

## Brexit

Prior to Brexit the British Coatings Federation were approached by CEPE (European Confederation of Paint, Printing Ink and Artists' Colours Manufacturers Associations) to appoint a UK company to sit on the CEPE board. We are pleased to announce our Managing Director Geoff Mackrill has been appointed to take a seat on the board. This will involve him having a close relationship with CEPE and being a voice for the UK coatings market, as well as the ability to influence European Regulations.

Geoff Mackrill has stated "I volunteered for this position as I feel it is important for the UK industry, especially smaller businesses, to have a say in shaping the regulations coming out of Europe as we will need to conform to these if we want access to the European Market."



### Coo-Var Climbing to new heights

Coo-Var have recently sponsored Michael Fortune to climb Mount Toubkal in southwestern Morocco, the highest peak in the Atlas Mountains & North Africa.

National Sales Manager, Andrew Fortunes son Michael climbed the 4,167 metre high mountain in record time. Taking three days to climb up and one day to come down. Michael braved having a picture in his Coo-Var shirt as it was taken in -17° conditions!

Andrew Fortune commented "I am very proud of Michael and his efforts, I couldn't have done it myself!"

# COO-VAR®

PAINTS, PRIMERS AND SPECIALISED COATINGS

news  
February 2017



## Export Highlights



Export has seen a great growth in 2016 particularly in the EU. The bestselling Coo-Var products were Floor Paints. We are looking to continue this growth by offering point of sale material & a wider range of products to the export markets.

One particular project in Germany was revisited in last year, a customer using our Anti-Graffiti product in an area renowned for having a Graffiti problem. This was used on an accommodation block back in 2009 and it is still going strong. Richard Stott Managing Director Kexgill Immobilien GmbH has been very impressed with



this and commented: "The paint was applied around 2009. It still looks like new and has done its job. The building is in an area where graffiti can be a problem in Germany thus a necessary precaution. An unexpected bonus was the actual attractiveness of the sheen/finish"

## WELCOME TO COO-VAR'S FIRST NEWSLETTER OF 2017 WE HOPE 2016 WAS A THRIVING YEAR FOR YOU ALL!

Firstly we would like to thank all of our customers, suppliers and employees for making 2016 a successful one for Coo-Var. We hope to continue this success in into the New Year, by collaboration & offering a full Coo-Var Product Range & technical assistance. Coo-Var have exciting new products that are in the pipeline for 2017, including expansions upon existing floor paint systems, now with special enhanced properties that will promote energy savings in buildings. For more commercial, rather than industrial scale projects, a new range of magnetic, whiteboard and chalkboard paint will be entering the market.



Coo-Var will also will be launching our new website early 2017 where you will be able to download data-sheets & technical information, find local stockists & book product/technical presentations.

We love to have feedback from all our customers, if you do have any good or bad then feel free to call or email us. We recently had a customer quote the following, thank you:

*"When our customers come to us with a large project, the timescale is nearly always urgent. They need us to determine what products will be best for the task at hand and supply what is required in time for their window of opportunity to carry out the works. With Teal & Mackrill's successful expansion this year it has been great to be able to have stock on hand and any manufacture required significantly accelerated to ensure our customers' needs have been met."* – Rawlins Paints



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## Professional Use Products

Don't forget 'Professional use only products' now require Safety Data sheets when purchase, our aim is to ensure that our customers are aware of the potential Hazards associated with certain substances and are obliged to provide a SDS & Technical Data sheet.

## Responsibilities related to the supply of Professional Use products

Companies selling products marked as 'For Professional Use only' should ensure that they understand and meet their responsibilities as follows\*:

Responsibility	Manufacturers (Coo-Var)	Recipients
Ensure that the product and packaging is clearly labelled with the phrase 'For Professional Use only' or similar.	✓	
For first supply, provide an up-to-date Safety Data Sheet, which refers to 'For Professional Use only'.	✓	
Ensure as far as possible that the end user for the product is a professional user.	✓	✓
For onward supply, similarly provide an up-to-date SDS with reference to professional use and ensure as far as possible that the end user for the product is a professional user.		✓
Ensure that the end user is aware of the hazards and appropriate risk management measures recommended, to ensure the safe use of the product, and safe disposal of waste product if subsequently required.	✓	✓

\*Based on Coatings for Professional Use Report June 2016, by the British Coatings Federation

All our product Safety Data Sheets & Technical datasheets can be downloaded on our Website [www.coo-var.co.uk](http://www.coo-var.co.uk) if in doubt please contact our technical team on 01482 328053 or email [info@coo-var.co.uk](mailto:info@coo-var.co.uk).

## Marketing Expansion

Coo-Var now have more resources than ever in Marketing. Danielle Dutton, Brand Manager appointed in April 2016 & Dan Ledger appointed in September 2016. Both are now working towards getting the Coo-Var Brand Name out into the markets and working with our customers to promote the brand through our merchants & independents.

Currently ongoing with the Coo-Var Website we are also planning online product training modules, CPD presentations & product videos. Should you wish to contact us for POS material, images for your website, literature or booking technical presentations then please email us at [info@coo-var.co.uk](mailto:info@coo-var.co.uk).

## Helping you to sell more!



## Technical Services Team

Our technical service department has always offered support and technical back up to all our customers when they need it. To improve our service we have recently appointed Jenny Ashburner Technical Administrator to answer technical calls & support the technical team in all areas. Ensuring that our technical services are available to you and your customers.

Online Product training coming soon!

- TECHNICAL HELP/ADVICE OR BACK UP
- SPECIFICATION AND SITE VISITS
- SPECIAL COLOUR MAINTENANCE
- INFORMATION BROCHURES/DATA SHEETS
- PRODUCT TRAINING

## Product Focus: Fluorescent or Luminous?

We are increasingly receiving enquiries with regards to our Luminous & fluorescent paints. So what is the difference?

In a nut shell....

### Luminous Paint

Can be seen when in complete darkness.

To identify exits, escape routes, fire extinguishers when lights fail.

- Fast Drying
- Glows **after** Exposure to light
- Requires a white base



Luminous Paint

### Glocote Fluorescent Paint

Is visible in subdued lighting but cannot be seen in pitch black.

Ideal for use on skips, bicycles, signs & ships.

- Highly Visible
- Interior or Exterior use
- 5 colours available



Fluorescent Paint

## Case Study: Harbour Lights Southampton

**Project:** Harbour lights Southampton

**Description:** Redecoration of terrace & outdoor areas of a cinema

**Products:** Coo-Var Damp shield, Profloor Plus, Floor Paint & Hammercote

**Client:** Picture House Ltd

**Completed:** August 2016

