

INDUSTRY SOLUTIONS

New Housing

Dulux®

**INDUSTRIAL
COATINGS**



Worth doing, worth Dulux.®

Dulux Industrial Coatings

Dulux Industrial Coatings provides best-in-class factory-applied industrial coatings to customers across Australia and New Zealand.

Our coatings and product systems are trusted throughout the construction materials market, primarily for the pre-priming and pre-finishing of untreated and treated and modified timber, MDF, fibre cement, plaster, textile and plastic products.

Whether you're a manufacturer, asset owner or applicator, we're committed to providing innovative, high-performance coating materials formulated using the latest technology to offer outstanding durability and performance. Our expertise in the factory coatings process, substrates and impact of environmental conditions allows us to provide trusted technical advice regarding product selection and usage and the best application equipment to choose – giving our customers the ultimate confidence.

For manufacturers: our expertise in factory coatings and the credibility of our brand delivers value beyond the products themselves.

For builders: confidence that reduced project costs can be delivered through a reduction in application costs on-site.

For on-site trades: confidence of coating quality and compatability is assured.

For asset owners: assurance of product performance.

All of this together with access to the Dulux World of Colour (access to over 4,800 colours) provides the backing and tools you need to get the job done in the most efficient and cost effective way.



Our Promise

Quality products: Our extensive range of UV primers, water-based and solvent based primers and water based and solvent-based topcoats provide trusted protection for a broad range of substrates.

Flexible coating systems: Dulux Industrial products are compatible with all Dulux premium topcoats, offering reliable performance whether materials are finished in factory or on site.

Superior performance: Our advanced product systems offer guaranteed adhesion, better opacity, easy touch-ups, cost savings and time savings – giving you the confidence you will get the job done first time every time.

Extensive colour range: Dulux's World of Colour offers a comprehensive palette of more than 4,800 colours and gives customers access to exclusive custom colour services.

Trusted brand: The Dulux brand provides total confidence and lets Dulux Industrial customers leverage the recognition and trust OF our famous logo instils as well as harness the power of the wider Dulux Group (e.g. woodcare).

Technical expertise: Our deep technical knowledge and ability with factory applied coatings, combined with on-site application advice ensures our customers have access to expertise that reaches far beyond the product alone.

Service: Our world-class products are supported by expert technical advice and industry-leading service. Our vast network of innovation centres, production sites and distribution centres allow us to service all market segments and give customers access to an expansive network of stores.



Complete Coating Systems

Our coating systems offer a range of pre-primed and pre-finished solutions for builders and asset owners

Factory application benefits

Our coatings are applied to specification in factory which provides considerable benefits to builders. Consistent film builds are met each and every time resulting in better opacity, superior adhesion and consistent quality.

As all of our Industrial Primers are part of Dulux Group's product portfolio we have proven compatibility with most Dulux Premium topcoats providing reliable performance when top coated on-site.

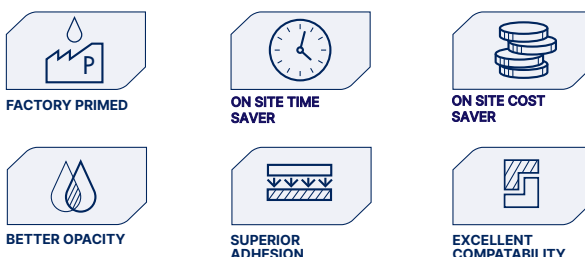
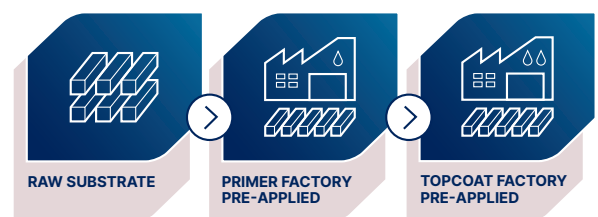
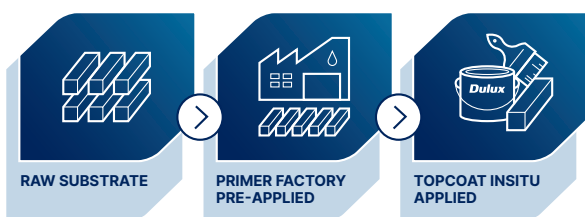
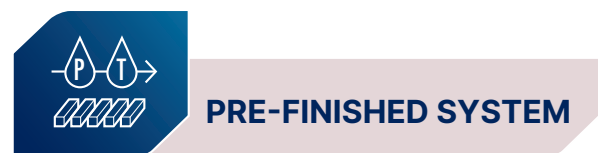
On-site Benefits

Along with the performance benefits, Builders choosing pre-primed and pre-finished substrates benefit from time and cost savings on-site, due to reduced labour required compared to traditional uncoated construction materials.

Choosing Dulux coated pre-primed and pre-finished substrates also provides easy touch up of substrates through a range of touch up options available throughout the Dulux Trade store network. A reduction in on site waste can also be achieved as there is less materials used on site.

Our pre-primed system sees substrates primed in controlled factory environments and finished on site with Dulux topcoats. This approach offers superior adhesion, product flexibility, and excellent compatibility with Dulux premium Topcoats: Dulux Weathershield, Dulux Wash & Wear and Dulux Aquanamel.

Our pre-finished system sees both primers and topcoats applied in controlled factory environments with no application required on-site, making this an excellent choice for the pre-finished construction materials market. This option offers superior colour choice, easy touch up and provides significant time and cost savings.



Benefits to new housing

Dulux Industrial can provide the new home industry with a range of solutions for both pre primed and pre finished construction materials.

Our coatings are designed for substrates including structural pine, weatherboards, fibre cement, fence pickets as well as internal applications such as plasterboard, curtains acrylic and more.

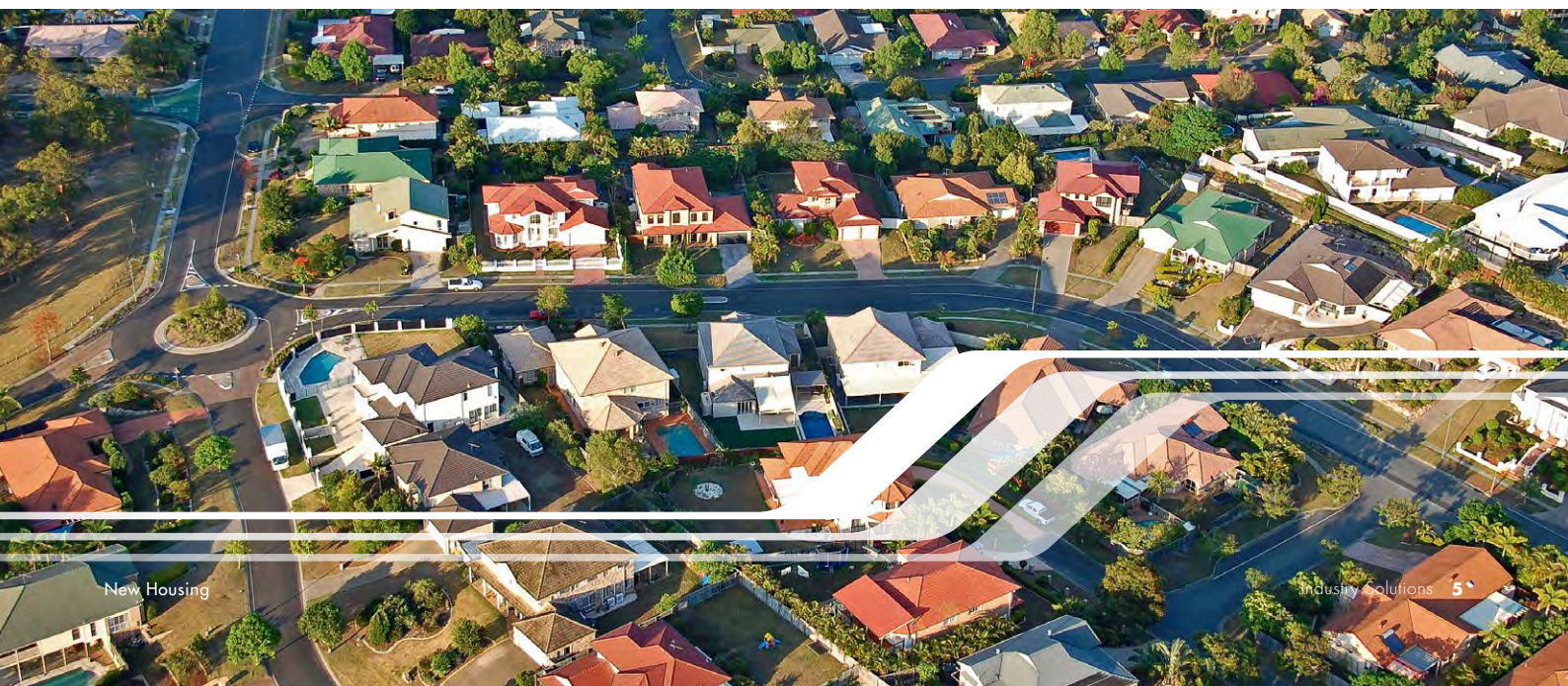
Factory primed or Factory finished substrates means substantial benefits for builders, assest owners and painters.

Benefits for New Home Builders:

- Reduces labour costs
- Reduces onsite waste and resources
- Connection with Dulux colour and other Dulux Group offers

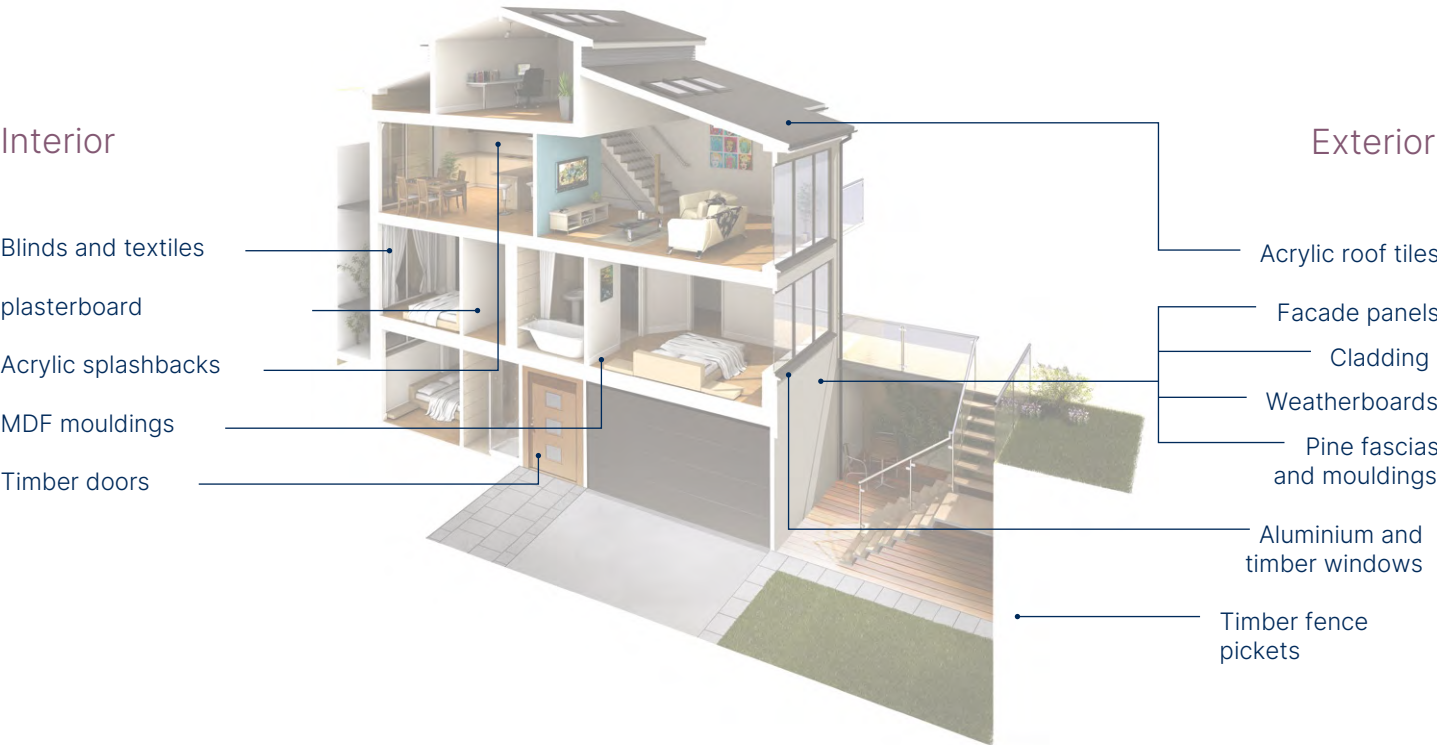
Substrates We Enhance:

- Weatherboards
- Fasicas and mouldings
- Doors and windows
- Textiles



The Substrates We Enhance

Dulux Industrial specialises in coatings for timber, fibre cement and plasterboard surfaces. Our pre primed and pre finished coatings systems are designed for a range of substrates.



Why Choose Dulux

1

Quality

Our products are formulated using advanced chemistry and science to deliver high performance solutions designed for factory application as well as systems that combine with onsite application of Dulux topcoats.

2

Reliability

Our solutions offer proven and reliable performance, giving you the confidence of straightforward application and the high level of protection required.

3

Transformation

Our coating solutions offer unparalleled access to colours and finishes that transform surfaces while providing long-lasting durability.

4

Expertise

Our responsive team provide specialist factory coating support, technical assistance and expert problem solving when and how you need it.





Contact Us

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