

INDUSTRY SOLUTIONS

Capability Overview

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 extensive knowledge and expertise in the factory coatings process, substrates and impact of environmental conditions allows us to provide trusted technical advice on product selection, 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 most Dulux premium topcoats, offering reliable performance whether materials are finished in our factory or on-site.

Superior performance: Our advanced product systems offer superior adhesion, better opacity, easy touch-ups, on-site cost 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.

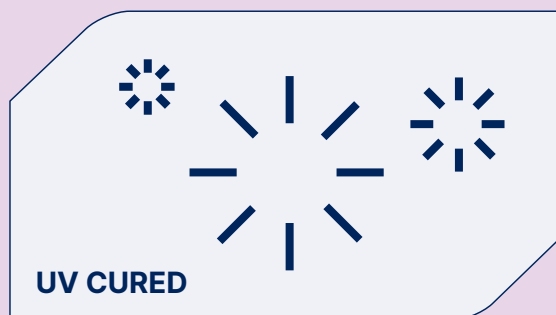
Service: Our world-class products are supported by expert technical advice and industry-leading service. Our vast network of innovation centres, distribution centres allow us to service all market segments and give customers access to an expansive network of stores.



Our products

UV coatings

Our high speed, high productivity UV primers and sealers dry hard in seconds and offer excellent film properties, zero VOC and a small plant footprint. Dulux Industrial UV coatings can be roller and vacuum coated and provide good adhesion and a uniform film on most substrates. Our UV coatings are suitable for use under both water-based and solvent-based topcoats.

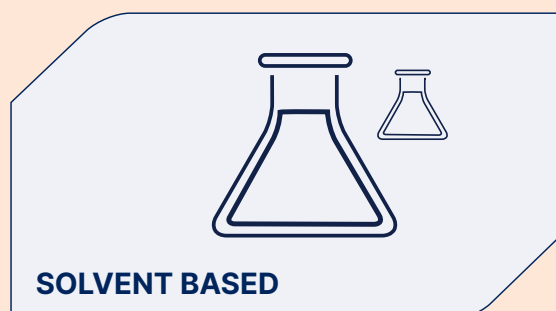


Water-based coatings

Our water-based primers, sealers and topcoats have excellent adhesion to a vast range of substrates including timber, MDF and fibre cement. Dulux Industrial water-based coatings can be used independently or as part of a complete system and applied using rollers, spray guns or vacuum coaters.

Solvent-based coatings

Our solvent-based range of primers and topcoats includes low odour solvent-based wood primers for treated and untreated wood, ultra-durable silicone acrylic coatings, baking polyesters and enamels for extrusions, plastics and metal products and can be tailored to specific coating line requirements.



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.

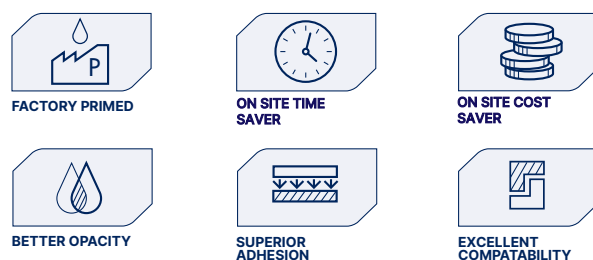
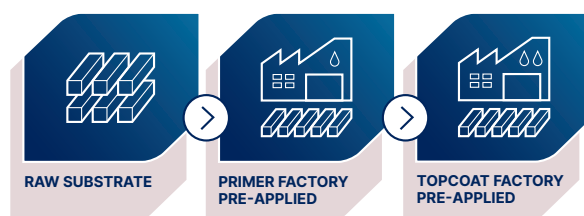
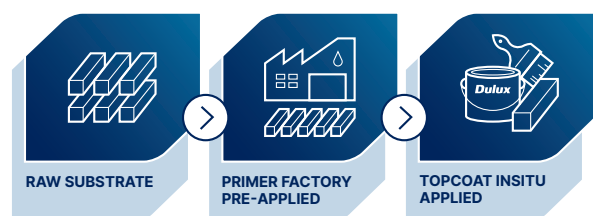
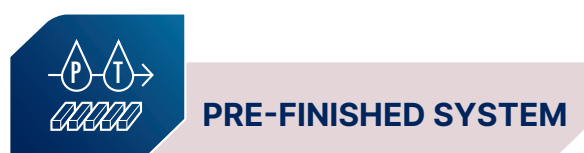
On-site Benefits

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.

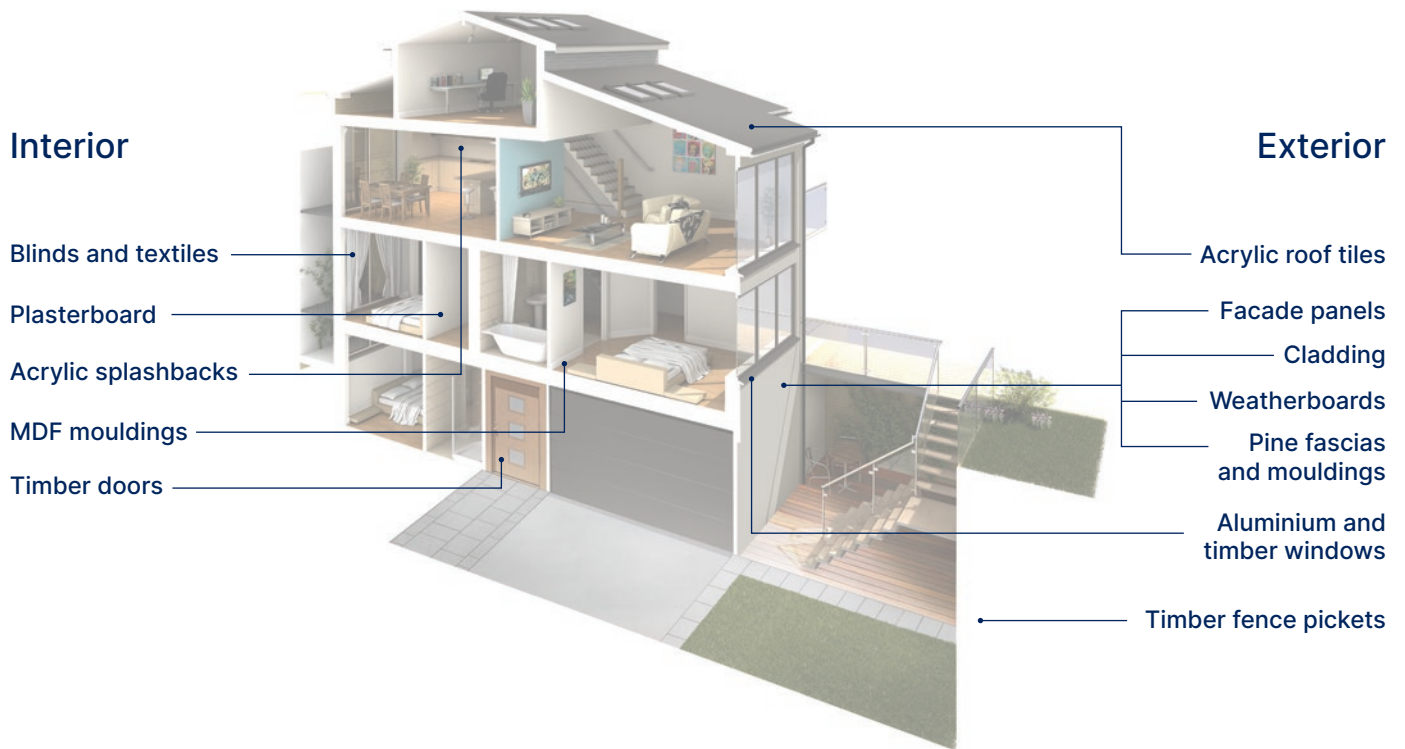
Our pre-primed system sees substrates primed in controlled factory environments and finished on site with Dulux topcoats. This approach offers superior adhesion, product flexibility, and excellent compatibility with Dulux premium Topcoats: Dulux Weathershield, Dulux Wash & Wear and Dulux Aquanamel.

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.



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.





Who does Dulux Industrial Coatings benefit



Construction materials manufacturer

- Flexible coating systems
- Quality product range
- Trusted brand
- Brand recognition
- Technical expertise



Asset owners, specifiers, builders and painters

- On-site cost saving
- on-site time saving
- Consistent quality
- Reduced waste on-site
- Reputation building through guarantees and warranties



Commercial

- Pre finished materials providing on-site cost savings and reducing complexities
- Ability to offer warranties
- Pre-finished in Dulux WOC with performance of industrial coating



Residential

- Pre-primed, reducing on-site labour cost, but ability to tailor colour to the end users with ease
- Connection with Dulux colour and other Dulux Group offers



Trade and retail outlets

- Product differentiation
- Brand recognition
- Consistent quality



DIY

- Time saving
- Makes their task easier
- Trust in product
- Connection to Dulux colour and other projects
- Better performance

The Dulux brand and colour

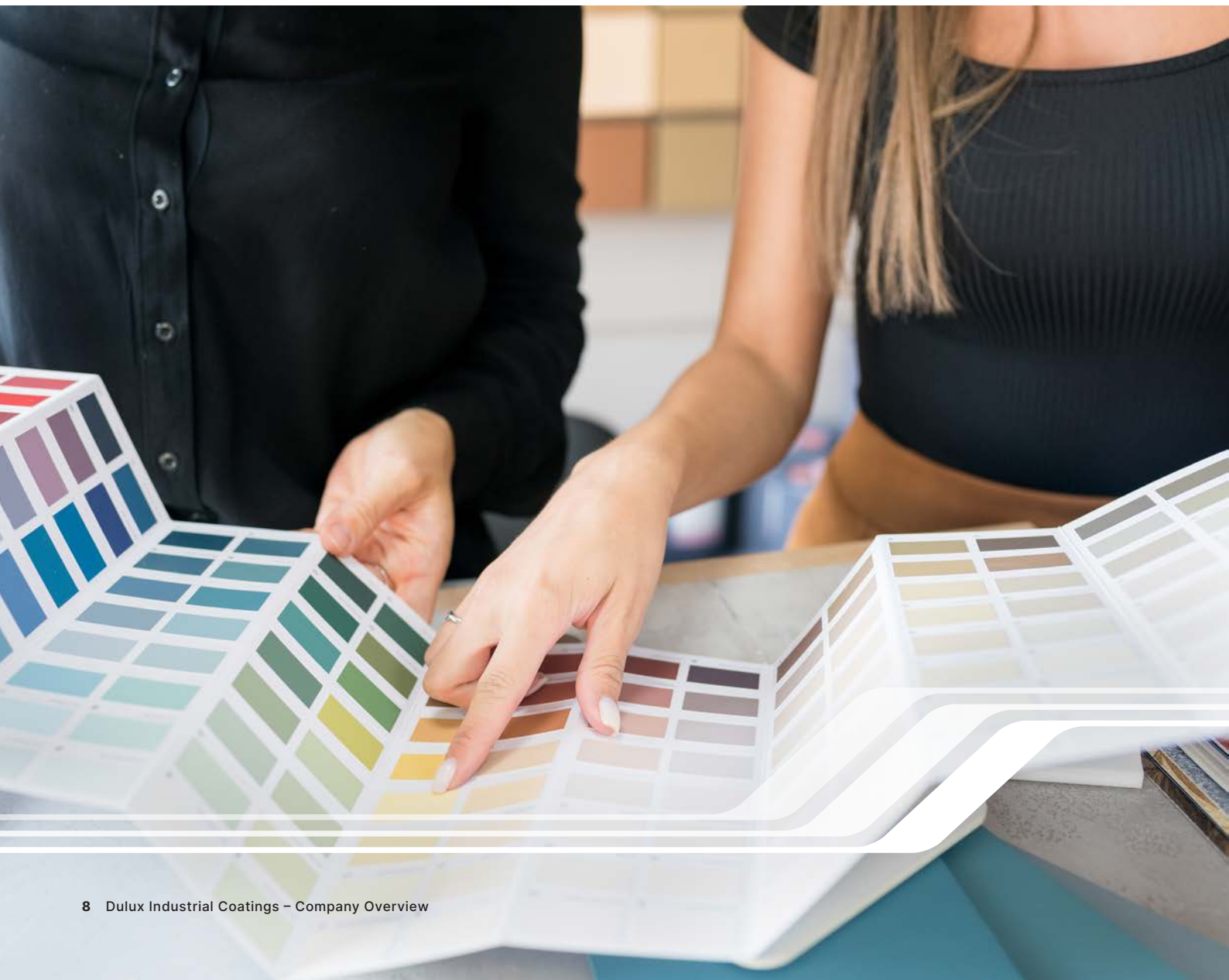
Working with Dulux Industrial give users the ability to harness the power and recognition of the Dulux brand and colour in the Australian and New Zealand markets.

Dulux brand

Our customers can benefit through usage of the Dulux brand across product packaging and marketing materials, digital content and more when and if needed to help bring further trust to your brand.

Dulux colour

Not only does working with Dulux provide users access to the Dulux world of colour, which includes 1000's of decorative paint colours as well as the capability to offer custom colour services, we can help elevate your colour story through use of Dulux colour in your merchandising and other areas of your business.



How we support you

Dulux Industrial Coatings supports the construction materials industry's wide range of markets and segments with best-in-class products and service.

With the ever increasing demand for pre-primed and pre-finished products, our years of experience working with manufactures, builders, architects, retailers, applicators and DIYers gives us comprehensive understanding of their priorities and challenges, and the changing expectations reshaping the construction landscape.

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.

From substrate manufacturers, commercial projects, builders, painters and even home owners we pride ourselves on providing the product systems that will produce exceptional outcomes every time.

Whatever your project, Dulux Industrial product systems provide you with unique benefits.

We're here to help whenever you need us.



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

Australia

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New Zealand

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