with different configurations and technical characteristics, in order to best adapt to the tinting and layout needs of the tinting departments of the different points of sales.



CLOTHING

Tyvek suits with **antistatic** function or carbon and **nylon** suits and other technical material for colour operators and professional painters in spray booth.



SPECTROPHOTOMETERS AND COLORIMETERS

High technically developed and **indispensable tools for the color formulation** and correction through the mobile app.



TINTING LABORATORY

Franchi&Kim offers its customers a series of tools, technical equipment and structural elements to **transform the store into a real professional tinting laboratory**.



TECHNICAL TOOLS

Professional and technical laboratory instruments such as glossmeters, manual and electronic thickness gauges, precision scales, viscosity measuring cups, metamerism test booths and measuring rods.



SMARTLAB

It is the **ideal solution to carry out tests** on painting products according to the European regulations and technical standards, through **laboratory tools gathered** in a convenient and practical portable case.

Innovative Website



COUNSELOR

It is a special plug-in that **allows the user to choose the desired product** answering to targeted **questions based** on different variables such as the sector of reference, the support to be painted/coated, the nature of the product and other parameters through.



FIND YOUR PRODUCT

Through this search, the user can **search for the desired product by entering specific parameters** (trade name, intended use, category) to channel and filter the precise series.



DEDICATED AREAS

These particular sections have been specially **designed and tailor-made** according to the **different types of customers**: from the dealer to the professional painter, through the building applicator, the architect and the end user in order to **ease the usability and verticality of the site**.



CALCULATOR

Entering in this **section** some parameters such as the number of **square meters** to be painted, the desired dry film thickness, the type of surface to be coated, the application method, **the algorithm will calculate the needed amount of the coating product**.



DOWNLOAD DOCUMENTS

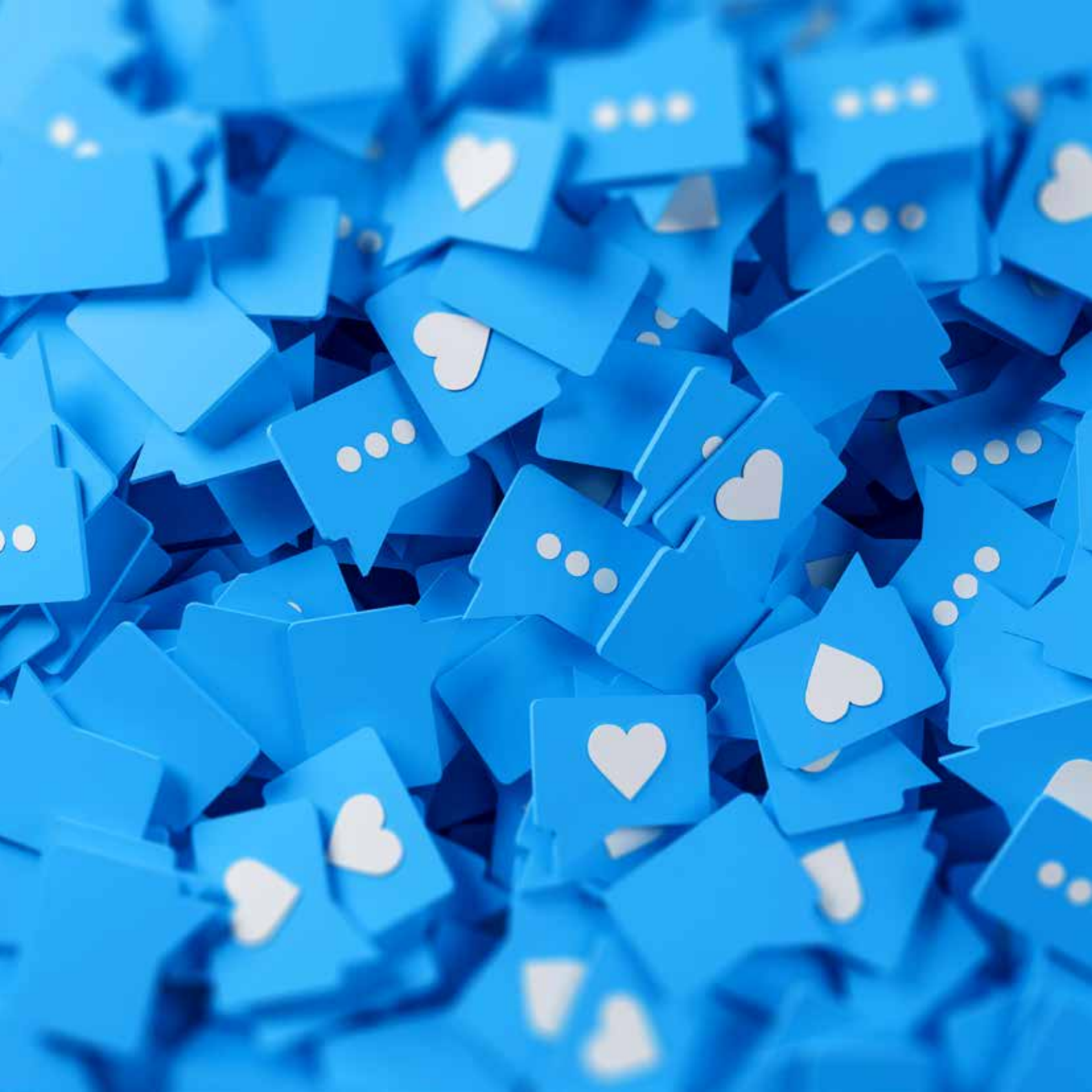
In a specific section of the website, it is offered the possibility of downloading in PDF format **all the documentation relating to the products**, such as technical data sheets, certifications, explanatory notes and other technical documents.



COMPARATOR

A useful function to **compare** in an extremely fast and intuitive way the **different technical features and parameters** of the Franchi&Kim **product** range, in order to obtain a direct comparison and choose the most suitable product.





Social Media



INSTAGRAM

Franchi&Kim uses a strategy to **maximize the engagement** of social network users through the creation of **graphic content** with an innovative and modern style, inspired by the latest trends.



FACEBOOK

Heterogeneous content of direct interest for customers such as news about the world of colors, **curiosities and videos** related to company products and services creates and posts are created and posted.



LINKEDIN

B2B social media for excellence is a fundamental hotspot for the creation and sharing of **technical content** related to the different **Strategic Business Areas**.



SHARES

All the material posted on the Franchi&Kim social channels is designed to be **shared on customer profiles**, both by **point-of-sale** managers and end users.



YOUTUBE

An indispensable platform for **cataloguing videos of different types**: from the technical specifications of the products, to the application with different painting systems, through webinars and Scuolab digital courses.



FOLLOWER

A healthy and constructive two-way relationship has been created over time between Franchi&Kim and its followers. In fact, some content **has been created on the basis of customers' suggestions**.

Marketing line

INTERIOR FURNISHINGS

Gondolas, shelving, totems, counter displays, roll-ups, advertising panels, stickers, pallet covers, dedicated corners, plates **for the interior decoration** of the Franchi&Kim branded store.

GADGETS AND MERCHANDISING

Wireless charger, block notes, Bluetooth speaker, document folders, keychains, manual thickness gauges, covers, lanyards and many other Franchi&Kim branded gadgets **to gift the customers with**.

OUTDOOR FURNITURE

Flags, signs, cardboards, sheets, banners, backlit and non-illuminated totems of different materials, shapes and sizes created to increase the visibility and decoration of the **external part of the store**.

PAPER MATERIAL

Flyers, leaflets, explanatory brochures, catalogues, leaflets and other supporting paper materials for **customers relating to products**, painting and coating systems.

SHOWCASE SET-UP

Ceiling displays, backlit backdrops, window stickers and pre-spaced stickers to **give colour** and professionalism to the **showcase of your resale**.

ORGANISATION OF EVENTS

Open days and **training workshops** to introduce customers to company news concerning products and services, perfectly mixing the **technical aspect** with **entertainment and loyalty**.





Find out more about our brand and our company part of the Estalia Performance Coatings Group

Frame the QR Code to access all content





FRANCHI & KIM
PERFORMANCE COATINGS