



COLORIFICIO
SAN MARCO:
EXPERIENCE,
PROFESSIONALISM,
INNOVATION,
ATTENTION TO
CUSTOMERS AND
SERVICE.
THE ALL-ITALIAN BRAND



PROMOTING BUILDING CULTURE WORLDWIDE THE BENCHMARK IN ITALY AND BEYOND

This is the desire that has taken Colorificio San Marco to become leader in Italy in the production and marketing of paints and varnishes for building professionals. With over 80 years' experience and driven by the passion for our work, we are very future-focused, taking our Italian brand to exciting new markets.

Colorificio San Marco is the parent company of the San Marco Group, established in the '30s as Pietro Tamburini & A., which became Colorificio San Marco in 1962, and which today has a presence in over 100 countries worldwide. With 7 trademarks, 9 production and business sites, over 250 employees and a turnover of about EUR 70 million in 2015, we consistently aim to develop and strengthen relations with home and export markets through advanced services.

We cater mainly to industry professionals, from applicators to private users, operating through an extensive dealership network. The UNIENISO9001 and ISO2001 certifications testify to the **excellence of the Colorificio San Marco quality system**, which allows us to meet the needs of all markets while improving the properties of our products and business organization.

As well as selling products of a quality that enjoys worldwide acclaim, Colorificio San Marco is widely acknowledged in the world of haut décor, where we keep a step or two ahead of the trends, and export the culture and class of Italian skill and creativity worldwide.

To continuously promote innovation and increase productivity and quality: this is the philosophy of Colorificio San Marco, the strategy we believe in to provide clear and transparent services which place environmental responsibility, our people and the safeguarding employment, as central goals.











FINISHES FOR INTERIORS/EXTERIORS UNDERCOATS FOR DECORATIVE FINISHES PROTECTIVE SYSTEMS FOR DECORATIVE PRODUCTS

WATER-BASED WALL PAINTS AND WALL ENAMELS

HIGHLY-WASHABLE WATER PAINTS WALL PAINTS WASHABLE AND BREATHABLE PAINTS TRADITIONAL MINERAL PAINTS RESTORATION AND ANTI-MOULD PRODUCTS

- OTHER SPECIALITIES
- COMPLEMENTARY PRODUCTS
- COLORANTS MARCROMIE TINTOMETRICS
- **THINNERS**

For more information, find out more at www.san-marco.com

A NEW IDEA IN DECORATION MEETS PIONEERING TECHNOLOGY

Perfect Italian-made style is the result of the most-proven experience in building decoration. The ability to incorporate a high aesthetic dimension into raw materials and end products is not just about having expertise rooted in tradition. It's about generating a high innovation rate that bolsters the symbolic value which raises products to "Italian Lifestyle" levels. The collection is born from a blend of experience, meticulous attention to detail, research - all characteristics of the best of Italy - and inspired by an international outlook: all this is in the San Marco's Decorative line, full of unique solutions for all. Innovative and efficient, it's in line with all the current trends in furnishing, design and architecture. More than 30 decorative finishes, over 1,500 colours, infinite combinations: Colorificio San Marco has so many personalized solutions, for getting every context noticed just how you want it. More than just products, we make creations that 'dress' every surface to confer a unique atmosphere, like an item of elegant furnishing.

Colorificio San Marco offers a broad range of products and painting cycles, both traditional and innovative, while never compromising on our competitive advantage: cutting-edge technology. Research investments have allowed us to develop revolutionary products for both interiors and exteriors.

Experimentation and studies at our R&D labs mean our products are certified and safe, thus ensuring high performance in resistance and durability over time.

To offer customers our complete service, we have developed Marcromie, an advanced colouring system that allows an infinite variety of colours to be created, thereby meeting every conceivable need. Thus we developed the systems and solutions of specially-created packages for solving specific

A vast colour range to give shape and colour to modern design, and to decorate settings studied in minute detail with a refined and contemporary style.



The experience of Colorificio San Marco's technical department allows us to successfully address all issues regarding surface and finish: from initial site analysis to colour definition and the most suitable application systems, we provide technical reports which are specific - and free - for drawing up the sections, technical requirements, for applying for insurance policies at works completion, through to post-sale support with the aid of instrument analysis onsite. Our technical assistance has all the answers and solutions to questions on products, systems and application cycles. Plus, we provide top-level theoretical and practical training for application companies.

The service is considered excellent, both in Italy and abroad, due to our ad hoc offices and technical staff that ensure all the necessary support wherever Colorificio San Marco operates.

Through continuous innovation of colorants, colour references and equipment, Colorificio San Marco offers daily colourimetric assistance, with the latest solutions and products. There are manual and electronic tintometers, spectrophotometers, mixers, stirrers, plus a management software which gives access to archives for finding special formulas, and allows colours to be created on samples and to correct them.

An automated and efficient logistics warehouse, based on the just-in-time method, ensure timely and reliable services to ensure working- and order-fulfilment lead times are kept down to a minimum.

With our dynamic logistics department, at Colorificio San Marco we reach all destinations efficiently and on time, ensuring accuracy not only in respecting deliveries but also in reducing error margins while giving a higher quality service.

Everything that happens in our production department is guided by our continuous improvement mantra, from the more-efficient plant and systems which enhance production quality, to the new warehouses which increase product availability for quicker worldwide distribution. In 2013 we decided to work even harder on our organizational processes with an innovative approach: Lean Production, based on production-phase organization and constant personnel training, to eliminate resources waste and adapt response times to customer needs.

ALL-ROUND SERVICE: FROM JOB-SITE COACHING TO PRODUCT PROMOTION

At Colorificio San Marco we make significant investments annually in online and offline marketing, studying the best strategies for supporting sales teams and maximizing the quality of customer services. For example, we have created a digital platform and a set of tools for the decorative range in parallel to the corporate website, where users can gain not only more insights into our products but also their applications, services provided and bundled extras.

Colorificio San Marco offers a wide range of marketing tools: folders and colour-cards, brochures and product panels, displays and signs, and countless other materials designed especially for a professional customer target.

We also invest heavily in attending trade fairs at home and abroad, on average 30 a year, both as a direct presence or through our partners.

At Colorificio San Marco we think it essential to receive our customers' feedback and advice to ensure continuous service improvements so we have developed online formats, social network channels and newsletters so as to keep users informed and establish an ongoing relationship of updating and mutual trust.

To complete this offer is the informative magazine *Primo Mano*, (meaning both "first hand" and also "first coat of paint"), a business tool aimed primarily at customers and prospects that tells you more about us and our projects while also giving out lots of topical news about the industry.

TRAINING AS A TOOL FOR SUCCESS AND MARKET **COMPETITIVENESS**

TRAINING CENTER, WORKSHOPS, **CERTIFICATIONS: ONGOING** TRAINING AND UPDATING

At Colorificio San Marco we strongly believe in training as pivotal for our business policy, considering it to be one of the main tools for our customers' success and competitiveness. Training is all about being kept constantly up to speed on products and application systems, but it also engages the management people of the distribution sector.

With this in mind, Colorificio San Marco has invested significant resources over the years in developing a complete and fully-structured Training Center with multiple locations and specifications in Italy and around the world, equipped and organized according to the latest training methods and strategies.

Our training facility at Marcon, (mainland Venice) hosts an average of 1,200 people every year who come from around the world to attend our LABFORPRO courses, at which we train resellers and applicators, architects, engineers and surveyors. The regularly-organized courses and meetings of course include practical demonstrations, seminars and video projections.

With this approach, for all sector professionals - Italian and non -San Marco is their benchmark for their professional growth, given the wealth of opportunities for interacting with our technical team.

- A1. New San Marco resellers
 B1. Thermal insulation in buildings standard
 B2. Thermal insulation in buildings advanced
 B3. Certification of coating system installation
 C1. Product range and systems for applicators
- C2. Renovation of façades and interiors
- D1. Decorative solutions standard
- D2. Decorative solutions advanced
- E1. Sales personnel standard
- E2. Sales personnel- advanced
- F1. Effective credit management: safeguarding oneself for growth

Also, the headquarters of Colorificio San Marco has, for years, hosted the examination for obtaining the ICMQ certification, organized by the institution of the same name. The ICMQ certification is a unique tool for having one's professionalism recognized as those who pass enter a restricted register of accredited professionals. The certified applicators can take advantage of the exclusive guarantees on coating-system implementing and have access to the insurance policies Colorificio San Marco offers.

San Marco's training services can also be on-demand and tailored to specific needs, also on customers' premises, to ensure a complete service and assistance every step of the way.





At Colorificio San Marco, taking the "sustainable way" is all about fulfilling the needs of the current generation without compromising the possibility of future generations to fulfil theirs.

Thus, we seek to build internal and external processes oriented to safeguarding the environment and to efficiently using resources in three core areas:

◆ Control over hazardous chemicals through the ongoing application of a conversion plan that aims to reduce chemical risks for those who manufacture and apply our products.

◆ Product innovation to seek solutions that reduce the categories that have an environmental impact (we pioneered water-based enamels with our Unimarc range in 1982, and we have 'environmentally characterized' our paints with the Life Cycle Assessment).

◆ Designing and updating our processes to enhance environmental performance.

These areas are at the core of "sustainable living" for, besides bringing value to what Colorificio San Marco does and proposes in the world's markets, they add value upstream of the supply chain by imposing stricter standards on suppliers. At Colorificio San Marco, we are convinced that our contribution is important for preserving resources and maintaining natural habitats, both as an industry and, even more so, as a supplier of paint products that enter peoples' homes worldwide every day.





By measuring the **Life Cycle Assessmen**t we quantify the environmental impact of products by following internationally-acknowledged calculation models

To do this, we have obtained certification of our calculation system according to the ISO 14040 and 14044 standards, and propose some products that also have obtained EPD (Environmental Product Declaration) certification from Sweden's Environdeck. We were also the first company to certify a complete thermal insulation system.

Calculating the LCA is essential for applying the principles of "ECO - design", that is to act on the works aimed at reducing greenhouse gases, harmful substances emissions, pollution, and other factors that come under the heading of "Environmental impact".

To communicate the environmental characteristics of our products in a transparent, simple and complete way, we have developed **environmental data sheets** which you can see on our website. These sheets are official Colorificio San Marco documents, which we have drafted voluntarily, and which accompany our regular data sheets, integrating them for all matters concerning the environment.

So, our philosophy is geared to growth while respecting nature and peoples' welfare. We believe it is a winning philosophy in which studies and research move forward together towards continuous improvement.





THE FUTURE FOR COLORIFICIO SAN MARCO

Aware of the wealth of knowledge developed over eighty years and expanded through our international experience, today Colorificio San Marco aims at ensuring professionalism, making quality products, providing excellent service, and promoting the culture of building restoration and the value of Italian expertise around the world.

The road to the future is one along which we will increasingly tailor our products to the needs of individual markets, and implement a marketing strategies with innovative and efficient initiatives.

Our future will be based on such solid foundations as business ethics, environmental sustainability and strong ties with Venice our home.

THE SAN MARCO GROUP: A CONTINUALLY-EVOLVING BUSINESS PROJECT

With our 80-year experience in manufacturing and marketing paints and wall-coverings for the building industry professional, Colorificio San Marco is a sector leader in Italy and parent company of the San Marco Group.

The various Group brands, whether acquired or internally developed, have made it possible to expand business opportunities among new markets, new audiences, and new applications.

Each company has a precise role, and the Group has the task of perfecting their qualities and defining positioning, reducing overlaps and taking advantage of the synergies and economies of scope.

San Marco Group's Brands:



















- ♦ Global presence for San Marco Group
- Production/Commercial Sites



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