

Product Refresher Training



Why do we need paint our Home ?



Aesthetics bring value

Right Paints Preserve Value



Indoor Air Quality and Hygiene



**Freeze Time & Always
Fresh**

and Let The First Impressions Live Forever



**And Let Beauty Last
Forever**

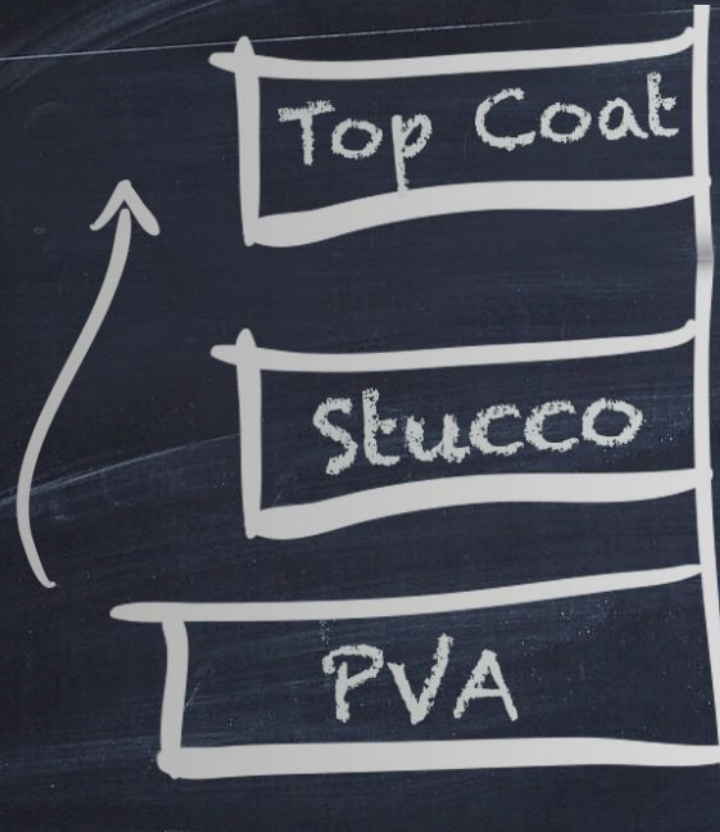


Interior

Products in Focus



Surface Preparation



Paint systems

A paint system normally consists of:

1. Primer

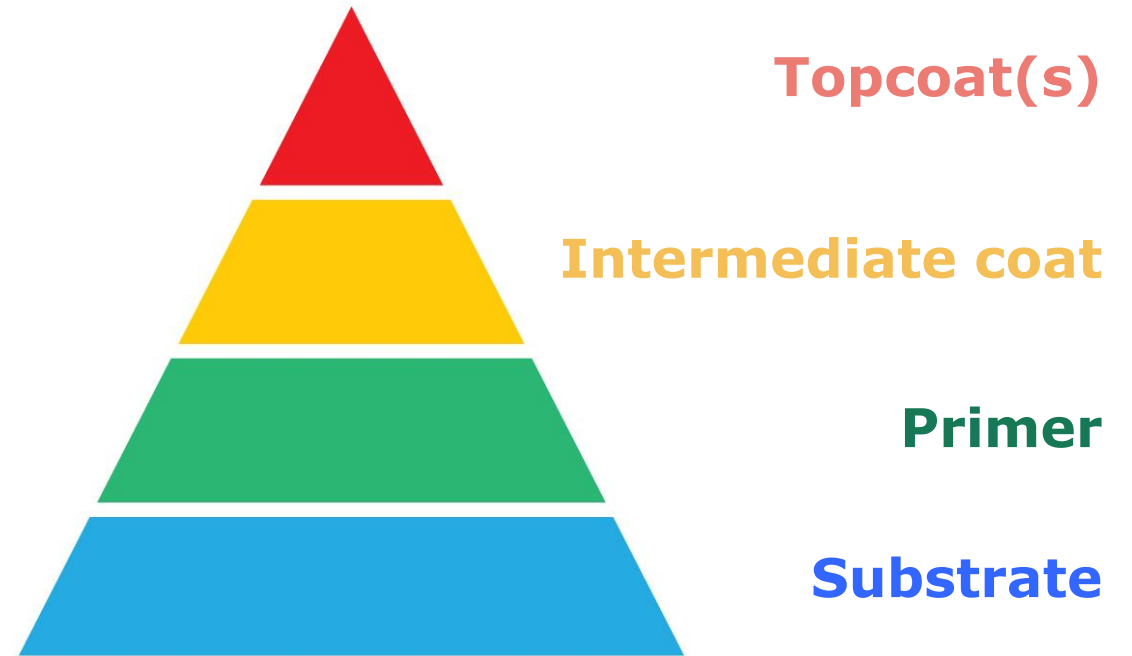
- provides the **adhesion** for the coating system

2. Intermediate coat(s)

- provides the **thickness** of the coating system

3. Topcoat(s)

- gives the **colour and decorative finish** for the system and also provides the initial barrier to the environment



Trusted Quality





**PVA
Primer**



**Stucco
Putty**



**Fenomastic
Primer**

The right premium quality

Premium Interior Innovation





CELEBRATION
OF LIFE

THINK OF THE
MOST IMPORTANT
THINGS IN LIFE



WE VALUE THE
SAME THINGS

FAMILY



HEALTH



HAPPINESS

WE GO THROUGH
LIFE MAKING
SURE WHAT
MATTERS MOST IS
UNINTERRUPTED

EVEN IF
THAT MEANS...



STRESS



LESS SLEEP



WORK

WHAT DOES THIS
HAVE TO DO WITH US?

HOW CAN
A PAINT COMPANY
MAKE PEOPLE'S
LIVES BETTER

WE WANTED TO KNOW MORE



200
MOTHERS



10
CITIES



1
YEAR



HERE'S WHAT
THEY WANT

NO HASSLE



FAMILY HEALTH



BEAUTIFUL
INTERIOR

AND NOT TO FORGET



300

PAINTERS



10

CITIES



1

YEAR

AS A PAINTER,
I NEED TO BE

COMFORTABLE,
PRODUCTIVE
AND HEALTHY



OUR OBJECTIVE:

ERASE ALL
THEIR WORRIES
AND LIVE LIFE
UNINTERRUPTED



مذهل حياة
جمال يعتني بك

WONDERWALL LIFE
BEAUTY THAT'S GOOD FOR YOU

WHAT MAKES THIS SO
SPECIAL?

NO SMELL



IMPROVED INDOOR AIR QUALITY



How?

Wonderwall Life **improves the indoor air quality**



thanks to the formaldehyde reduction **technology**



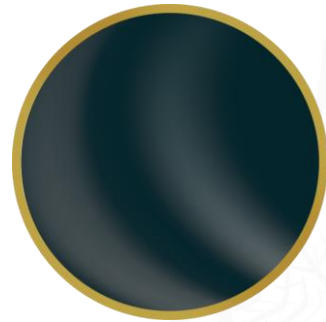
that **absorbs** bad chemicals in the room and purifies the indoor air

Feature & Benefit

Reason to believe

Action

LUXURIOUS SILKY FINISH



WASHABILITY



ANTI-BACTERIAL AND ANTI-FUNGAL



THE ONLY PRODUCT GGG
CERTIFIED IN THE REGION



GGG: Among the most stringent product emissions standards in the world

#1 THIRD-PARTY CERTIFICATION



GREENGUARD is certification under UL Environment that indicates product has been tested for emissions of volatile organic compounds (VOCs) and the criteria is among them the most stringent worldwide.

GREENGUARD Certification was the most frequently named third-party certification for green products, with 20% of US firms that use third-party certifications naming it as their top of mind response.

Source: McGraw-Hill Construction, SmartMarket Report, 2013

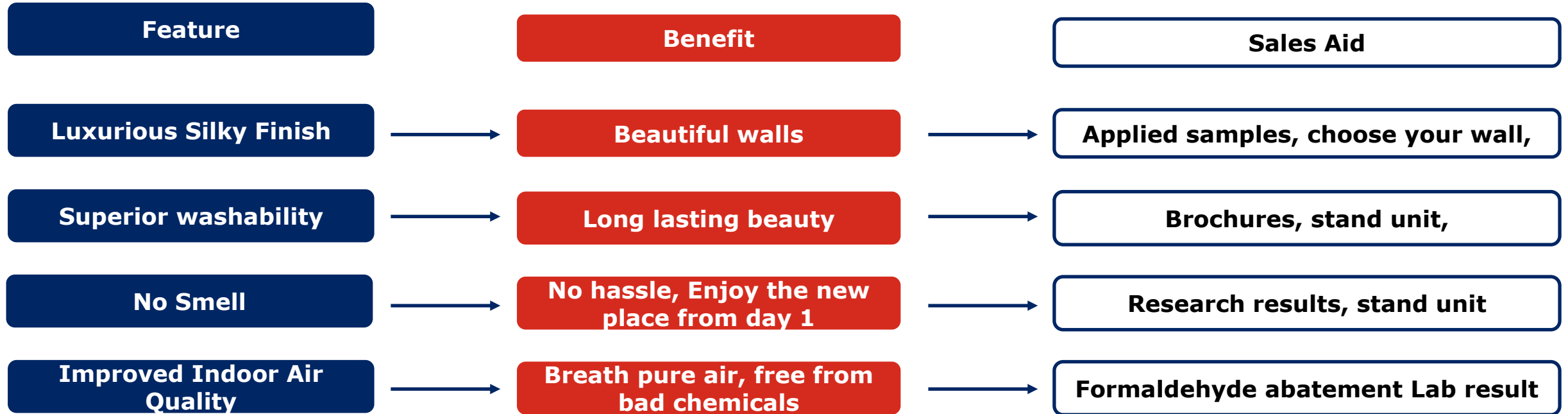


RECOMMENDED BY
MOTHERS



Fenomastic Wonderwall Life

Beauty that's good for you



Beautiful inside, out...



A **Luxurious, Silky** and **Smooth** finish



Accurate Colours



Superior Washability



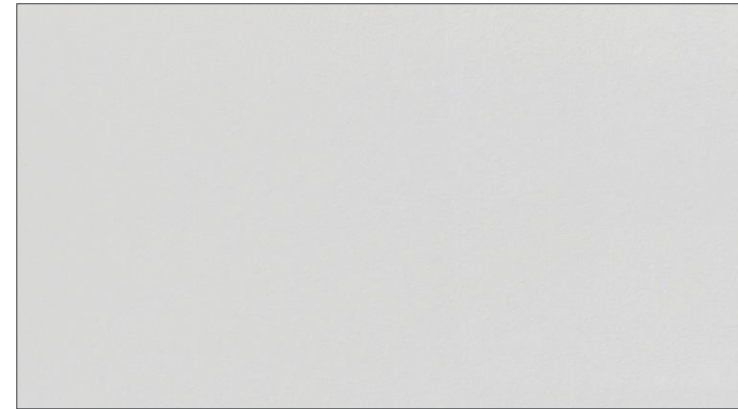
Grape
Juice

Coffee

Tea



Wall before washing



Wall after washing

CONSUMERS
picked it

*According to Milward Brown study 2016



PAINTERS
picked it







98%

Said it was extremely easy to apply



87%

Said there was no smell



95%

Said that the levelling was great



97%

Said that the hiding was great

Fenomastic Wonderwall:

Beautiful walls everyday/ Recommended by painters

Luxurious Silky Finish

Beautiful walls

Superior washability

Long lasting beauty

Accurate colours

What you see is what you get

Easy to apply

Faster to reach a beautiful finish



Fenomastic Hygiene

*Our most hygienic
paint*

**Anti Fungal & Anti
Bacterial**

**Superior Coverage &
Washability**

1mm crack bridging



Fenomastic My Home - Rich Matt

*Our most beautiful
paint ever*

The best colour experience

Wide range of accurate
colours

Superior quality Matt with
improved washability



Fenomastic My Home Rich Matt:

Our most beautiful paint ever

Superior Quality Matt Finish

Best Colour Experience

Accurate colours

What you see is what you get

Improved washability

Easier to remove stains compared to other matt finishes



Fenomastic My Home - Smooth Silk

*Our most beautiful
paint ever*

Good Colour Experience

Smooth silky finish with
good washability

Accurate colours



Fenomastic Pure Colours

The quality you would expect from Fenomastic

Long lasting colours

Good Washability

Superior coverage



OUR MOST PREMIUM PRODUCT



The right quality at an affordable price

Medium Segment Innovation



The medium segment is where we have low market share



**Attract NEW PAINTERS to
increase market shares and
limit cannibalization**

We attract new painters with best in class medium segment properties at a competitive price





Good For

- Low Cost Housing
- Maintenance Projects



Critical properties of Medium Segment products important for painters

- Focus on core properties important:
 - Whiteness
 - Wet and Dry Hiding power
 - Ease of Application



Superior Whiteness and Dry Hiding Power

Durosan Action vs Competition

PROPERTIES	BERGER SELECT EGGSHELL MATT	NATIONAL EGGSHELL EMULSION MATT	DUROSAN ACTION MATT
WHITENESS INDEX	★ ★	★ ★	★ ★ ★
YELLOW INDEX	★ ★	★ ★	★ ★ ★
CONTRAST RATIO	★ ★	★ ★	★ ★ ★

- Durosan Action Matt is rated best in whiteness, hiding, and overall application performance when compared to major competition in UAE



Durosan Interior Eggshell Silk-

Medium quality interior silk with 'best in class' hiding & whiteness

Opportunity

- To ensure customers are not lost to competitors due to lack of availability of a silk finish in the medium segment
- To counter medium segment competitors like Berger Select Eggshell and National Eggshell



Durosan Interior

Best quality value for money paint

Available in White/
10B15

Good Hiding

Good Spread Rate



Jollyfix

*Average quality
interior paint*

Limited Colours

Average Hiding

Good Whiteness



In short...



Durosan Interior
Best quality value for money paint



Fenomastic Pure Colours
The quality you would expect from Fenomastic



Fenomastic My Home
Our most beautiful paint ever



In short...



Fenomastic Hygiene
Our most hygienic paint



Fenomastic Wonderwall
Beautiful walls everyday



Fenomastic Wonderwall Life
Beauty that's good for you



That deliver the right benefit at the right value



Exterior

Products in Focus



JOTASHIELD

COLOURXTREME



JOTASHIELD

COLOURXTREME

Jotun's best exterior paint



JOTASHIELD

COLOURXTREME

Jotun's best exterior paint giving you maximum colour performance to protect your home for at least 12 years

- 100% pure acrylic
- Formaldehyde and APEO free
- Available Matt & Silk



Jotashield ColourXtreme



Jotashield ColourXtreme is Jotun's Best Exterior Paint giving you maximum colour performance to protect your home for at least 12 years



Dirt Pick Up Resistance

Benefits



- Long lasting colours and look of exterior walls
- Extended maintenance period and life of the paint
- Matching colours for touch up/repainting easier
- Saving on cost and hassle of repainting

Colour Performance

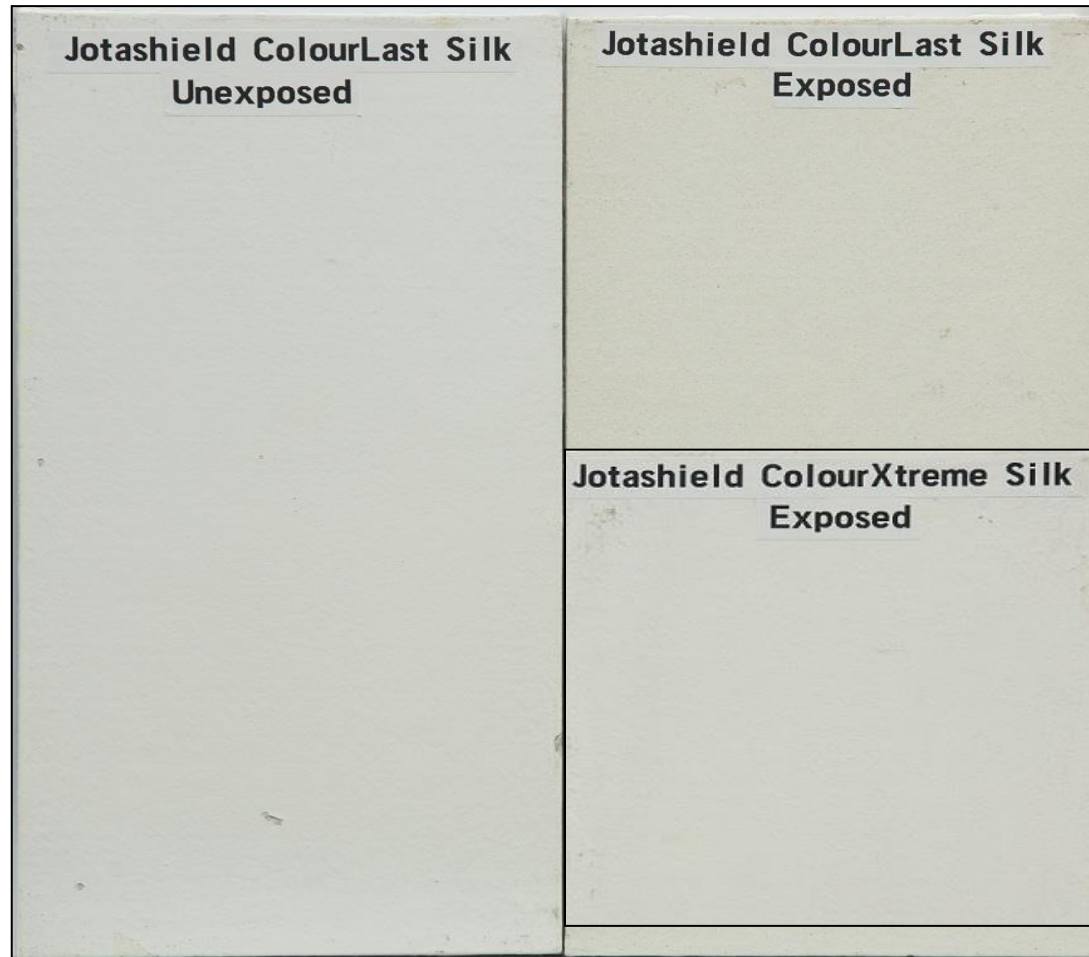


Advanced Colour Performance Benefits



- Colour performs over 12 years
- No repainting required in shorter intervals - saving money, time and hassles
- Improved exterior looks with wider colour choice

Color Performance



Certified Concrete Protection

Certificates available



List of certificates
CO2 Diffusion Coefficient
Liquid Water Transmission (reduction in water absorption)
Water Vapour Transmission
Crack Bridging
UV resistance
VOC
MPI Green Performance



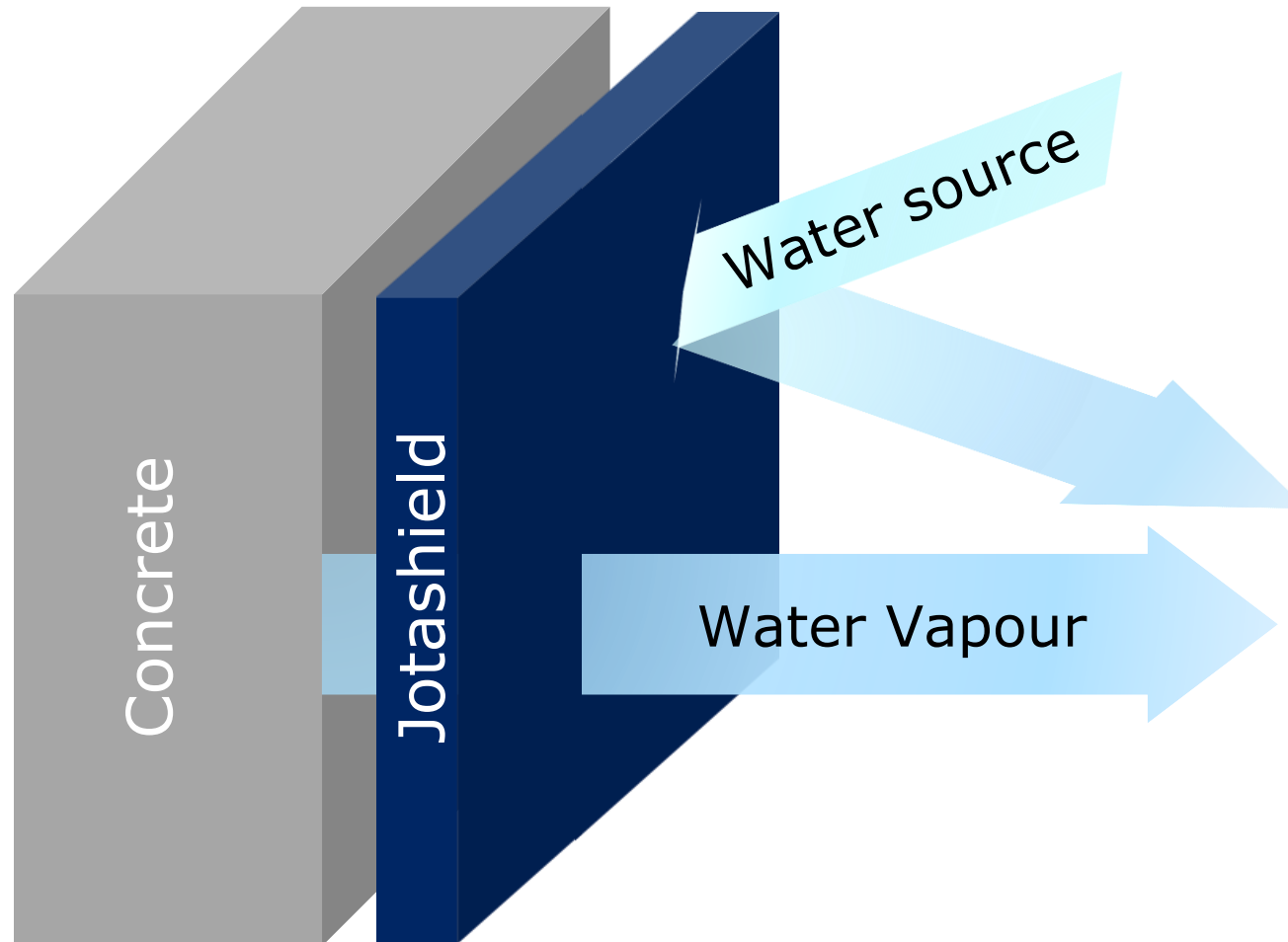
Certified Concrete Protection

Benefits

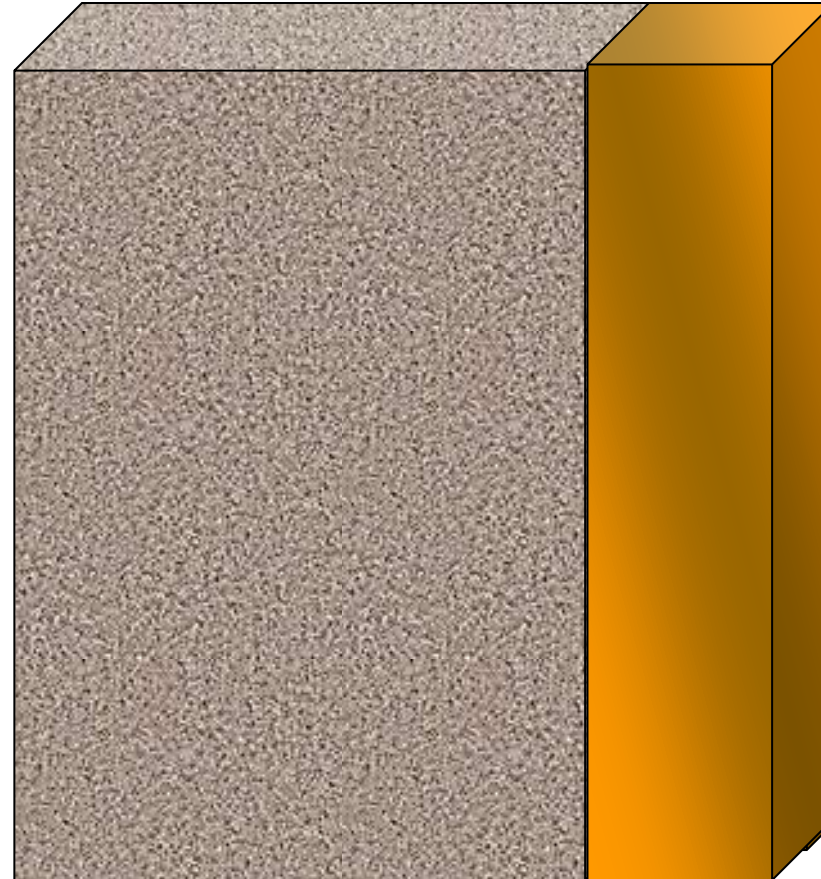


- Increased life of concrete and structure
- Minor cracks not visible
- Walls safe from high humidity, rain etc.
- Reduced water mark
- Reduces Maintenance
- Environmental friendly (Free of harmful chemicals, heavy metals and low VOC)

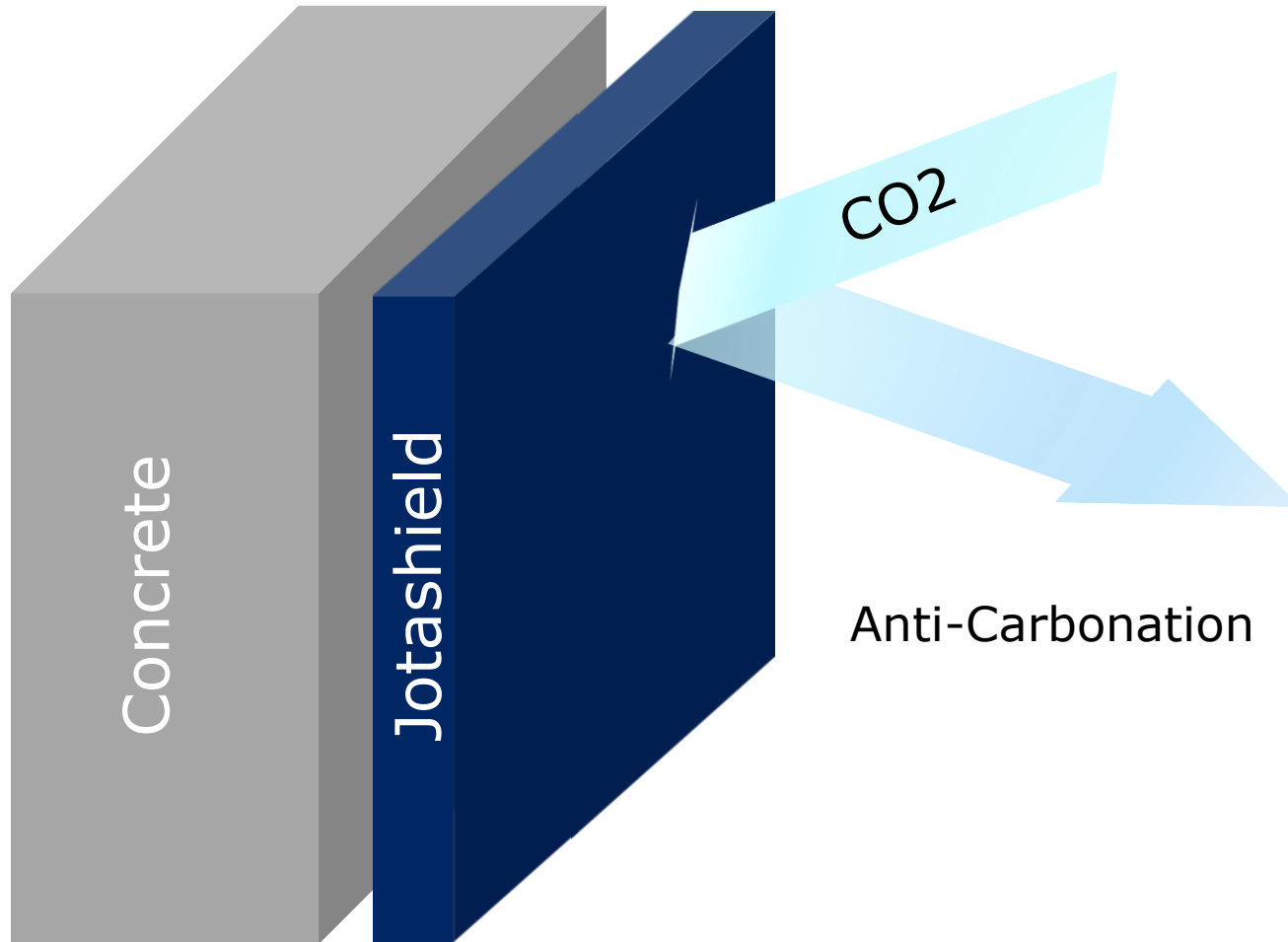
Concrete protection



Concrete protection



Concrete protection

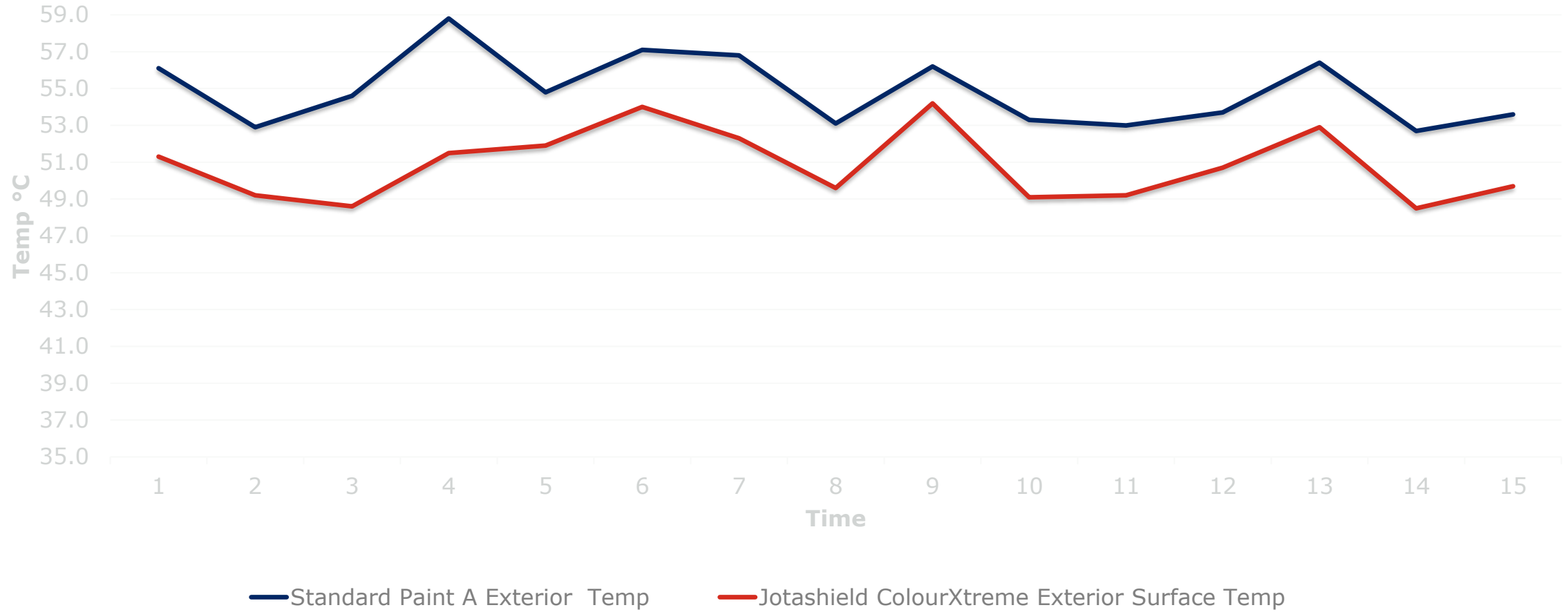


Reduces Temperature *Benefits*



- Cool interiors
- Reduced air-conditioning load / Saving on energy bills
- Reduced maintenance and increased life of A/C systems
- Longer durability of paint system

Reduces temperature



Jotahield ColourXtreme:

Our best exterior paint

Features

Lowest maintenance

Certified concrete protection

Maximum colour performance

Reduces temperature

Benefits

Looks newer for longer

Safeguards the value of the property

Colours that don't fade

Saves energy

Jotashield ColourXtreme

The Best Exterior Paint

467 Longest Lasting
UV resistant Colours

12 Years
protection

Low Dirt
Pickup

Longest concrete
protection

Reduces
temperature





Good For

- Residential & Commercial buildings
- Quality conscious customers
- Low Maintenance requirement
- Temperature Reduction in hot weather

Jotashield ColourLast

Premium Exterior Paint With Widest UV Protected Colours

576 Long lasting UV resistant colours

Longer concrete protection

8 Years Protection



Good For

- Residential & Commercial buildings
- Quality conscious customers
- Low Maintenance requirement

Easycoat

*Value for money
exterior paint*



**Now available in
Silk**

**Wide Colour
Range**

Good Hiding

Good Spread Rate



Good For

- Low Cost Housing
- Customers with Low quality preference
- Tight budgets

In short...



Easycoat
Best medium quality paint



Jotashield ColourLast
Premium exterior paint with widest UV protected colours

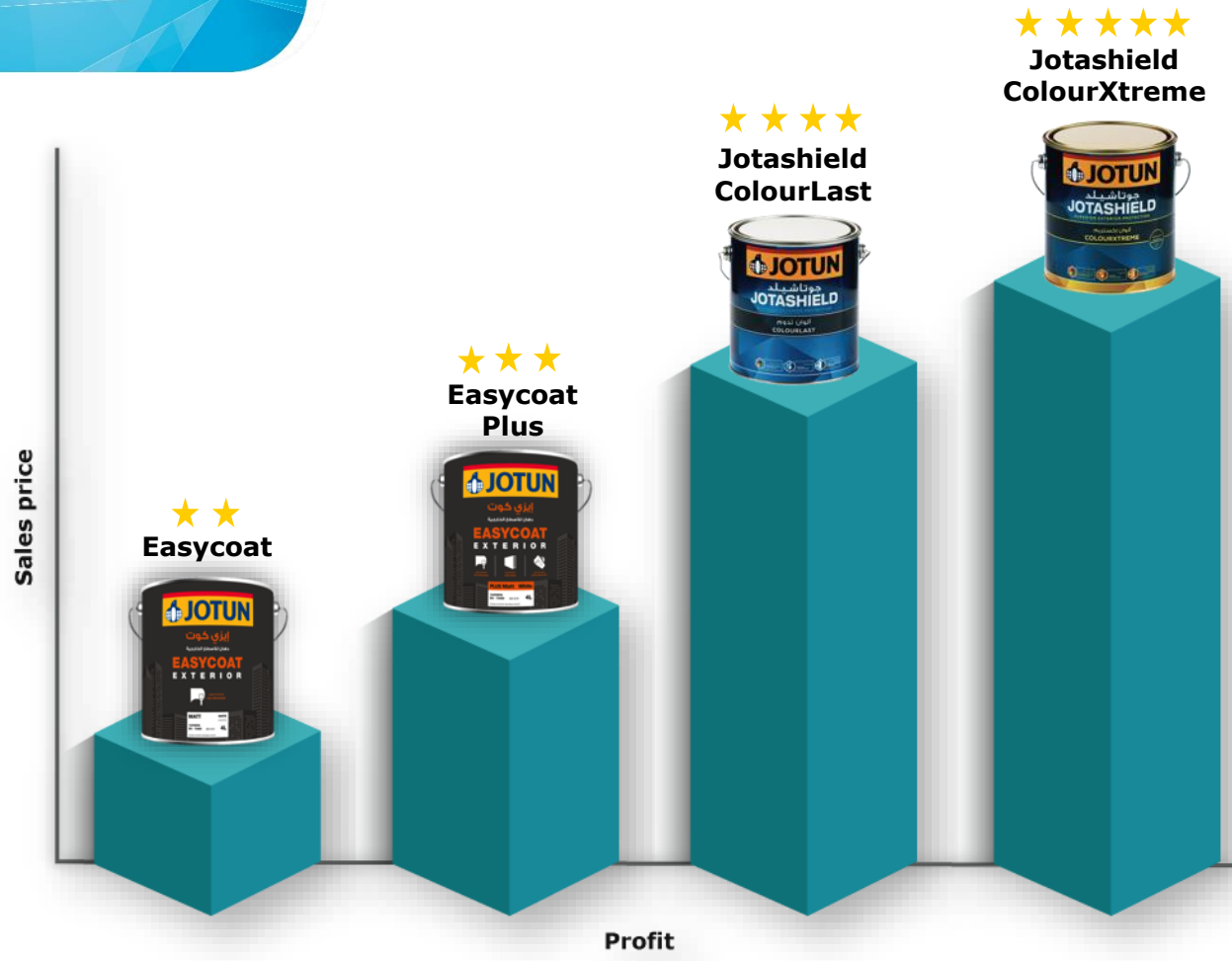


Jotashield ColourXtreme
The best exterior paint

Remember!

Jotashield ColourXtreme has the **longest** lasting colours ,
the **best** concrete protection and also reduces indoor
temperature

Exterior Wall Paints



Jotashield Super Durable-

Jotashield SuperDurable is an ultra premium, silicon acrylic, waterborne exterior topcoat, specially formulated to withstand this region's harsh climate. Its unique formulation protects concrete from carbonation and extends the life of the building for at least 20 years



Exterior Paint systems

A paint system normally consists of:

1. Primer

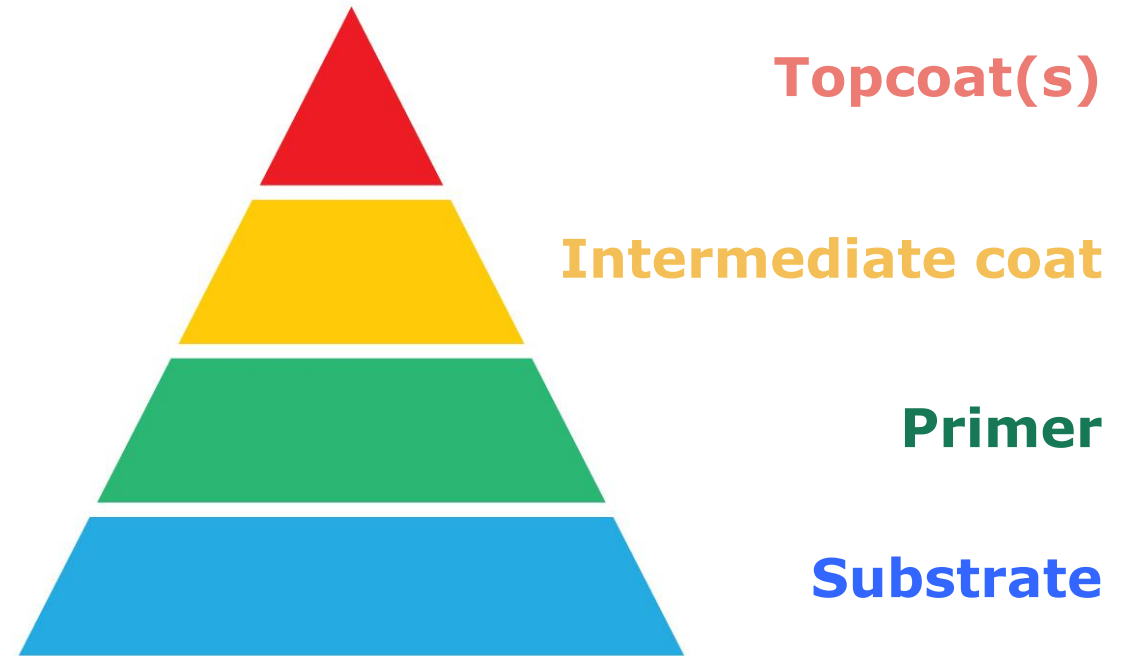
- Acrylic Emulsion Primer
- Jotashield Alkali Resistant Primer
- Jotashield Penetrating Primer
- Penetrating Sealer
- Jotun Siloxine Primer

2. Intermediate coat(s)

- Texo Compound
- Jotashield Ultrabond Filler
- Jotun Block Filler

3. Topcoat(s)

- Jotashield ColourExtreme Matt/Silk
- Jotashield ColourLast Matt/Silk/Gloss
- Jotashield Super Durable
- Easycoat Matt
- Easycoat Plus Silk



Jotashield Textures



Jotashield Textures – Product Range

Tex Fine



Tex Medium



Tex Ultra



Jotashield Tex Fine

A fine grade texture with good anti-carbonation



Jotashield Tex Fine

Fine grade Texture with good Anticarbonation

0.5mm Crack bridging

UV resistant long lasting colours

Excellent concrete protection



Jotashield Tex Medium

A Medium grade texture with good anti-carbonation



Jotashield Tex Medium

*Medium grade Texture with
good Anticarbonation*

0.8mm Crack bridging

UV resistant long lasting colours

Excellent concrete protection



Jotashield Tex Fine and Tex Medium

Features

Crack bridging properties

UV resistant long lasting colors

Multi-color tintable in more than 500 colours

Benefits

Reduces the wear and tear

Colors that don't fade

Instant availability of colors in Retail Stores



Jotashield Tex Ultra

The best crack bridging texture

2.6mm Crack bridging

UV resistant long lasting colours

Chloride resistance

Excellent UV resistance



Jotashield Tex Ultra

Features

2.6mm Crack bridging

UV resistant long lasting colors

Multi-color tintable in more than 500 colours

Benefits

Reduces wear and tear

Colors that don't fade

Instant availability of colors in Retail Stores

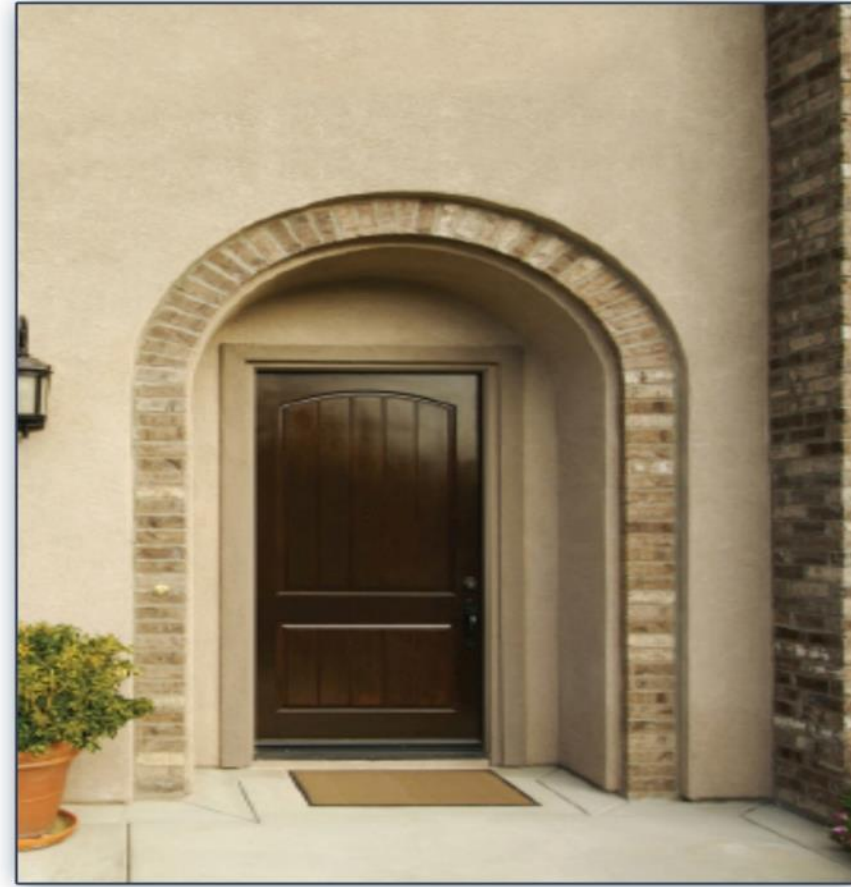
Remember!

Jotashield Tex Ultra has the **best** crack bridging ability of 2.6mm and excellent Anticarbonation properties

Crack prone products



Jotashield Textures



JOTASHIELD

DECOR



Jotashield Décor product range

Traditional Tex



Antique Tex



High Build



High Build Fine



Travertine



Jotashield Décor Traditional Tex

Most durable moderate texture that gives a traditional look

0.6 mm crack bridging

UV resistant long lasting colours



Jotashield Heritage Traditional Tex

Most durable moderate texture that gives a traditional look



Jotashield Decor Antique Tex

Most durable smooth texture that gives an antique look

1.4 mm crack bridging

UV resistant long lasting colours



Jotashield Heritage Antique Tex

*Most durable smooth texture that
gives an antique look*



Jotashield Decor Heritage HB/HB Fine

Most durable texture that gives a rough heritage/ancient look

1 mm crack bridging

Can be applied up to 4mm thickness

UV resistant long lasting colours



Jotashield Heritage HB/HB Fine

Most durable smooth texture that gives a rough heritage/ancient look



Pigmented Cementitious products



Jotashield Heritage



New Monumental Texture

Jotashield
Decor
Travertine



Jotashield Decor

Features

Authentic textured look

Advanced color performance

Reduces maintenance

Benefits

Get the look that will make you stand apart

Colours that don't fade

Save on your maintenance cost



Good For

- Residential & Commercial buildings
- Quality conscious customers
- Harsh weather
- Crack prone areas

Remember!

All Jotashield Decor products **have excellent anticarbonation** and concrete protection for long durability of walls

Remember!

All Jotun Textures can be top coated with **Jotashield**
ColourLast or **ColourXtreme** for improved performance

EASYCOAT

EXTERIOR





Profile Decor



Magnum



Fenotex



Heavytex



**Acrylic Emulsion
Primer**



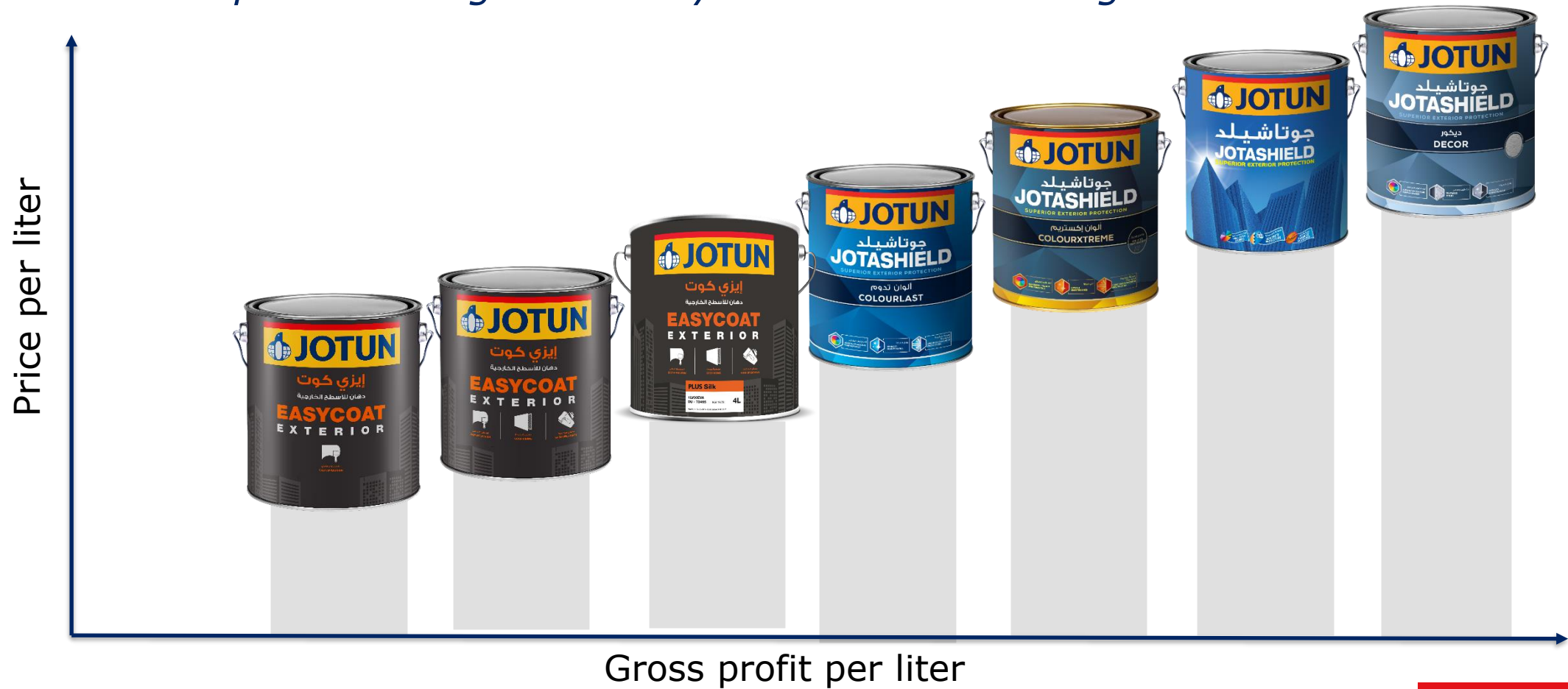
**Jotashield Alkali
Resistant Primer**



**Jotashield
Penetrating
Primer**

Exterior Product Pricing and Profit Ladder

Jotashield for premium segment. Easycoat for medium segment



Values, motivators & needs



Rational	Emotional	Political / Cultural
Cost Location Delivery Budget Timing Profit margin Points	Pride Safety / Security Image / Status Loyalty Trust Fear Like/Dislike Power Control Anxiety Anger "Saving Face" Frustration	Internal Politics Decision Making Process Tradition Culture Fit Race Age Gender Nationalism/Patriotism "Keeping up with the Joneses" Reciprocity Conformity "Unwritten rules" "Bragging rights"

Evidence

- Facts & figures
- Stories about other customers/painters/jobs
- Demonstrations/Benchmarks
- Awards & certifications
- Sales Aids



Existing Colour Selection Tools



JCCI



JCCE



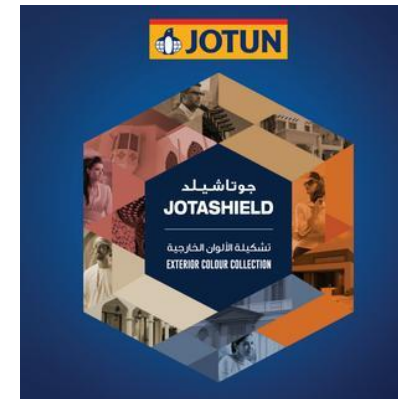
Kids Collection



Lady Design Gallery



Exterior Inspirational units



Exterior Colour Collection

Lady Design Pearl

Stylish pearl finish

Available in 33 MC tintable colours

Looks like real pearl

Soft and velvety touch



Lady Design Pearl

Stylish pearl finish



Lady Design Prestige

Luxurious metallic finish

Available in Gold, Copper,
Bronze & Silver

Creates lustrous shimmering
finishes

Semi Gloss finish



Lady Design Prestige

Luxurious metallic finish



Lady Design Stucco Antica

Marble finish

- Available in 130 MC tintable colours
- Creates attractive marble effects
- Mouldable, can create different effects



Lady Design Stucco Antica

Elegant antique finish



Lady Design Glaze

Two tone antique finish

Available in 35 MC tintable colours,
gives a 2 tone when painted on top of a
colour

Long open time for special finishes

Gives a natural antique look



Lady Design Glaze

Two tone antique finish



Lady Design Diamonds

Diamond sparkle finish

Available in 20 MC tintable colours

A bright crystal sparkle

Matt textured effect



Lady Design Diamonds

Diamond sparkle finish



Lady Design Romano

Classic roman finish

Available in 20 natural stone colours

Great alternative for stone/cement

Mouldable material can create many effects



Lady Design Romano

Classic roman finish





Soft **VELVET** touch
in just **2 STEPS**



Lady Design Royal Velvet:

Our new Lady Design

Velvet paint

Soft velvet touch finish

Easy application in 2 coats

Risk free application

Beautiful texture

Unique and beautiful home



In short...



Lady Design Prestige
Luxurious metallic finish



Lady Design Pearl
Stylish pearl finish



Lady Design Stucco Antica
Marble Finish

In short...



Lady Design Glaze
Two tone antique finish

In short...



Lady Design Diamonds
Diamonds sparkle finish



Lady Design Romano
Classic roman finish

Summary

- **Exterior Wall Paints**

Jotashield ColourXtreme is the **best** exterior paint

- **Exterior Textures**

Jotashield Heritage gives the **most** durable heritage look

- **Interior Wall Paints**

Fenomastic My Home is '**Our most beautiful paint ever**'

- **Interior Wall Designs**


Truly beautiful designs created by professionals




Comprehensive, efficient, and long lasting products





INTERIOR WOOD FINISHES

Product	Features/Benefits	Type of Substrates	Paint system
<p>Woodshield Interior</p>  <p>High quality Alkyd</p>	<ul style="list-style-type: none"> • Natural finish that exposes wood grains • Specially developed for outdoor usage with good UV protection, colour retention and weather protection • Fast drying • Low odour • No swelling due to low moisture absorption • Adequate flexibility to handle wood cracking due to expansion • Available in varnish and stain types both in matt and gloss finishes • Can be tinted from Multicolor system 	<ul style="list-style-type: none"> • Wood • Plywood 	<p>2 coats Woodshield Stain/Varnish Interior</p> <p>A coat of woodshield preserver is recommended as an anti-termite treatment</p>



EXTERIOR WOOD FINISH

Product	Features/Benefits	Type of Substrates	Paint system
<p>Woodshield Exterior</p>  <p>High quality Alkyd varnish and stain</p>	<ul style="list-style-type: none"> • Natural finish that exposes wood grains • Specially developed for outdoor usage with good UV protection, colour retention and weather protection • Fast drying • Low odour • No swelling due to low moisture absorption • Adequate flexibility to handle wood cracking due to expansion • Available in varnish and stain types both in matt and gloss finishes • Can be tinted from Multicolor system 	<ul style="list-style-type: none"> • Wood • Plywood 	<p>2 coats Woodshield Stain/Varnish Exterior</p> <p>A coat of Woodshield preserver is recommended as an anti-termite treatment</p>

Product	Features/Benefits	Type of Substrates	Paint system
<p>Benalac Enamel</p>  <p>Lead Free Alkyd Topcoat</p>	<ul style="list-style-type: none"> • Washable • Superior coverage • Good hiding • Lead free • Matt and gloss finishes 	<ul style="list-style-type: none"> • Internal cement plaster • Skim coat • Gypsum board • Wood • Plywood 	<p>1 coat Fenomastic Primer 2 coats Stucco 2 coats Bengalac Enamel</p>
<p>Fenomastic Pure Colours Enamel</p>  <p>Lead Free superior Alkyd topcoat</p>	<ul style="list-style-type: none"> • Highly washable • Superior coverage • Lead free • Non yellowing • Long lasting colours • Matt, SG and Gloss finishes • Can be tinted in various shades from multicolor system 	<ul style="list-style-type: none"> • Internal cement plaster • Skim coat • Gypsum board • Wood • Plywood 	<p>1 coat Fenomastic Primer 2 coats Stucco 2 coats Fenomastic Pure Colours Enamel</p>



EXTERIOR TEXTOTILE SYSETMS

Product	Features/Benefits	Type of Substrates	Paint system
<p>Epoxy Textotile system</p>  <p>Epoxy/polyurethane System</p>	<ul style="list-style-type: none"> • Good concrete protection system with anticarbonation property and chloride resistance • Polyurethane topcoat gives good UV resistance • Texture covers substrate undulations • Topcoats available in matt and gloss finish 	<ul style="list-style-type: none"> • Concrete • External cement plaster • GRC 	<p>1 coat Penguard HB 1 coat Penguard Texo 2 coats Durathane or Futura</p> <p>Pressed or un pressed patterns can be produced</p>
<p>Acrylic Textotile system</p>  <p>Acrylic/Polyurethane System</p>	<ul style="list-style-type: none"> • Good concrete protection system with anticarbonation property and chloride resistance • Polyurethane/jotashield topcoats give good UV resistance • Covers substrate undulations • Topcoats available in silk, SG and gloss finishes 	<ul style="list-style-type: none"> • Concrete • External cement plaster • Spray plaster • GRC 	<p>1 coat Jotashield Penetrating Primer / Jotashield Alkali resistance Primer / Acrylic Emulsion Primer 1 coat Texo Compound 2 coats Durathane or Futura or any Jotashield Topcoat</p> <p>Pressed or un pressed patterns can be produced</p>

So why Jotun?





THANK YOU

