



## CAPAROL PAINTS COMPANY PROFILE



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**دهانات كابارول • ذ.م.م.**

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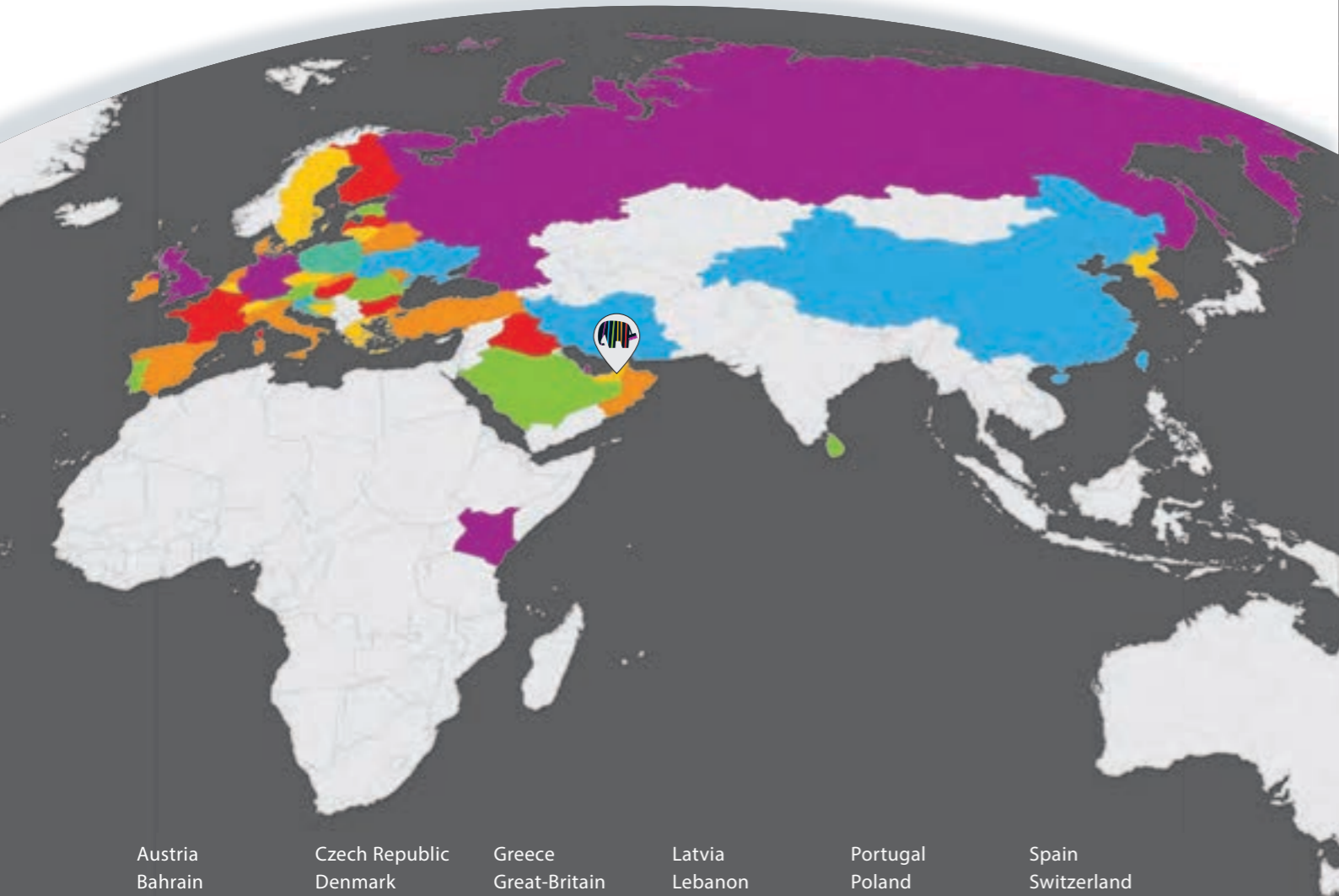
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# CAPAROL AROUND THE WORLD

German paints, insulation and building protection technology with more than 120 years of experience available to cater your project needs.

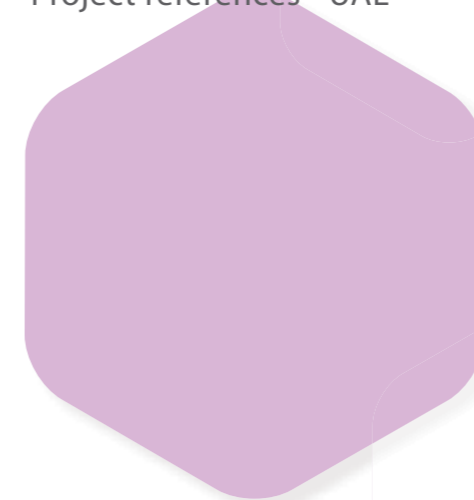


Austria	Czech Republic	Greece	Latvia	Portugal	Spain
Bahrain	Denmark	Great-Britain	Lebanon	Poland	Switzerland
Belarus	Estonia	Hungary	Lithuania	Romania	Sweden
Belgium	France	Iran	Luxemburg	Russia	Tanzania
Bosnia	Finland	Iraq	Maldives	Saudi Arabia	Turkey
Bulgaria	Bahrain	Italy	Moldova	Senegal	UAE
China	Germany	Jordan	Netherlands	Slovakia	Ukraine
Croatia	Georgia	Korea	Oman	Slovenia	Zambia

## CONTENTS

### Company Profile

1.01	Welcome to DAW group and world of Caparol	02
1.02	Caparol is leading	04
1.03	Caparol paints Dubai	06
1.04	Caparol product range	08
1.05	Why to choose Caparol for your next project?	10
1.06	Caparol beyond the product	12
1.07	International certification to ensure the highest standards, globally and locally	14
1.08	Project references - UAE	15





# WELCOME TO DAW GROUP AND THE WORLD OF CAPAROL



In 120 years the DAW Group has grown throughout Europe to become the largest private manufacturer of architectural paints with strong brands and innovation in paints, insulations and building protection. Caparol, being the premium brand of DAW, with almost 20 years of experience in the Middle East develops.

Caparol Paints LLC develops, produces and markets high quality emulsions, enamels, decorative and structural coatings as well as insulation technology. We are the market leaders for construction paints in Germany, Austria and Turkey with approximately €1.4 billion in turnover as well as being the third largest company in Europe within this segment. The group is headquartered in the northern Odenwald region of Germany, about 35 km from Frankfurt's Rhein-Main Airport.

The successful growth of our family company is primarily due to our innovative workforce and the close relationships we nurture with our customers. We feel proud of our ability to understand the different needs of the markets we serve.

Due to the market growth in the United Arab Emirates and the rest of the region, the management of Caparol UAE and the DAW Group Board of Directors (the mother company of the Caparol brand in Germany) decided to strengthen its local and regional presence with a state-of-the-art factory located in the iconic city of Dubai, fully equipped to meet the current and future requirements of the region.

Since its foundation, Caparol has helped contribute to the building sector's architectural creativity through the development of high quality, innovative and environmentally friendly paints. We value and strive to maintain the trust and satisfaction of our customers and are committed to using our international knowledge and experience to continuously develop innovative products and services. We hope that our customers in the region can enjoy the best of German paint technology and use it to better protect and design their living, recreational and workspaces.

Dr. Ralf Murjahn  
CEO of DAW





# CAPAROL IS LEADING

For decades, the striped elephant has been synonymous with reliability, technical expertise and outstanding product performance.

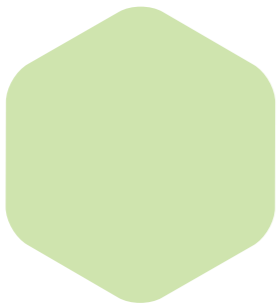
Manufactured and distributed worldwide, Caparol is the premium brand of the DAW Group with a vast range of products including high-quality paints, plasters, enamels, glazes, decorative interior wall coatings, acoustic systems and products for architectural heritages and conservation projects. (Caparol is the market leader for coating systems in Germany and belongs to the leading brands in Europe).

## Unique Product Range

Caparol's versatile range has the right product for everybody project. All products components are optimized to ensure outstanding performance.

## Continious Innovations

Caparol regularly sets new standards from emission-minimized interior paints to revolutionary architectural finished with Nano – Quartz technology





# CAPAROL PAINTS DUBAI

Caparol Paints LLC was established in Dubai in 1998. Since then the company has successfully brought the best German technology and service to the growing market in the Middle East and has been a part of some of the most prestigious projects in the region, like, GEMS International School, Akoya by Damac, Rove Hotel, Nshama Town Square, La Ville Hotel and Resorts -citywalk, Box Park, Amana Health Care Centre, The Ritz Carlton DIFC, Sofitel Hotel JBR, Shorooq Mirdif, Jumeirah Village Triangle Villas, and many others.

Our business took a significant step forward, when in 2007, Caparol joined forces with a regional giant, Emaar Industries & Investments. With Emaar becoming a shareholder in Caparol, a merger between Germany's paint technology and regional construction market understanding was created and launched, announcing the presence of a completely unique painting and insulation experience.

With the increase in demand for Caparol's paints and the growth in the regional construction market, Caparol foresaw the need for a new facility, resulting in the inauguration of our new state-of-the-art factory in Dubai Industrial City in 2012.

The new factory more than doubled our production capacity, enabling us to serve the entire GCC region more efficiently. The 20,000 sqm facility incorporates a manufacturing plant, alongside corporate offices designed to showcase the quality and diversity of Caparol's colourful world, in an environment that truly reflects the essence of our brand.

You can always be confident and assured of excellent results, whatever the project or design challenge. What's more, working in partnership with you, our team of highly trained professionals can even advise you on the most appropriate products to suit your requirements so you can maximize both the aesthetics and the functionality of your project on every different scale.

So, no matter what environment you are creating, or look you want to achieve, the Caparol range has a product that's perfect for you.

1889	1895	1928	1936	1957	1965	1973	1978	1981	1984	1996	1998	1999	2009	2012	2015
Founding of the "Deutsche Amphibolin-Werke von Eduard Murjahn" (DAW)	Re-establishment of the company "Deutsche Amphibolin-Werke von Robert Murjahn" in Ober-Ramstadt near Frankfurt in Germany	"Caparol" (derived from the letters of Casein, Paraffin, Oleum); aqueous binder is developed	"Caparol Oil-Free Paste" is developed and marks the beginning of modern paint technology	Development of the first exterior thermal insulation composite systems (ETICS/EIFS).	In terms of turnover; DAW becomes Germany's largest supplier of dispersion paints	"Capacryl"; DAW develops first acrylic enamel with an aqueous base	Market introduction of the automated tinting system "Capamix"	Start-up of the most modern dispersion paint plant in Europe at the company headquarters in Ober-Ramstadt near Frankfurt, Germany	Founding of the Capatect insulation systems company for marketing ETICS/EIFS through wholesalers	The striped elephant becomes the new logo for Caparol	Caparol L.L.C., Dubai is established to serve the Middle East and Asian markets. Europe's most modern enamels plant starts operation in Köthen in the Eastern part of Germany	Caparol first in the region to launch Natural Exterior Stone finishes	DAW is awarded "Top 100 Quality Seal" as one of the 100 most innovative German companies	Caparol Paints L.L.C. inaugurates the new factory in Dubai Industrial City, to serve UAE and the regional market	Caparol L.L.C. in joint partnership with RANCO

# CAPAROL PRODUCT RANGE

## Interiors

Stunning Interiors, high performance, durability and substrate protection. Our range is of superior emulsion paint for interior surfaces with good opacity and superior scrub resistance. It is practically odorless and environmentally friendly.

## Decoratives

Decor range is a wide selection of colour and textural finishes designed to create impact, inject drama or add dimension for an enduring, high quality finish. It allows you with limitless design possibilities to express your individuality.

## Exteriors

Unparalleled exterior durability for the Middle East with superior adhesion for an enduring finish. This outstanding, flexible, crack-bridging formulation hides hairline cracks with cutting edge anti-carbonation technology, excellent UV protection and is environmentally friendly.

## Stones

The Middle East market leader with its rich, natural stonelike finish. For decorative façades, lobbies, corridors and architectural features, this is truly an inspirational allround solution with excellent colour and remarkable effect consistency.

## Disbon

Hard-wearing, functional coatings designed to protect concrete against chemicals, moisture, oils, grease and wear. The range includes solvent based and solvent free, polyurethane and epoxy primers, sealers and topcoats.

## Lacquers

Long-term protection, high-quality solvent-based coatings, polyurethane, epoxy, acrylic and alkyd systems, in both textured and smooth finishes.

## General

A family of high quality acrylic primers, stuccos, smooth coatings and textures for exterior walls and substrates. The result is a smooth finish with a roller or if sprayed on, as well as rustic trowel applied textures.

## CapaTect

ETICS/EIFS; External Thermal Insulation Composite Systems is the market leader in providing systems to create energy efficient sustainable homes without design limitation. Keep your home cool with less Air Conditioning usage not only reducing your energy consumption and overall spent but most importantly benefiting your Health.





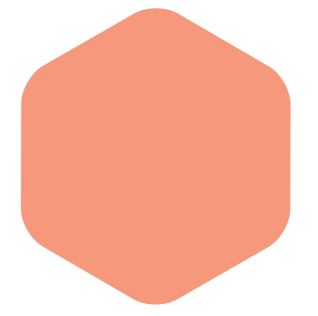
# WHY TO CHOOSE CAPAROL FOR YOUR NEXT PROJECT?



Caparol's innovative colour and texture solutions, specifically formulated for the Middle East market, have been custom-developed by DAW. In an environment where quality counts, paint products tailored to create an exciting, innovative look, whilst being formulated to withstand the rigours of the Middle Eastern Climate, offer both impact and reliable results every time.

Caparol's portfolio is divided into the following segments: Interior, Exterior, ETICS/EIFS, Decorative, Coatable Wall Coverings and Building Protection. Under these segments we offer a wide variety of products specially designed to satisfy the diversified needs of the markets we serve, and to ensure that our clients will find the perfect and complete paint solution in every stage of the painting process.

A core strength that DAW/Caparol technology brings to the Middle East is our Thermal Insulation solutions. These have been successfully applied to projects in the UAE, as well as the entire region. These systems enhance a building's surface efficiency, meaning that when it is subjected to different weather conditions, it will save energy.



# CAPAROL BEYOND THE PRODUCT

## Colour Design Studio

Caparol expertise is at your service, consisting of a team of colour designers that in the recent years have become one of the most important services facilities. The main emphasis of their work lies in the architectural colour concepts, as well as the production and the grouping of colour shades within our collections. They are experienced professionals working in coordination with a variety of our customer touch points both internally and externally.

## Architectural Colour Concepts

This is an offering under the colour design studio umbrella, where we work closely with consultants and contractors to achieve their vision on set projects. We design the interior and the exterior solutions in different scenarios that best fits their overall vision.

This ensures that the aesthetics of the whole project is boosted while maintaining its functional efficiency.

## Training Academy

We inspiring innovation through training. The Caparol Academy in DIC has also become an indispensable forum for experts in the field. It offers excellent facilities for important training events held by Caparol Group Global paint experts, where information, innovations and creativity serves as a meeting point for all of Caparol's partners.

Whether you are a painter, decorator, dealer, building owner, investor, planner or architect, the quality and variety of the sessions, workshops and seminars is of benefit to everyone.

## Capamix Tinting Systems

With Caparol's advanced tinting technology, with over 1,500 installed CapaMix tinting systems around the world, our consumers can expect to have access to a database of unlimited colour tinting recipes. Once you have chosen the required colour, your order will be tinted in a very short time using the latest computerised tinting techniques. Our system uses a technique where solvent-based paints are exclusively tinted with the CapaLac colourants while the water-based emulsions are tinted exclusively with the CapaMix colourants. This ensures that the colours are accurately reproduced and extremely durable, whether they are used for interior walls or exterior façades, and that the products maintain their performance whatever the final colour selection is





# INTERNATIONAL CERTIFICATION

TO ENSURE THE HIGHEST STANDARDS, GLOBALLY AND LOCALLY

Caparol offers the highest product quality, standards and services, which include providing the right products for varying climatic conditions, aesthetics, durability and the performance requirements of the project. We adhere to a combination of the most rigid international, regional and local regulations to ensure that our products meet all the required standards.

## E.L.F.

Our products are free of all heavy metals; no lead, no cadmium and no chromates. E.L.F. is Caparol's industry leading standard for environmental performance. It means solvent-free, free of plasticizers and emission minimised with total VOCs of less than (1g/l). When using Caparol products, our clients are assured of their own safety from carcinogenic, mutagenic or toxic hazards.

## ISO 9001:2000

The world's most recognised quality management standard. Caparol UAE complies with all the stipulations of DAW in Germany and applies the standards of TÜV NORD to the management and manufacturing processes.

## Emirates GBC

Caparol supports the vision of the Emirates Green Building Council and we continue to work together towards reaching the UAE's target of becoming the global leader in ecological footprint reduction of the built environment by the year 2015.

## Dubai Central Labs (DCL)

Under the auspices of Dubai Municipality, DCL produces a register of certified green materials and products for the benefit of end users and customers. Caparol's flexible range; Flexotop, StructurePutz, Flexoguard and ETICS/EIFS have been tested for specific parameters and featured in the manual under the 'Paints and Insulation' section.

## Abu Dhabi (QCC)

Abu Dhabi Quality and Conformity Council (QCC) is an Abu Dhabi government entity consisting of a council of regulators with a mandate to ensure provision of quality infrastructure in line with global standards, and to support regulators and government organizations through offering quality and conformity facilities, expertise and resources, promote a culture of quality towards consumer safety and protection, raise quality of local products and ensure exports meet international standards.

## Robert Murjahn Institute (RMI)

Back in 1894, Robert Murjahn was awarded a gold medal and honorary diploma for his innovative coating powder. Ever since then, the innovation wheel of DAW did not stop and has revolutionised the coating industry over and over again. Today, product developers are working on the paints of the future with the latest research and development techniques and resources distributed among the various DAW research centres. Since 1985, more than 100 patents have been registered for our company. The innovation process is further supported by the Robert Murjahn Institute (RMI), which Dr. Klaus Murjahn founded in 2005 as an independent and certified institute. It offers quality inspection and certification for customers including consultancy on matters of environmental protection and healthy living.



# PROJECT REFERENCES

## UAE

Hazza Bin Zayed Stadium - Al Ain



La Ville Hotel & Suites - City Walk



Rove Hotel



Sofitel Hotel - JBR



GEMS International School



Nshama Town Square



The Palm Jumaira



Rixos Saadiyat Yas Island

