



# PRIMAX<sup>TM</sup>

## PAINTS

COMPANY PROFILE

ESTD. 1996



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# WHO IS PRIMAX?

Primax Paints is a leading supplier of high-quality paints and coatings in the region. The company was founded in 1992 with a vision to provide premium quality paints and coatings that meet the needs of customers at competitive prices. Now Primax aims to be the biggest national brand of paint. Primax is committed to its promise of providing the highest standards of paint quality and reliability, and this is reflected in its philosophy and culture.

The company's success is due to its emphasis on cutthroat R&D, inventory management, cost control, quality control and assurance systems, and after-sales compliance. These practices ensure that Primax delivers on its promise of providing high-quality products to its target audience segments, which include homeowners, architects, interior designers, construction companies, dealers, painters, and industrialists.

Primax has a reputation for excellence in the industry, with a strong focus on customer satisfaction and innovation. The company's commitment to quality, reliability, and innovation has enabled it to become a leader in the industry, with a loyal customer base that values the company's products and services.



# WHAT MAKES US PRIMAX?

FOUNDER'S FOOTPRINT

LEADERSHIP

TIMELINE

COMPANY VALUES



02



# FOUNDER'S FOOTPRINT

Muhammad Anwar's journey to entrepreneurship was not an easy one, but it was one that was guided by his unwavering faith, strong work ethic, and commitment to family.

In 1947, Mr. Anwar migrated from district Kapurthala in India with his family. The journey that began with nine people ended with only three. The harshness of this world had set in the life of Anwar at a very young age when he lost his parents, his sister and uncles. His grandparents were all that he had left. Mr. Anwar's grandparents instilled in him the importance of education, and despite facing numerous challenges along the way, he pursued his studies with dedication and determination. With his love for literature, he graduated with M.A. in Urdu Literature.

Mr. Anwar's journey to entrepreneurship began when he farmed from 1960-68 and traded in cowfeed from 1961. to 1969, He got his first job in Faisalabad, earning a salary of Rs. 140 per month, which he did for nine long years. In 1978, he founded his own trade dealership by the name of Tahir Amin & Co., which initially only traded paints.

It was not until 1996 that the foundations of Primax were laid, and the company began to produce and trade its own paints. From the beginning, Mr. Anwar believed in doing business in a way that was consistent with his values. He never engaged in financial dealings involving interest or credit, instead chose to operate on a cash basis. His belief in Allah was unwavering; he believed in delivering on his commitments and never compromising on quality.

However, Mr. Anwar's journey was not just about personal success - it was about building a legacy that would make a positive impact on the world around him. He never compromised on quality or ethics, even when it meant taking a more difficult path.

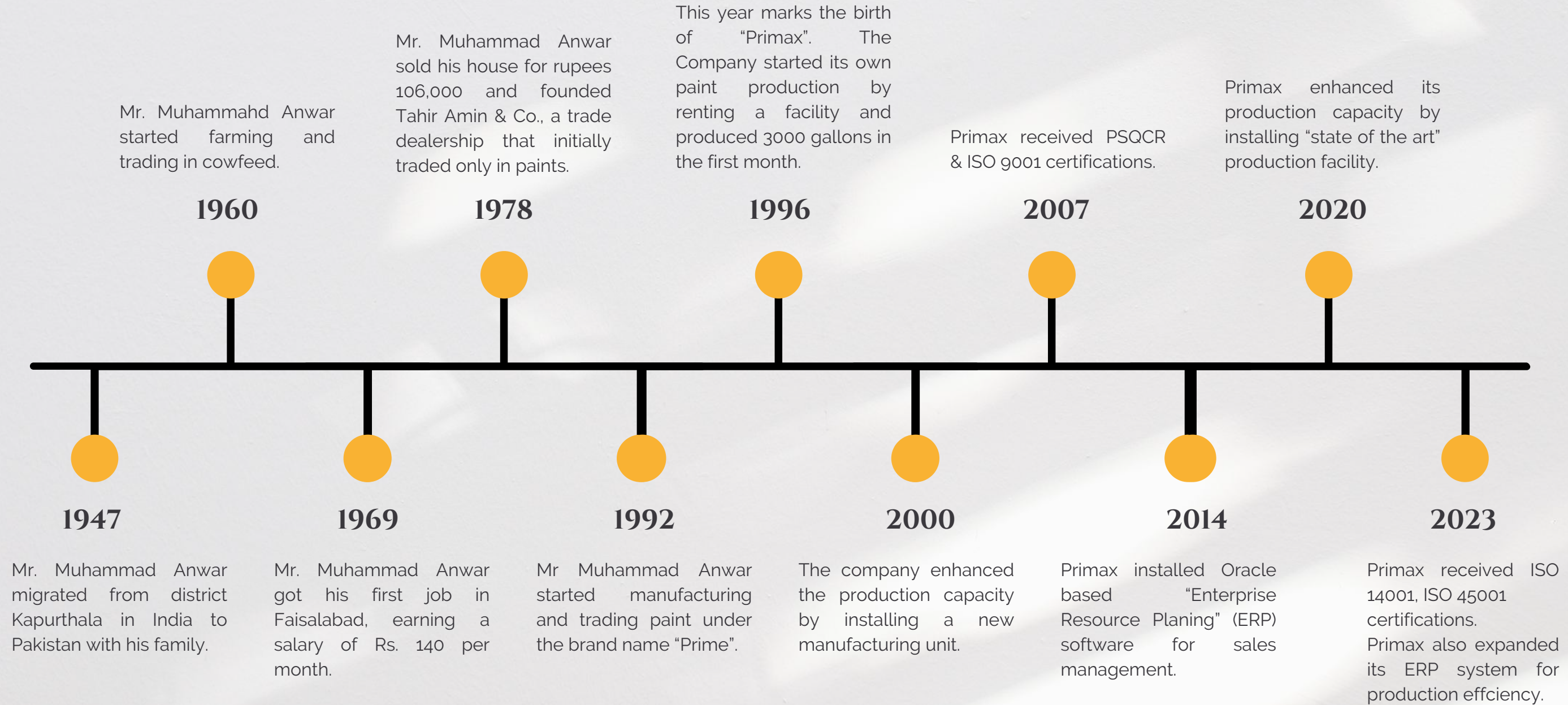
As Mr. Anwar's business grew, so did his commitment to giving back to the community. He believed that success was not just measured by financial gain, but by the positive impact that a business could have on the lives of its customers, employees, and the wider community. And so he made sure that Primax Paints was not just a business, but a force for good in the world.

Today, Mr. Anwar's legacy lives on in the company that he founded, and the values that he upheld continue to guide its operations. Primax Paints is not just a business, but a testament to the power of hard work, faith, and a commitment to doing what is right. It is a tribute to every man who believes that anything is possible with a strong foundation of values, a clear sense of purpose, and a willingness to persevere through even the toughest of challenges.





# TIMELINE





# COMPANY VALUES

## Unity

First of all, there needs to be a clear sense of purpose or mission that everyone can get behind. This shared vision helps to align everyone's efforts towards a common goal.

Second, effective communication is essential for building unity. This means having open and honest conversations, providing regular updates on progress, and actively listening to feedback from all members of the organization.

Third, a strong culture of collaboration and teamwork is needed. This includes creating opportunities for cross functional collaboration, encouraging knowledge sharing, and recognizing and rewarding teamwork.

Fourth, there needs to be a strong sense of trust and respect among team members. This means establishing clear expectations and holding everyone accountable for their actions.

## Discipline

Firstly, employees need to understand what is expected of them and what the standards are for their work. This includes clear job descriptions, performance metrics, and policies and procedures that govern behavior and conduct.

Secondly, the organization needs to consistently enforce these expectations and standards. This means that when policies are violated, there are consequences that are fairly and consistently applied to all employees.

Finally, a culture of accountability needs to be fostered within the organization. This means that employees take ownership of their work and their behavior, and are willing to hold themselves and their colleagues accountable when expectations are not met. This creates a sense of shared responsibility and a commitment to excellence, which ultimately drives organizational success.

## Loyalty

Loyalty in an organization requires employees to be committed to the goals and values of the organization, and to act in the best interests of the organization.

This can involve being willing to put in extra effort, going above and beyond in their work, and supporting and promoting the organization's interests even when it may not be in their personal interest to do so.

Loyalty also involves maintaining confidentiality, following rules and procedures, and avoiding conflicts of interest.

In turn, the organization should also show loyalty to its employees by providing fair compensation, opportunities for growth and development, and a supportive work environment.



# PRIMAX LEADERSHIP

TOP LEADERSHIP  
SENIOR LEADERSHIP  
NEW LEADERSHIP



03



# TOP LEADERSHIP



MUHAMMAD  
ANWAR  
**FOUNDER**

Business can be done in a way that is consistent with one's values and beliefs, and that is the path to true success.



SHAKEEL  
ANWAR  
**CEO**

"Never compromise on quality or ethics, even when it means taking a more difficult path."



AMIN  
ANWAR  
**CFO**

"Success is not just measured by financial gain, but by the positive impact that a business can have on the lives of its customers, employees, and the wider community."



# SENIOR LEADERSHIP



AHMED  
CHATTHA

**NATIONAL SALES  
MANAGER**

Mr. Ahmed Chattha is our national sales manager. With over 3 decades of experience in the industry, Mr. Chattha is one of the prominent leaders of Primax in pursuing its national vision of being the best paint company through innovative and thoughtful leadership.



ZEESHAN  
AHMAD

**PRODUCTION  
MANAGER**

Mr. Zeeshan Ahmad leads the research & development at Primax. Primax's market disruption through innovation in its product is possible because of the energy and dedication of such potential leaders.



FASEEHA  
FATIMA

**QUALITY CONTROL  
MANAGER**

Miss Faseeha Fatima brings a profound commitment to ensuring excellence in every facet of our organization's operations. With a proven track record in implementing and overseeing rigorous quality control procedures.



# PRIMAX OVERVIEW

TAGLINE

VISION

MISSION

TARGET AUDIENCE

BRAND PROMISE

04





# TAGLINE

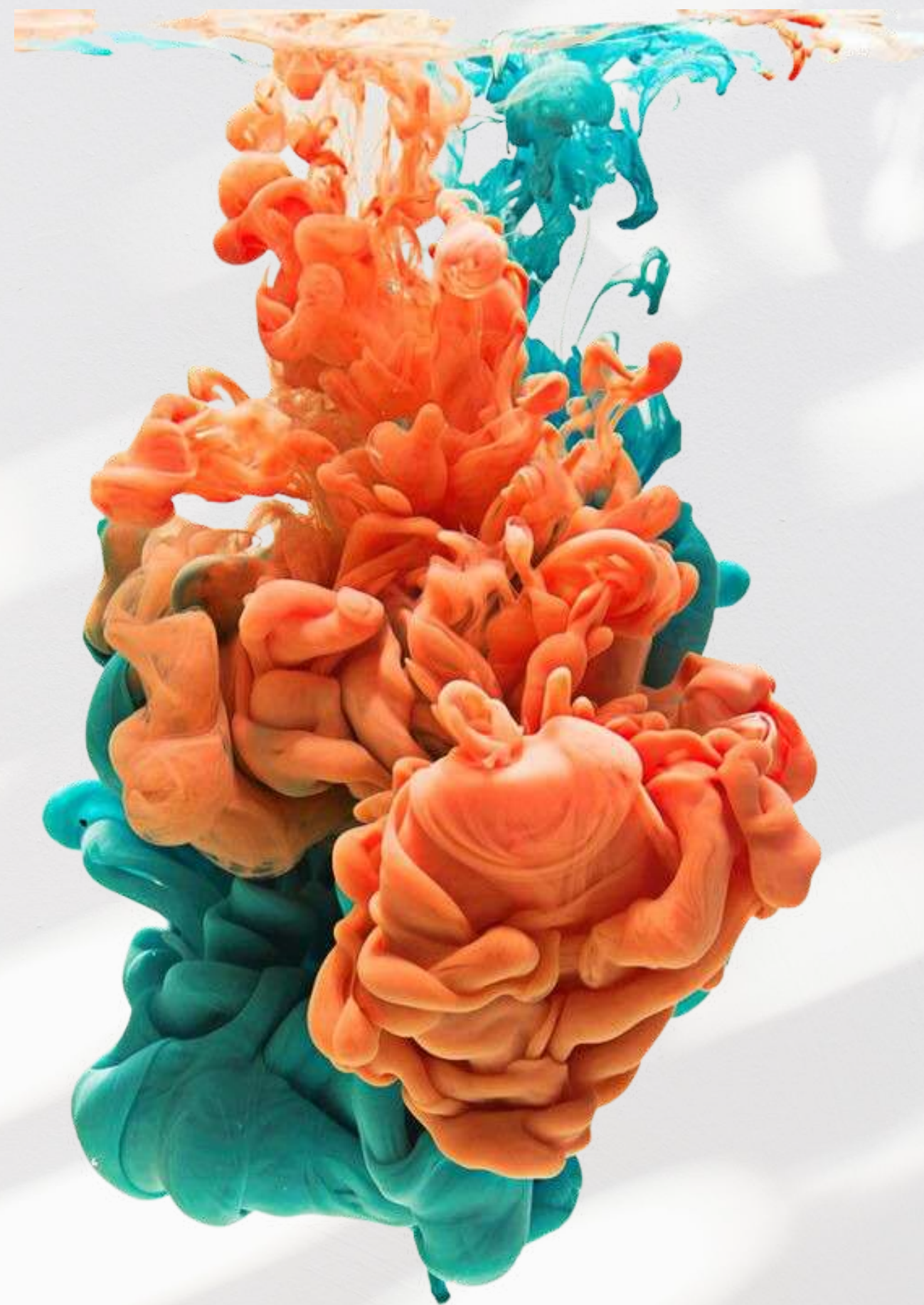
## BRINGING COLOR TO LIFE

At Primax Paints, our tagline "Bringing Color to Life" is not just a catchy phrase. It is a reflection of our core philosophy and culture that guides our actions and interactions with our stakeholders. It is embedded in our DNA and sets us apart from others in the industry.

Our commitment to this philosophy is evident in the way we interact with each other and our customers. We are passionate about what we do and take pride in delivering high-quality products and services that exceed our customers' expectations. We strive to create an environment where everyone feels valued and respected, regardless of their background or position.

Our tagline is not just a marketing message, but a reflection of our commitment to making a positive impact in the communities we serve. We believe in giving back and supporting causes that make a difference in people's lives. Our employees are actively involved in various community initiatives and volunteering programs, and we take pride in being a responsible corporate citizen.

In essence, "Bringing Color to Life" is more than just a tagline for us. It is a way of life that defines who we are, what we stand for, and how we do business. We are committed to living up to this philosophy and culture in everything we do, and we are proud to be uniquely Primax.





# VISION

"Empower people and places through transformative color and quality paint products, while fostering trust, unity, discipline and loyalty. We strive to help individuals realize their potential for enriched and empowered living."

# MISSION

"Our mission at Primax is to provide exceptional decorative and industrial paint products to homeowners, interior designers, architects, dealers, painters, construction companies, and industrialists. We leverage proprietary technology to deliver high quality paints at a competitive price that excels in durability, color retention, and performance. We are committed to leading the high quality paint industry by fostering innovation, providing outstanding customer service, and continuously refining our products and processes through dedicated research and development."





# TARGET AUDIENCE & BRAND PROMISE

**“Experience the highest standard of paint quality and reliability with Primax at competitive prices.”**

Primax Paints targets a wide range of audiences with its high-quality paints and coatings. The company's products cater to the needs of homeowners, architects, interior designers, construction companies, dealers, painters, and industrialists.

For homeowners, Primax offers a range of decorative paints that are durable, long-lasting, and available in a variety of colors and finishes to suit their specific needs. Architects and interior designers, on the other hand, require paints that are not only aesthetically pleasing but also meet technical specifications such as fire resistance, waterproofing, and anti-corrosion properties. Primax offers a wide range of such paints and coatings, specifically designed to meet these requirements.

Construction companies and industrialists have different paint requirements, such as coatings for structural steel, industrial floors, and heavy machinery. Primax offers a variety of products designed for these specific purposes, providing high-quality paints that can withstand the rigors of heavy use.

Painters and dealers form a significant part of Primax's target audience, as they are the ones who use and sell the company's products. Primax provides them with a range of products that meet their specific needs and offers support through training programs and after-sales service.

In summary, Primax Paints caters to a diverse range of audiences with its high-quality paints and coatings, designed to meet the specific requirements of each segment. The company's commitment to quality, reliability, and competitive pricing has earned it a strong reputation and a loyal customer base across various industries.

Primax Paints is a company that prides itself on delivering the highest standard of paint quality and reliability to its customers. This promise is supported by a range of factors that set Primax apart from its competitors.

Firstly, the company invests heavily in cutthroat R&D to ensure that its paints and coatings are innovative and stay ahead of industry trends. This allows Primax to continuously improve its product offerings, making sure customers get the latest and greatest in paint technology.

Secondly, inventory management and cost control are crucial factors that help Primax to offer competitive prices without compromising on quality. The company works tirelessly to optimize its supply chain and keep costs low, so that it can offer its customers the best possible value for their money.

Finally, Primax has a strong commitment to after-sales compliance, which means that it stands behind its products and is willing to go above and beyond to make things right for its customers. This includes providing after-sales support and addressing any concerns or issues that may arise.

Taken together, these factors form the basis of Primax's brand promise and help to ensure that its customers have an exceptional experience every time they use its products. Whether you are a homeowner, a contractor, or a DIY enthusiast, you can trust that Primax paints and coatings will deliver the highest standard of quality and reliability at competitive prices.



# OUR ESTEEMED CLIENTAGE



Masood Textile Mills



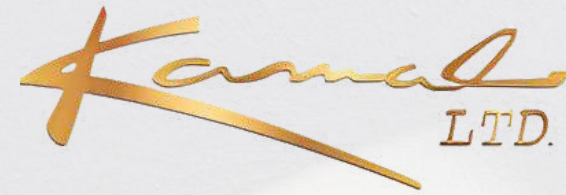
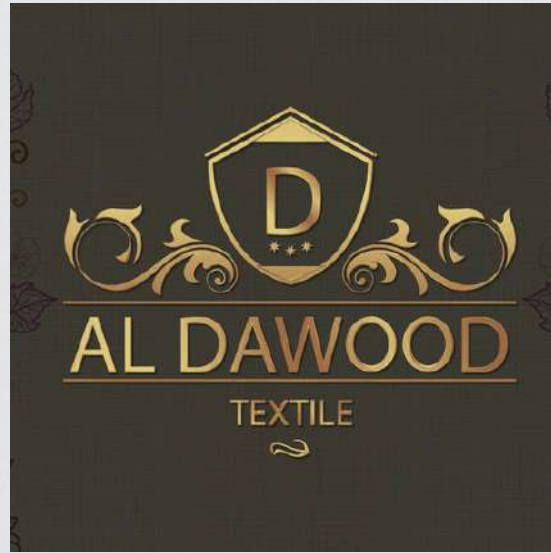
GOHAR  
TEXTILE



MK Sons



# OUR ESTEEMED CLIENTAGE



INDUS LYALLPUR LIMITED





# PRODUCT RANGES

REGAL PRODUCTS

POWER PRODUCTS

WOODCARE PRODUCTS

HI-BUILD PRODUCTS

CONSTRUCTION CHEMICALS

05





# REGAL RANGE

Regal is a premium paint product line that offers top-of-the-line quality and durability for all your painting needs. Whether you're looking to revamp your living space, add a touch of elegance to your commercial property or create a unique artistic masterpiece, Regal has got you covered.

Regal offers both oil-based and water-based paints, catering to different preferences and requirements. The oil-based paints provide a rich, glossy finish that is resistant to wear and tear, making it perfect for high-traffic areas like hallways, door frames, and trim. On the other hand, the water-based paints are low-odor and easy to clean, making them ideal for interior walls, ceilings, and other surfaces.

Regal's paint products are formulated using high-quality ingredients, ensuring a smooth and consistent application. The paints are also fade-resistant, meaning your walls will retain their vibrant color for years to come.







Fairy Lights 8857

# AQUA MATT EMULSION

Primax Regal Velvet Touch Aqua Matt Emulsion is an exclusive high-quality water-based matt emulsion that provides a luxurious finish. This odorless and low VOC paint is designed for use on all interior masonry surfaces, including brickwork, plaster, cement rendering, and wall boards. With its soft matt finish, it provides excellent coverage and is highly durable, making it ideal for use in high traffic areas such as hallways, living rooms, and kitchens. Household stains such as coffee, tea, ketchup, juice, and oil can be easily wiped off with a damp cloth, leaving no marks or stains behind.





# WEATHER CARE

Primax Regal Weather Care is a high-quality 100% Acrylic based emulsion paint, specially designed for use on new and previously painted exterior masonry surfaces, such as brickwork, plaster, and cement rendering. This paint is perfect for enhancing the beauty and protection of your exterior walls, as it provides a smooth and durable finish that is resistant to weathering, fading, and mildew.

The advanced formula of this paint is designed to withstand harsh weather conditions, making it ideal for use in areas with high levels of rainfall or extreme temperatures. It is easy to apply and provides excellent coverage, ensuring that your walls are fully protected and look their best for years to come.



Daffodil 2105







**Apple Green 6028**

# PLASTIC EMULSION

Primax Regal Plastic Emulsion is a premium quality 100% Acrylic based emulsion paint, specially designed to give a luxurious finish to both interior and exterior masonry surfaces, such as brickwork, plaster, and cement rendering. This high-performance paint provides a smooth and durable finish that is resistant to cracking, peeling, and fading, ensuring that your walls stay looking their best for a long time.

Whether you are renovating your home or building a new one, Primax Regal Plastic Emulsion is the perfect choice for a professional and long-lasting finish. With its superior quality, durability, and versatility, this paint is ideal for enhancing the beauty and protection of your home's interior and exterior walls. So why wait? Transform your walls today with Primax Regal Plastic Emulsion.





# SUPER EMULSION



Leaf Green 1123

Primax Regal Super Emulsion is a premium quality interior emulsion paint that is specifically designed to provide a smooth and durable finish for newly and previously painted interior surfaces. This high-performance paint contains anti-fungal and anti-bacterial additives, making it an ideal choice for households with children or people with allergies.

With a high spreading rate and excellent brush and recoat ability, this paint is easy to apply and saves time and effort. Its advanced formula ensures a tough and durable film, which provides long-lasting protection to your walls. This paint also exhibits excellent flow, giving your walls a smooth, flat finish that is pleasing to the eye.





# MULTI TILE

Primax Multi Tile is a premium quality texture that is designed to create stunning multi-tile finishes for decorative purposes. Its unique, heavy-body, moldable texture is perfect for creating a variety of textures on all types of surfaces, including plasters, concrete, and wood.





# TEXTURE FINISH

Primax Regal Texture Finish is the perfect solution for those looking to add a touch of creativity to their walls. This high-quality texture provides an excellent finish that is suitable for both interior and exterior use. Its heavy body and moldable texture make it easy to create unique designs and patterns on walls, plasters, concrete, and wood.

The texture finish also boasts exceptional properties like mildew resistance, breathability, and waterproofing, which ensure its durability and longevity. With this texture finish, you can easily achieve a professional-looking result that will enhance the overall appearance of your space.

Whether you want to create a rustic, modern, or traditional look, Primax Regal Texture Finish is the perfect choice for achieving your desired effect. It is easy to apply, and with its excellent adhesion properties, it provides a smooth and seamless finish. So, add a touch of creativity to your walls with Primax Regal Texture Finish.





# SHEESHA WALL PUTTY

Primax Regal Sheesha Putty is a high-quality, water-based filler that is designed to provide a smooth and even surface for interior masonry surfaces such as plaster. This ready-to-use filler is easy to apply and dries quickly, making it a convenient and efficient choice for your interior painting needs.

One of the key features of this sheesha putty is its excellent filling properties. It fills in gaps and imperfections in the surface, providing a smooth and even base for the application of topcoats. This ensures that your paint job looks perfect and professional every time.

In addition, Primax Regal Sheesha Putty is brilliant white in color, giving your walls a bright and clean look that enhances the overall aesthetic of your interior space. Its superior quality and easy-to-use formula make it a popular choice among homeowners and professionals alike.





# INTERIOR AQUA PRIMER

Primax Regal Interior Aqua Primer is a premium quality water-based wall sealer that is specially designed to provide maximum protection against alkali and moisture, enhancing the performance of top coat. This advanced primer is formulated to penetrate deep into the surface, creating a breathable barrier that stops water from entering the surface, but allows water vapor to escape, ensuring long-lasting protection.

With its superior quality and excellent intercoat adhesion, this interior primer is recommended for use on a wide range of interior surfaces, including plastered walls, ceilings, concrete, brickwork, and wall boards. It provides excellent coverage and is easy to apply, saving you time and effort during the painting process.

# ACRYLIC PRIMER

Primax Regal Acrylic Primer is a high-quality water-based primer that is specially designed to provide excellent adhesion and sealing properties for all types of exterior and interior masonry surfaces, including brickwork, plaster, and cement. This primer is suitable for use on both new and previously decorated surfaces, providing a smooth and durable base for topcoat application.

This advanced primer is formulated with premium quality acrylic resins, which offer superior protection against damage from alkali and salts, ensuring the longevity of your walls. It seals the surfaces, creating a barrier against moisture and other harmful elements that can cause damage to your walls over time.





# EXTERIOR WALL PUTTY

Primax Regal Exterior Wall Putty is a premium quality, 100% acrylic-based ready-to-use exterior putty that is designed to provide a smooth and even base for topcoats. With its excellent whiteness, coverage, and application properties, this high-quality putty is perfect for use on a wide range of exterior surfaces, including brickwork, plaster, and cement rendering.

One of the key features of this exterior putty is its excellent coverage and application properties. It spreads easily and evenly, providing a smooth and uniform base for topcoats. It also has excellent adhesion to a wide range of surfaces, ensuring that your paint job stays looking great for years to come.

In addition, Primax Regal Exterior Wall Putty is APEO and formaldehyde-free, making it a safe and environmentally-friendly choice for your exterior painting needs. Its advanced formula ensures maximum durability and resistance to weathering and other environmental factors, providing long-lasting protection and enhancing the beauty of your exterior walls.

# SMOOTH WALL PUTTY

Primax Regal Wall Putty is a premium quality, ready-to-use filler that is designed to provide a smooth and even surface for all types of interior masonry surfaces such as brickwork, plaster, and cement rendering. Its advanced formulation ensures excellent filling properties, giving you a perfect surface for the application of topcoats.

One of the key features of this wall putty is its easy-to-use formula. It can be applied directly to the surface without the need for any additional mixing or preparation. Its smooth consistency ensures easy application and good workability, making it an ideal choice for both professionals and DIY enthusiasts.





# TECHNICAL DATA - REGAL

		AQUA MATT EMULSION	WEATHER CARE	PLASTIC EMULSION	SUPER EMULSION	ACRYLIC PRIMER (INTERIOR & EXTERIOR)	AQUA PRIMER (INTERIOR + EXTERIOR)	EXTERIOR WALL PUTTY	SHEESHA WALL PUTTY	SMOOTH WALL PUTTY	MULTI TILE (NO SHADES)	TEXTURE FINISH (NO SHADES)
	<b>PACK SIZE</b>	1, 4, 16 L	1, 4, 16 L	1, 4, 16 L	0.91, 3.64 & 14.56 L	1, 4, 16 L	0.91, 3.64 & 14.56 L	20 kg	5, 20 kg	1, 5, 20 kg	5, 20 kg	5, 20 kg
<b>COMPOSITION</b>	<b>PIGMENT</b>	Lightfast Pigment	Lightfast Pigment	Lightfast Pigment	Lightfast Pigment	Lightfast Pigment	Lightfast Pigment	Inert Fillers	Inert Fillers	Inert Fillers	Lightfast Pigments & Inert Extenders	Lightfast Pigments & Inert Extenders
	<b>BINDER</b>	Acrylic Copolymer Emulsion	Acrylic Copolymer Emulsion	Acrylic Copolymer Emulsion	PVA Copolymer Emulsion	Acrylic Copolymer Emulsion	PVA Copolymer Emulsion	Acrylic Copolymer Emulsion	PVA Copolymer	PVA Copolymer	Acrylic Copolymer Emulsion	Acrylic Copolymer Emulsion
	<b>SOLVENT</b>	Water	Water	Water	Water	Water	Water	Water	Water	Water	Water	Water
<b>DRYING TIME</b>	<b>TOUCH DRY</b>	2-3 hrs	2-3 hrs	2-3 hrs	2-3 hrs	2-3 hrs	2-3 hrs	2-3 hrs	2-3 hrs	2-3 hrs	20-30 min	20-30 min
	<b>RECOAT</b>	4-6 hrs	4-6 hrs	4-6 hrs	4-6 hrs	6-8 hrs	3-4 hrs	3-4 hrs	3-4 hrs	3-4 hrs		
	<b>THEORETICAL COVERAGE (M<sup>2</sup>/L)</b>	10 to 13	14 to 16	13 to 16	11 to 16	13 to 20	13 to 15	4 to 6	4 to 6	4 to 6	1 to 2	3 to 4
<b>APPLICATION THINNING</b>	<b>BRUSH OR ROLLER</b>	20 - 30%	10 - 25 %	50 - 75%	15- 25%	10-25%	20 - 40%	ready to use	ready to use	ready to use	NA	NA
	<b>SPRAY</b>	30 - 40%	50 - 75%	25%	50-75%	30-40%	40-60%					



# OIL BASED REGAL





# MATT FINISH

Primax Regal Matt Finish Enamel is a high-quality enamel that offers a durable and non-glossy finish, along with exceptional resistance to moisture and steam. It is formulated with stain-resistant properties, making it easy to clean and maintain. This enamel is ideal for a variety of interior surfaces, including wood, metal, and masonry.

It is particularly well-suited for use in bathrooms, kitchens, corridors, staircases, and walls, where a hardwearing, non-dazzling finish is desired. With its superior performance and versatility, Primax Regal Matt Finish Enamel is an excellent choice for any interior painting project.



Royale 4020

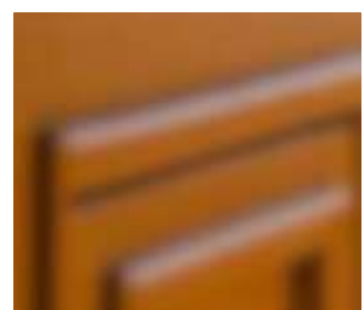




# SYNTHETIC ENAMEL

Primax Regal Synthetic Enamel is a superior quality solvent-based super gloss finish paint that is perfect for both interior and exterior wood and metal surfaces. It provides a mirror-like smooth finish with excellent durability, making it ideal for use in areas that require high-performance coatings such as doors, windows, metal railings, and furniture.

This high-quality enamel has excellent gloss retention, stain resistance, and weathering properties, making it perfect for use in areas exposed to harsh environments. The Primax Regal Synthetic Enamel is easy to apply, dries quickly, and provides a long-lasting, attractive finish to any surface.



Golden yellow 3100





# TONERS

Primax Regal Toner is a high-quality topcoat that provides a superior gloss and appearance to any surface. Designed for use in all markets, this easy-to-apply toner is ideal for large repairs or for achieving a high-gloss finish on a variety of surfaces.

Its advanced formula ensures outstanding durability and resistance to wear and tear, ensuring that your surfaces stay looking great for longer. Whether you're working on wood, metal, or other materials, Primax Regal Toner is the perfect choice for achieving a high-quality, long-lasting finish.





# SYNTHETIC UNDERCOAT

Primax Synthetic Undercoat is a high-quality, quick-drying undercoat with excellent filling and adhesion properties. Its fast-drying formula allows for overnight air drying and easy sanding, making it an efficient choice for your painting projects. It provides a smooth and even base for subsequent coats and can be used with a variety of finishes, including synthetic enamel, hammer tone, and metallic finishes, including automotive lacquers. Its versatility and compatibility with different types of finishes make it an ideal choice for use on metal, wood, and other surfaces.





# SYNTHETIC VARNISH

Primax synthetic clear varnish is a high-quality, air-drying varnish designed to provide a very high gloss finish on both wood and metal surfaces. With its excellent durability and flexibility, this varnish provides long-lasting protection and a tough, hard-wearing finish. It is ideal for use on a wide range of surfaces, including wood and cane furniture, doors, windows, and tongas, and can be mixed with synthetic enamels to improve gloss. Whether you need to protect and enhance the natural beauty of wood or give metal surfaces a high-gloss finish, Primax synthetic clear varnish is the perfect solution.





# HIGH SPARKLE METALLIC

Primax Regal High Sparkle Metallic Paint is an extraordinary high-gloss paint with a stunningly beautiful metallic sparkle and luster. It is specially formulated to add an eye-catching and unique touch to various surfaces, including steel and wood structures, furniture, fans, electric panels, toys, doors and windows. This paint gives a brilliant and long-lasting finish that enhances the beauty of the painted object.

With its high-quality ingredients, Primax Regal High Sparkle Metallic Paint offers excellent durability and resistance to wear and tear, making it a perfect choice for high traffic areas. Add a touch of sparkle and glamour to your surfaces with Primax Regal High Sparkle Metallic Paint.





# SYNTHETIC METALLIC

Primax Regal Synthetic Metallic is a high-quality solvent-based paint suitable for use on properly primed wood and metal surfaces. Its exceptional weather resistance makes it ideal as a topcoat for steel, iron, zinc, wood, and galvanized substrates.

The paint is formulated with metallic particles that create a striking, eye-catching finish that adds depth and texture to any project. Whether you're looking to add a touch of glamour to furniture, doors, or other objects, Primax Regal Synthetic Metallic is a reliable and long-lasting option.





# SILVER SHINE ALUMINIUM

Primax Regal Silver Shine Aluminum Paint is a high-quality protective and decorative coating that provides an economical solution for both interior and exterior surfaces. With its excellent light reflection properties and mild heat resistance, it is ideal for use on surfaces such as storage tanks, refineries, bridge fences, light poles, and in industrial and moderate marine service.

The paint is specially formulated to provide a durable, long-lasting finish that protects the underlying surface from the effects of weather and corrosion. It is easy to apply, dries quickly, and adheres well to a variety of substrates, including metal, wood, and concrete.





# PAINT REMOVER

Primax Paint Remover is a powerful solution designed to easily remove old paint from various surfaces. This fast-acting, slow-evaporating compound works by swelling the paint, making it easier to remove. It can be used on all types of surfaces including wood, metal, and masonry. Primax Paint Remover is an effective solution for anyone looking to renovate or restore their space by removing old layers of paint.





# RED OXIDE PRIMER

Primax Regal Red Oxide Primer is a superior quality, solvent-based primer specially designed for providing anti-corrosion protection to interior and exterior ferrous and non-ferrous metal surfaces. This primer is suitable for use on new and pre-treated zinc and galvanized iron, as well as pre-treated aluminum. The red oxide color of the primer makes it easy to identify areas that have been covered, ensuring complete coverage. The high-quality formulation of this primer ensures excellent adhesion to the substrate, providing a strong base for topcoat application. The anti-corrosion properties of this primer protect the metal surface from rust and corrosion, ensuring long-lasting protection.





# WALL PRIMER SEALER

Primax Regal Wall Primer Sealer is a high-quality solvent-based primer that acts as a sealer for masonry, plaster, and concrete surfaces. It provides excellent adhesion to the substrate and prevents damage from alkali and salts. This primer seals porous surfaces and reduces the consumption of top-coats. It also improves the adhesion of subsequent coats of paint. Primax Regal Wall Primer Sealer is suitable for use on concrete and plaster surfaces, brickwork, and ceilings, among others. Additionally, it is effective in sealing poorly adhering distempers and lime wash coated surfaces. This primer is easy to apply and dries quickly, providing a smooth and uniform surface for painting.





# GLOSS & THINNING SOLVENT

Primax Regal Gloss and Thinning Solvent is a high-quality solvent blend designed for a variety of purposes. It is specially formulated for use with alkyd-based air drying enamels, providing a smooth finish to the paint film.

In addition, it can be used as a degreasing agent for substrates to be coated with air drying enamels, ensuring a clean surface for optimal adhesion. This versatile solvent is an essential tool for achieving professional results in any painting project.





# NC THINNER

Primax Nitro Cellulose Thinner is a high-quality thinner designed specifically for use with nitrocellulose-based products. It is made from a mixture of esters, glycol, aromatic solvents, and ketones, which provide an ideal diluent for all nitrocellulose-based products. This thinner is easy to use and is suitable for use with a range of industrial applications. It has excellent solvency properties, which make it an ideal choice for use with a range of coatings, including nitrocellulose lacquers and primers. Its fast-evaporating properties ensure that it dries quickly, leaving a smooth, even finish. This product is ideal for use in industrial settings where high-quality coatings are required.





# TECHNICAL DATA - OIL BASED REGAL

		MATT FINISH	SYNTHETIC ENAMEL	HIGH SPARKLE METALLIC	SYNTHETIC METALLIC	TONERS	SILVER SHINE ALUMINIUM	SYNTHETIC UNDERCOAT	SYNTHETIC VARNISH (USED FOR SOLVENT AND GLOSS)	PAINT REMOVER	GLOSS & THINNING SOLVENT	RED OXIDE PRIMER	WALL PRIMER SEALER	NC THINNER
	<b>PACK SIZE</b>	0.91L 3.64L	0.25L 0.91L 3.64L 14.56L	0.91L 3.64L	0.91L 3.64L	0.25L 0.91L 3.64L	0.25L 0.91L 3.64L	0.91L 3.64L	0.25L 0.75L 3L 12L	0.91 L	0.91 L 3.64 L	0.91L 3.64L 14.56L	1L 4L 16L	3.64L
<b>COMPOSITION</b>	<b>PIGMENT</b>	Lightfast Pigment	Lightfast Pigment	High sparkle aluminum	Colorfast and metallic Pigments	Lightfast Pigments	Leafing aluminum paste	Inert Filler and Lightfast Pigments	NA	NA	NA	Stable Pigments, Inert Extender	Stable Pigments, Inert Extender	NA
	<b>BINDER</b>	Modified Alkyd Resin	Alkyd resin	Alkyd resin	Modified Alkyd Resin	Alkyd Resin	Modified Alkyd Resin	Alkyd Resin	Alkyd Resin	NA	NA	Modified Alkyd Resin	Alkali Resistant Polymer	NA
	<b>SOLVENT</b>	Mineral Turpentine	Mineral Turpentine	Mineral Turpentine/ Super Petrol	Mineral Turpentine / Super Petrol	Mineral Turpentine	White Spirit	Mineral Turpentine	Mineral Turpentine / Primax Mixing Oil	Blend of volatile solvents	Volatile solvent mineral turpentine oil	Mineral Turpentine	White Spiri/ Primax Mixing Oil	Volatile Solvents BA, IPA, Xylene
<b>DRYING TIME</b>	<b>TOUCH DRY</b>	2-3 hrs	2-4 hrs	2-4 hrs	2-4 hrs	2-4 hrs	2-4 hrs	1-2 hrs	2-4 hrs	NA	NA	2-4 hrs	2-4 hrs	NA
	<b>RECOAT</b>	4-6 hrs	6-8 hrs	6-8 hrs	6-8 hrs	6-8 hrs	6-8 hrs	4-6 hrs	6-8 hrs	NA	NA	4-6 hrs	4-6 hrs	NA
	<b>THEORETICAL COVERAG E (M<sup>2</sup>/L)</b>	14-16	12-14	11-12	12-14	12-14	13-14	9-11	11-13	NA	NA	14-16	8-11	NA
<b>APPLICATION THINNING</b>	<b>BRUSH OR ROLLER</b>	10-15%	10-15%	10-15%	10-15%	10-15%	NA	10-25%	10-20%	NA	NA	10-20%	10-25%	NA
	<b>SPRAY</b>	20-25%	20-25%	20-25%	20-25%	20-25%	20-25%	30-40%	30-40%	NA	NA	20-25%	30-40%	NA



# POWER RANGE

The Primax Power Range is a high-quality paint range that offers a cost-effective alternative to the premium Regal Range. Despite being more affordable, the Power Range still delivers exceptional quality and durability. The range includes both oil-based and water-based products to cater to different preferences and needs.

The water-based products in the range include Silk Emulsion, Wall Putty, and Water Primer Sealer. The oil-based products in the range include Synthetic Enamel, Synthetic Undercoat, and Red Oxide Primer.

Overall, the Primax Power Range is an excellent choice for those looking for high-quality paint products that provide excellent value for money. With a wide range of products to choose from, there is sure to be a product in the range that meets your needs and requirements.



# SILK EMULSION

Primax Power Silk Emulsion is a high-quality interior emulsion paint that offers a smooth and slightly glossy finish. It is specially formulated to provide excellent coverage and durability on a variety of interior surfaces, including cement, concrete, plaster, chipboard, and hardboard. This water-based paint dries quickly and is easy to apply, making it a great choice for both professional painters and DIY enthusiasts. Its superior quality and finish make it a popular choice for use in homes, offices, and commercial spaces.



**Bright Blue P-1922**





# WEATHER STAR

Introducing Primax Power Weather Star, a top-tier emulsion paint crafted from 100% Acrylic, meticulously engineered for both new and previously painted exterior masonry surfaces. Whether it's brickwork, plaster, or cement rendering, this paint is your go-to solution for elevating the aesthetics and safeguarding the exterior walls of your property. It delivers a resilient and sleek finish that stands strong against the ravages of weather, preventing fading and resisting the growth of mildew.







Ivory Silk P-8206

# ALL IN ONE

Introducing Primax Power All in One, a top-tier emulsion paint crafted from 100% Acrylic, designed to impart a luxurious finish to door masonry surfaces, including brickwork, plaster, and cement rendering. This high-performance paint delivers a flawlessly smooth and enduring surface, effectively resisting cracking, peeling, and fading, ensuring your walls maintain their pristine appearance for an extended period.





# WATER PRIMER SEALER

Primax Power Water Sealer is a water-based Sealer which protects against alkali and moisture. It is a breathable primer which allows water vapors to evaporate. It is a top quality primer for use on masonry surfaces including concrete, brick work, plaster, cement and wall boards etc.





# WALL PUTTY

Transform your home into a work of art with Primax Power Wall Putty! This top-quality wall putty is specially formulated to deliver a flawless finish to your interior masonry surfaces. Whether you're renovating your living room or redecorating your bedroom, this ready-to-use filler is perfect for filling cracks, holes, and imperfections.

With its superior quality, Primax Power Wall Putty provides a smooth, even surface for painting and wallpapering. Its quick-drying formula allows for faster project completion, saving you both time and effort. Plus, it's resistant to cracking and shrinkage, ensuring that your walls stay beautiful and durable for years to come.

Say goodbye to unsightly blemishes and hello to a stunning, picture-perfect wall with Primax Power Wall Putty. Try it today and experience the difference!





# TECHNICAL DATA - POWER

		<b>SILK EMULSION</b>	<b>WEATHER STAR</b>	<b>ALL IN ONE</b>	<b>WALL PUTTY</b>	<b>WATER PRIMER SEALER</b>
	<b>PACK SIZE</b>	0.91L 3.64L	1, 4, 16 L	1, 4, 16 L	20 kg	4L, 16L
<b>COMPOSITION</b>	<b>PIGMENT</b>	Lightfast Pigment	Lightfast Pigment	Lightfast Pigment	Inert Fillers	Lightfast Pigments
	<b>BINDER</b>	PVA Copolymer Emulsion	Acrylic Copolymer Emulsion	Acrylic Copolymer Emulsion	PVA Copolymer Emulsion	Acrylic Copolymer
	<b>SOLVENT</b>	Water	Water	Water	Water	Water
<b>DRYING TIME</b>	<b>TOUCH DRY</b>	2-3 hrs	2-3 hrs	2-3 hrs	2-3 hrs	2-3 hrs
	<b>RECOAT</b>	4-6 hrs	4-6 hrs	4-6 hrs	3-4 hrs	6-8 hrs
	<b>THEORETICAL COVERAGE (M<sup>2</sup>/L)</b>	13-15	14 to 16	10 to 13	4-6	12-14
<b>APPLICATION THINNING</b>	<b>BRUSH OR ROLLER</b>	10-25%	10 - 25 %	20 - 30%	NA	10-25%
	<b>SPRAY</b>	50-75%	50 - 75%	30 - 40%	NA	30-40%

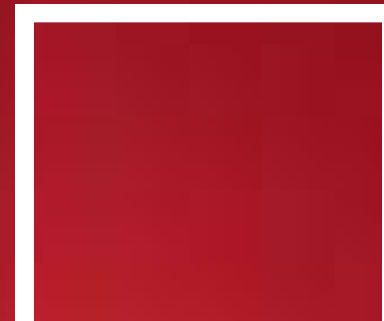


# OIL BASED POWER





# SYNTHETIC ENAMEL



Signal Red P-3609

Primax Power Synthetic Enamel is high quality solvent based super gloss finish, suitable for use on all types of interior and exterior wood and metal surfaces. This product is perfect for those who want a high-quality finish on their wood or metal surfaces. Its super gloss finish gives a mirror-like appearance that looks great and adds a touch of elegance to any surface. The solvent-based formula ensures excellent durability, making it suitable for both interior and exterior use. Whether you're looking to add a professional touch to your furniture, or want to give your metal surfaces a sleek and polished look, Primax Power Synthetic Enamel is the perfect choice.





# SYNTHETIC UNDERCOAT

Primax Power Synthetic Undercoat is a high-quality undercoat suitable for all types of interior and exterior surfaces, including wood and metal. It has excellent filling properties, good adhesion, and quick-drying features. The overnight air-drying process makes the primer easy to sand and smooth for further coating with synthetic enamel, hammer tone, or metallic finishes, including automotive lacquers. The undercoat provides a smooth, durable, and long-lasting finish, making it an ideal choice for painters.





# RED OXIDE PRIMER

Primax Power Red Oxide Primer is a high-quality oil-based primer that provides excellent anti-corrosion protection to ferrous and non-ferrous metal surfaces. It is ideal for use on new or pre-treated zinc, galvanized iron, and aluminum surfaces. The primer dries to a tough, hard-wearing finish and can be top-coated with a wide range of oil-based finishes, including synthetic enamel and hammer tone.





# TECHNICAL DATA - OIL BASED POWER

		<b>SYNTHETIC ENAMEL</b>	<b>SYNTHETIC UNDERCOAT</b>	<b>RED OXIDE PRIMER</b>
	<b>PACK SIZE</b>	0.25L 0.91L 3.64L 14.56L	0.91L 3.64L	0.91L 3.64L 14.56L
<b>COMPOSITION</b>	<b>PIGMENT</b>	Lightfast Pigment	Lightfast Pigment & inert fillers	Stable pigments, Inert Extender
	<b>BINDER</b>	Alkyd Resin	Alkyd resin	Modified Alkyd resin
	<b>SOLVENT</b>	Mineral Turpentine	Mineral Turpentine	Mineral Turpentine
<b>DRYING TIME</b>	<b>TOUCH DRY</b>	2-4 hrs	1-2 hrs	2-4 hrs
	<b>RECOAT</b>	6-8 hrs	4-6 hrs	4-6 hrs
	<b>THEORETICAL COVERAGE (M<sup>2</sup>/L)</b>	12-14	9-11	14-16
<b>APPLICATION THINNING</b>	<b>BRUSH OR ROLLER</b>	10-15%	10 - 25 %	10-20%
	<b>SPRAY</b>	20-25%	30-40%	20-25%



# WOODCARE

The Woodcare product line is designed to provide high-quality protection and enhancement to various types of wooden surfaces. The range includes a variety of products such as wood stains, varnishes, oils, and preservatives, each formulated to suit different types of wooden surfaces and different environmental conditions.

The Woodcare line aims to provide long-lasting protection to the wooden surfaces while also enhancing their natural beauty and color. These products can be used for both indoor and outdoor wooden surfaces such as furniture, doors, windows, fences, decks, and more.

The Woodcare line is designed to offer ease of application, fast drying times, and excellent coverage while also being eco-friendly and safe for use around people and pets.





# NC CLEAR GLOSS LACQUER

N.C Clear Gloss Lacquer is a fast-drying nitrocellulose-based topcoat that provides a highly glossy and durable finish to various surfaces, including furniture, chairs, frames, doors, windows, tables, and cupboards. The lacquer is weather-resistant and protects the surface from scratches, abrasions, and impact.





# NC MATTE LACQUER

Primax N.C Matte Lacquer is a fast-drying nitrocellulose-based topcoat that provides a matte finish to various surfaces, including furniture, chairs, frames, doors, windows, tables, and cupboards. The lacquer is weather-resistant and protects the surface from scratches, abrasions, and impact.





# SANDING SEALER

Primax Wood Care Sanding Sealer is a nitrocellulose-based sanding sealer clear base coat that is ideal for all kinds of wood applications, such as furniture, chairs, frames, doors, windows, tables, and cupboards. It protects the topcoat by sealing the pores of the base without hiding the wood grains.





# THINNER

Primax Wood Care Thinner is a high-quality thinner that can dissolve almost all types of general paints, including N/C Synthetic, C/R, and Epoxy, and is mostly used for thinning the paints applied with a gun. It can also be used for cleaning equipment and surfaces.





# TECHNICAL DATA - WOODCARE

		NC CLEAR GLOSS LACQUER	NC MATTE LACQUER	SANDING SEALER	THINNER
	<b>PACK SIZE</b>	0.91L 3.64L	0.91L 3.64L	0.91L 3.64L	0.91L 3.64L
<b>COMPOSITION</b>	<b>PIGMENT</b>	NA	NA	Inert filler	NA
	<b>BINDER</b>	Nitrocellulose, Alkyd	Nitrocellulose, Alkyd	Nitrocellulose, Alkyd	NA
	<b>SOLVENT</b>	Volatile Solvents BA, IPA, Xylene	Volatile Solvents BA, IPA, Xylene	Volatile Solvents BA, IPA, Xylene	Volatile Solvents BA, IPA, Xylene
<b>DRYING TIME</b>	<b>TOUCH DRY</b>	15-20 mins	15-20 mins	15-20 mins	NA
	<b>RECOAT</b>	1-2hrs	1-2hrs	1-2hrs	NA
	<b>THEORETICAL COVERAGE (M<sup>2</sup>/L)</b>	11 to 13	11 to 13	11 to 13	NA
<b>APPLICATION THINNING</b>	<b>BRUSH OR ROLLER</b>	NA	NA	NA	NA
	<b>SPRAY</b>	50-60%	50-60%	50-60%	50-60%



# HI-BUILD

The HI BUILD line from Primax is a high-quality industrial level paint line that offers excellent protection and durability for a wide range of surfaces. Whether you need to paint floors, walls, or machinery, the HI BUILD line has you covered.

The line includes a range of specialized paints, including hammer finish, aluminium paint, road marking paint, chlorinated rubber paint, and more. These paints are formulated to withstand harsh industrial environments, offering excellent resistance to abrasion, chemicals, and weathering.

The line also includes several complementary products, such as NC thinner for paint thinning and cleaning, as well as white and yellow road liners for road marking



# HAMMER FINISH

Primax Hammer Finish is a high-quality metallic paint with a hammer-tone effect, specially designed to give a decorative patterned finish on various surfaces. It is formulated with special resin, additives, and aluminum flakes, which provide a uniform and durable hammered texture. This finish can easily hide minor surface imperfections or defects, making it a perfect choice for various industrial applications. It offers excellent scratch and impact resistance and can withstand high temperatures, making it ideal for use on machinery, equipment, and tools. It also has excellent adhesion and weather resistance, making it suitable for both interior and exterior surfaces. With its fast drying time, Primax Hammer Finish provides a long-lasting, decorative finish that is easy to apply and maintain.





# HEAT RESISTANT PAINT

Primax Heat Resistant Paint is a specially formulated paint designed to withstand high temperatures from 500 F.H. to 1000 F.H. This paint provides excellent protection to underlying surfaces and can be used on a variety of steel structures including chimney's, furnace doors, heat exchangers, rotary kin, hot piping, mufflers and exhaust systems. It is suitable for use both indoors and outdoors and resists the effects of extreme temperatures. With its high heat resistance and durable finish, Primax Heat Resistant Paint is the perfect solution for protecting steel structures exposed to high temperatures.





# CHLORINATED RUBBER PAINT

Primax Chlorinated Rubber Paint is a high-quality protective finish designed for use on surfaces where protection against chemicals, dampness, and mold is necessary. It is ideal for use in chemical plants, laboratories, marine installations, nuclear plants, hospitals, paper and sugar mills, and other areas where such protection is necessary. This paint is suitable for application on various surfaces such as wood, steel, plaster, concrete, and brickwork. It offers excellent resistance to chemicals and provides a durable, long-lasting protective finish.





# ROAD MARKING PAINT

Primax Road Marking Paint is a high-quality, durable and long-lasting paint designed for use in road marking applications. The paint is made using modern western technologies and high-quality imported raw materials, ensuring its excellent performance and reliability. The paint is formulated as a suspension of white pigment and fillers in a polycondense binding, allowing it to form an even and homogeneous matte film without any extraneous inclusions. This paint is ideal for use in a variety of road marking applications, including parking lots, roads, highways, and other traffic areas. It offers excellent adhesion, weather resistance, and visibility, ensuring clear and long-lasting markings on any surface. With its superior quality and performance, Primax Road Marking Paint is a top choice for road marking professionals and contractors looking for the best in quality and performance.

# ROAD LINER ENAMEL

Primax Road Liner Enamel is a specially formulated traffic road marking paint designed for use on cured asphalt, concrete, brick, and other surfaced highways. This high build alkyd enamel is fast drying and provides excellent adhesion, ensuring long-lasting and durable road markings. Its color stability ensures that the markings remain visible for extended periods of time. The enamel is easy to apply and provides a uniform and smooth finish. It is ideal for use in areas with high traffic volumes and provides excellent resistance to wear, weather, and fading.





# ROOFCARE

Primax Roofcare is a high-quality water-based topcoat designed to provide long-lasting protection for roofs. Made with an acrylic resin base, this self-priming topcoat has a matte finish and is extremely durable, weather-resistant, and water-resistant. It is ideal for use on a variety of roofing materials including plaster, concrete, wooden, and terrazzo roof tiles.

One of the key features of Primax Roofcare is its excellent adhesion and weathering properties. It is able to withstand extreme weather conditions, including rain, wind, and heat, without deteriorating or losing its protective qualities. Additionally, this topcoat is elastomeric, meaning it can stretch and contract with the roof's movements without cracking or breaking.

Primax Roofcare also has the added benefit of helping to lower the temperature of the roof and interior space, making it an ideal choice for buildings in hot climates. Its very low VOC content means it is environmentally friendly and safe for use in residential and commercial buildings.





# WATER BASED EPOXY

Water based epoxy is a two-component coating that is currently being developed as part of the Primax Hi Build line. This water-based epoxy coating will offer excellent chemical resistance, abrasion resistance, and substrate penetration, comparable to solvent-based products. The water-based formula will make it easy to apply and clean up, with lower VOC content than traditional solvent-based coatings. It will be suitable for use in a range of applications, including commercial, industrial, and residential environments. Water based epoxy is an excellent choice for customers who are looking for a high-performance coating that is also environmentally friendly.





# TECHNICAL DATA - HI BUILD

		HAMMER FINISH	ALUMINIUM PAINT 500FH	ALUMINIUM PAINT 1000FH	ROAD MARKING PAINT	CHLORINATED RUBBER PAINT	ROAD LINER (WHITE & YELLOW)	ROOFCARE	WATER BASED EPOXY
	<b>PACK SIZE</b>	0.91L 3.64L	3.64L	3.64L	3.64L	3.64L	3.64L	4L, 16L	2 pack kit (2+1)L
<b>COMPOSITION</b>	<b>PIGMENT</b>	Aluminium Flake	Aluminium Flake	Aluminium Flake	Lightfast Pigments	Lightfast Pigments	Lightfast Pigments	NA	NA
	<b>BINDER</b>	Copolymer Alkyd Resin	Modified Silicone Resin	Modified Silicone Resin	Modified Alkyd	Chlorinated rubber resin	Modified Alkyd		Amine
	<b>SOLVENT</b>	Xylene	Xylene	Xylene	Xylene	Xylene	Xylene	Clean water	Water
<b>DRYING TIME</b>	<b>TOUCH DRY</b>	2-3 hrs	20-30 mins	20-30 mins	1-2 hrs	30-40 mins	1-2 hrs	-	1 hr
	<b>RECOAT</b>	4-6 hrs	16-24 hrs	16-24 hrs	3-4 hrs	6-8 hrs	3-4 hrs	24 hrs	4 hrs
	<b>CURED</b>								2 days
	<b>THEORETICAL COVERAGE (M<sup>2</sup>/L)</b>	13 to 15	11 to 15	11 to 15	10 to 12	10 to 12	10 to 12	8 to 10	



# CONSTRUCTION CHEMICALS

Primax offers a range of high-quality construction chemicals that are specifically designed to meet the needs of various construction projects. These construction chemicals are formulated to enhance the strength, durability, and performance of concrete, masonry, and other building materials.

Overall, Primax's construction chemicals are designed to provide high performance and durability for a wide range of construction applications, while also meeting environmental and safety standards.





# MAGIC BOND

Primax Magic Bond is a versatile single-component cementitious material that can be used for thick or thin-bed tile bonding. It is formulated with high-quality additives and fine aggregates to provide superior bonding strength to various types of tiles on both walls and floors. The product is easy to use, requiring only the addition of water for mixing, and can be applied on various substrates including concrete, plaster, and masonry. Its excellent adhesion properties make it ideal for a wide range of tiling applications in both commercial and residential construction projects.





# MAGIC GROUT

Primax Magic Grout is a high-quality, shrinkage-compensated cementitious grout that is designed for general-purpose use. The grout is supplied as a dry powder that is ready to use, and when mixed with a controlled amount of clean water, it produces a flowing and shrinkage-compensated grout that is suitable for gap thicknesses between 10mm and 100mm. The grout is ideal for use in a variety of applications, including tile fixing, filling gaps between precast concrete sections, and for filling gaps around pipes and fittings. It provides excellent adhesion, durability, and resistance to water and chemicals, making it a reliable choice for a wide range of construction projects.





# TECHNICAL DATA -CONSTRUCTION CHEMICALS

	<b>MAGIC GROUT</b>	<b>MAGIC BOND</b>
<b>PACK SIZE</b>	1kg	20 kg, 40 kg
<b>STORAGE</b>	between +5°C and +35°C	between +5°C and +35°C



# PRIMAX POLICIES & CERTIFICATES



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# AFTER SALES COMPLIANCE

At Primax, we take pride in our commitment to delivering high-quality products and services to our customers. In the event of a complaint regarding the performance or quality of our paint products, we have a comprehensive after-sales compliance policy in place to ensure that our customers' concerns are addressed promptly and effectively.

The following steps will be taken to address any complaints received:

- **Complaint forwarding:** The complaint is first forwarded to the dealer where the customer purchased the product. The dealer checks the complaint on their end to determine whether the problem is due to the preparation of the paint or the batch of paint.
- **Batch checking:** If the problem is determined to be with the batch of paint, the complaint is forwarded to our laboratory for analysis. The batch is checked against the retained sample, which is kept in both laboratory and open environment.
- **Replacement:** If the product is found to be faulty, any old stock is removed from the market and replaced with new, tested and quality-controlled paint.
- **Customer notification:** The customer is informed of the findings of the investigation and of the actions taken to address the complaint.
- **Continuous improvement:** Our team of experts will analyze the complaint to identify the root cause of the problem and to take steps to prevent similar issues in the future.

We take customer satisfaction seriously, and our after-sales compliance policy is designed to ensure that we provide prompt and effective resolution to any complaints. By following this policy, we aim to maintain the highest standards of quality and reliability in our paint products, and to ensure that our customers remain satisfied with their purchases.



# HEALTH, SAFETY & ENVIRONMENT

At our paint factory, the health and safety of our employees and customers are of utmost importance. Therefore, we have implemented the following policies and guidelines to ensure a safe working environment:


- **Chemical Handling and Storage:** All chemicals used in the paint-making process are clearly labeled with appropriate hazard warnings, and their safety data sheets are available for all employees to review. Chemicals are stored in designated areas, away from heat sources, food, and other incompatible materials.
- **Personal Protective Equipment (PPE):** All employees are provided with appropriate PPE, such as gloves, safety goggles, and masks, to protect against exposure to chemicals and other hazards in the workplace.
- **Fire Safety:** Fire extinguishers are available at various locations throughout the factory, and employees are trained on their proper use. Smoking is strictly prohibited in the factory, and all sources of ignition are kept away from flammable materials.
- **Ventilation:** The factory is equipped with adequate ventilation systems to ensure a safe and healthy working environment for our employees.
- **Training and Education:** All employees receive regular training and education on health and safety policies and procedures, as well as on the proper handling of chemicals and equipment.
- **Waste Disposal:** All paint waste is disposed of in accordance with environmental quality regulations, and employees are trained on proper waste disposal procedures.
- **Emergency Response:** Emergency response plans are in place and reviewed regularly, and all employees are trained on emergency procedures, including evacuation and first aid.


We believe that by implementing these policies and guidelines, we can ensure a safe and healthy working environment for our employees and provide our customers with high-quality, safe products.



# CERTIFICATES

Number. 021182

  
Pakistan Standards

  
Government of Pakistan


**Pakistan Standards and Quality Control Authority**  
Licence for the use of the Pakistan Standard Mark

Licence No. CM/L-1385/2018 Agreement No. 1385/F-524

M/s. Progressive Paint Industries,

Address: Bazar No. 01, Rachiya Town, Satyana Road, Faisalabad.

Licence shall be valid from 1-Jan-21 to 31-Dec-22 and renewable as prescribed under the Rules.


Signature: 

Muhammad Yasin Akhtar  
DIRECTOR

Place: Lahore

Date: 4-Mar-21

**THE FIRST SCHEDULE**

PS Mark	Article / Process	Pakistan Standard(s)
1	2	3
	Enamel Paint Exterior & Interior (Undercoating, Finishing Colour) "Primax Panits" Brand Variants as per Annex A	PSS: 616 & 617/2017(R)

**THE SECOND SCHEDULE**

Article / Process	Unit	Marking Fee Per Unit	Mode of Payment
1	2	3	4
Enamel Paint Exterior & Interior (Undercoating, Finishing Colour) "Primax Panits" Brand Variants as per Annex A	Ex-Factory Price	0.1%	Through Bank Draft Quarterly



# CERTIFICATES



## CERTIFICATE OF REGISTRATION

The Governing Board of GSUK Assurance Limited hereby certifies that  
**PROGRESSIVE PAINT INDUSTRIES**  
Business Registration number: **GSA/PK/6889/23**  
Address: **Chak No. 227 RB, Jaranwala Road, Near Girls Degree College, Near Phatak Chowk 209 RB, Faisalabad**

has been audited and approved and found in compliance with the requirements of the Occupational Health and Safety Management System

### ISO 45001:2018

For the following scope  
**Manufacturer of Decorative & Industrial Paints and construction chemicals.**

**Certificate Number:** 74218  
**Original Certificate date:** 6<sup>th</sup> April 2023  
**Latest Certificate Issue date:** 6<sup>th</sup> April 2023  
**Certificate Renewal Before:** 7<sup>th</sup> March 2024  
**Re-Certification Before:** 7<sup>th</sup> March 2026

Signed for and on behalf of the Board

ACCREDITATION BODY'S ADDRESS  
Accreditation Services for Certifying Bodies, LLC  
8 The Green, Dover, DE, 19901, United States  
Tel: +1 302 310 5048 | URL: [www.ascb.com](http://www.ascb.com)

The certificate remains valid while the holder maintains their management systems in accordance with their published ISO standard. To check the validity and status of this certificate please visit [www.irqao.com](http://www.irqao.com) or email us at [info@gsassurance.co.uk](mailto:info@gsassurance.co.uk). This certificate is the property of GSUK Assurance and must be returned in the event of cancellation.

  
DIRECTOR OF CERTIFICATIONS  
On behalf of GSUK Assurance


**GSUK Assurance**  
7 Bell Yard | London | WC2A 2JR  
+44 845 257 9660 | [Info@gsassurance.co.uk](mailto:Info@gsassurance.co.uk) | [www.gsassurance.co.uk](http://www.gsassurance.co.uk)

This is an accredited certificate authorised for issue by Accreditation Services for Certifying Bodies LLC who have assessed gsuk assurance UK against defined criteria and in recognisance of ISO 17021:2015 "Conformity Assessment- Requirements for bodies providing audit and certification of management systems". This certificate is only valid when confirmed by the register listed in the International Register of Quality Assessed Organisations: [www.irqao.com](http://www.irqao.com)



## CERTIFICATE OF REGISTRATION

The Governing Board of GSUK Assurance Limited hereby certifies that  
**PROGRESSIVE PAINT INDUSTRIES**  
Business Registration number: **GSA/PK/6889/23**  
Address: **Chak No. 227 RB, Jaranwala Road, Near Girls Degree College, Near Phatak Chowk 209 RB, Faisalabad**

has been audited and approved and found in compliance with the requirements of the Environmental Management System

### ISO 14001:2015

For the following scope  
**Manufacturer of Decorative & Industrial Paints and construction chemicals.**

**Certificate Number:** 54028  
**Original Certificate date:** 6<sup>th</sup> April 2023  
**Latest Certificate Issue date:** 6<sup>th</sup> April 2023  
**Certificate Renewal Before:** 7<sup>th</sup> March 2024  
**Re-Certification Before:** 7<sup>th</sup> March 2026

Signed for and on behalf of the Board

ACCREDITATION BODY'S ADDRESS  
Accreditation Services for Certifying Bodies, LLC  
8 The Green, Dover, DE, 19901, United States  
Tel: +1 302 310 5048 | URL: [www.ascb.com](http://www.ascb.com)

The certificate remains valid while the holder maintains their management systems in accordance with their published ISO standard. To check the validity and status of this certificate please visit [www.irqao.com](http://www.irqao.com) or email us at [info@gsassurance.co.uk](mailto:info@gsassurance.co.uk). This certificate is the property of GSUK Assurance and must be returned in the event of cancellation.

  
DIRECTOR OF CERTIFICATIONS  
On behalf of GSUK Assurance


**GSUK Assurance**  
7 Bell Yard | London | WC2A 2JR  
+44 845 257 9660 | [Info@gsassurance.co.uk](mailto:Info@gsassurance.co.uk) | [www.gsassurance.co.uk](http://www.gsassurance.co.uk)

This is an accredited certificate authorised for issue by Accreditation Services for Certifying Bodies LLC who have assessed gsuk assurance UK against defined criteria and in recognisance of ISO 17021:2015 "Conformity Assessment- Requirements for bodies providing audit and certification of management systems". This certificate is only valid when confirmed by the register listed in the International Register of Quality Assessed Organisations: [www.irqao.com](http://www.irqao.com)



## CERTIFICATE OF REGISTRATION

The Governing Board of GSUK Assurance Limited hereby certifies that  
**PROGRESSIVE PAINT INDUSTRIES**  
Business Registration number: **GSA/PK/6889/23**  
Address: **Chak No. 227 RB, Jaranwala Road, Near Girls Degree College, Near Phatak Chowk 209 RB, Faisalabad**

has been audited and approved and found in compliance with the requirements of the quality Management System

### ISO 9001:2015

For the following scope  
**Manufacturer of Decorative & Industrial Paints and construction chemicals.**

**Certificate Number:** 30186  
**Original Certificate date:** 6<sup>th</sup> April 2023  
**Latest Certificate Issue date:** 6<sup>th</sup> April 2023  
**Certificate Renewal Before:** 7<sup>th</sup> March 2024  
**Re-Certification Before:** 7<sup>th</sup> March 2026

Signed for and on behalf of the Board

ACCREDITATION BODY'S ADDRESS  
Accreditation Services for Certifying Bodies, LLC  
8 The Green, Dover, DE, 19901, United States  
Tel: +1 302 310 5048 | URL: [www.ascb.com](http://www.ascb.com)

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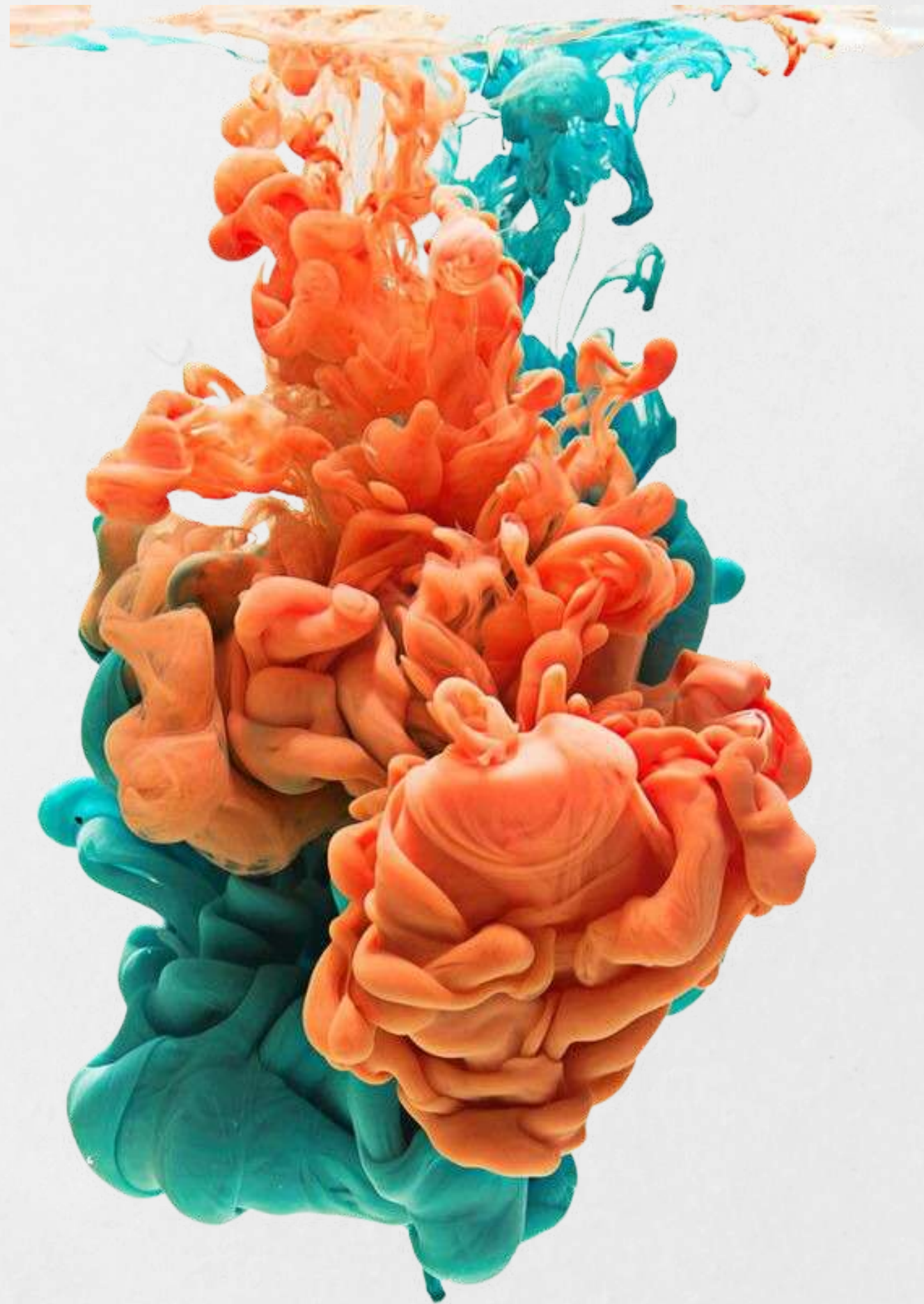
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# FACTORY OVERVIEW







## CONTACT US

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