

# COMPANY PROFILE



**Addisons**  
**Paints & Chemicals**

A Division of

*Simpson & Co. Ltd*

# ABOUT US



*Simpson & Co. Ltd*

Addison Paints and Chemicals (APC) is one of the oldest and respected paint companies in India. Established in 1948.

It is part of the AMALGAMATIONS group and a division of Simpson & Company Limited a major global player in Diesel Engines manufacturing. By its products and contributions to other goods, it has become a significant global participant in the Paint industry.

Our vision is to leave a distinct touch everywhere through our products and contribution in other products.

Our Mission is to maintain distinct relations with our clients and work with them in a team spirit in order to fulfil their perception through providing them with high quality products by using updated scientific methods and techniques.

We proudly declare our individual dedication to comprehending, meeting, and whenever possible exceeding our customers' expectations through continual process improvement. We are committed to providing a product without defects in a timely manner at a price that is reasonable.

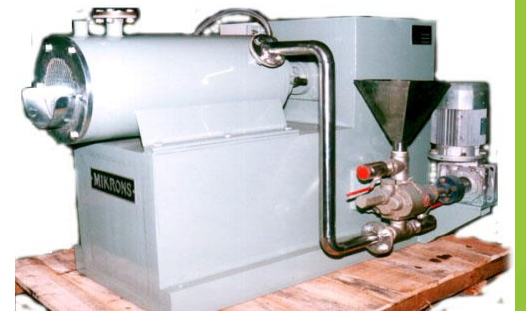
Our channel partners are our greatest assets, and going forward, we are excited to strengthen our relationship and trust with them.

# MANUFACTURING FACILITIES



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In 1948, we opened a manufacturing facility in Chennai to meet the growing demand. The plant, which is situated on over 20 acres, has an annual manufacturing capacity of more than 6000KL. The plant features a top-notch R&D centre that aids the business in keeping its competitive technical edge.





# R&D FACILITIES



- New product development
- Product up gradation
- Evaluation of the new raw materials / import substitution
- Value engineering
- New color / shade development through Color Development Cell
- Process development
- Development of different types of paints as per customer requirements
- Scaling up from laboratory to bulk batch
- Customer support for new product introduction



# INDUSTRIAL PRODUCTS



## AGRICULTURE EQUIPMENT

Maintaining color and finish with heavy duty paints and coatings is crucial when the color of your equipment is just as important to your brand as your logo and your customers have been purchasing that brand for generations. Addison Paints creates coatings and paints to safeguard your brand's color and finish as well as the investment of your clients for many years to come. Our coatings put in just as much effort as your customers and equipment.



## CONSTRUCTION EQUIPMENT

It's difficult to discern at a massive piece of machinery, moving tons of dirt and see the details. Our Heavy Equipment team performs that every day. Leading international OEMs and their tier suppliers prefer our products because of their color uniformity, edge coverage, and resistance to corrosion. Our meticulous technological procedure is created to adhere to the most strict requirements. Even with large machinery, the simple things may make a tremendous difference.

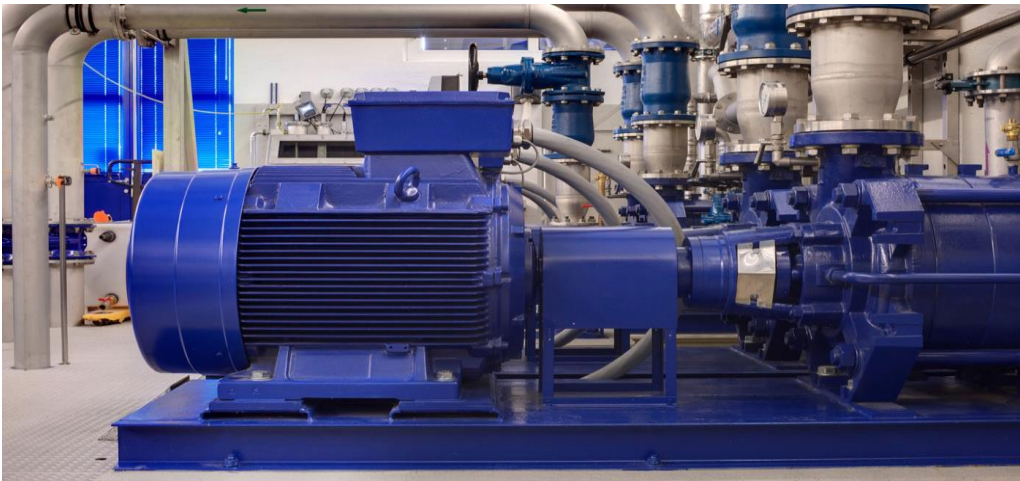


# INDUSTRIAL PRODUCTS



## GENSET INDUSTRIES

For generators needing robust corrosion and weathering protection, Addison paints offers coatings that function excellently. Our coatings act as a barrier against the elements when your items must remain operational in the most extreme conditions. Effective in the field and efficient during the application process are just a few of the aspects we consider when it comes to outdoor equipment.



## PUMPS/COMPRESSOR

Our product line features cutting-edge items that are not only trustworthy in the worst conditions but also have a beautiful appearance. Regardless of whether the pipes are insulated, submerged, or buried, it provides continual protection against internal and external corrosion. It provides exceptional cathodic protection and is chemical and water resistant in accordance with several international standards.

# INDUSTRIAL PRODUCTS



## CYLINDER & BARREL INDUSTRIES

In the organized paints and metal packaging sectors, we are the manufacturer and supplier. In the barrel and cylinder industries, our products are widely used. We are advised to utilize our base products as opaque undercoats in barrel coat applications and as topcoats applied directly to surfaces that have undergone treatment.



**HR AL.600°C**



**HR BLACK 250°C**

## SPECIALITY COATINGS

Addison Paints has been providing a comprehensive range of high-performance coatings & services as well as safeguarding & extending the effective service life of plant & machinery for more than a century. We not only comply with but also go above and beyond the necessary business and environmental legislation by maintaining the highest level of international standards.



# INDUSTRIAL PRODUCTS



## GLASS COATINGS

The first and only choice of leading architects, Interior designers, glass furniture manufacturer is our Gloss coatings. It is available in Glossy and Frost finish.



## NOVELTY COATINGS

We offers novel mixing technology for strikingly different finishes which come in an array of brilliant colors and combinations for that exclusive appeal. The designer's best choice is made possible from creative finishes on any surface with crackle, stripple, twinkle, hammer finishes etc.



# MARINE COATINGS



We are in marine coatings to provide products and services that protect customers' assets in some of the world's most demanding sea conditions and environments. We provide advice, support and coatings. We are not only marine but also in the yacht and protective coatings sectors.

The marine protective coatings are a barrier between the water and substrate to protect it from damage. Usually, they are applied to ships, vessels, tankers, and other water vehicles, but they are also applied to propellers, buoys, and structures on offshore oil rigs.





# WOOD COATINGS

The finest and most popular Paint System available for protecting and beautifying wooden furniture and articles. One of the key reasons that Wood Coating is the first choice of architects, interior designers and applicators is the unmatched protection it gives in all seasons. Be it dry heat spells, rain, snow, humidity etc. Ideally suited for Garden Furniture, Doors, Windows, wooden almirah, cupboards, furniture etc.





# AUTOMOTIVE REFINISH



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## COMMERCIAL VEHICLES

Commercial vehicles have a number of challenges. They are subjected to the worst conditions while at work and in demanding surroundings. You need a coating that is made to withstand damage from chemicals, severe temperatures, or from the dirtiest workers. We care about colour in addition to protecting automobiles from the frame to the caravan with our coatings. We mix a stunning, long-lasting finish that safeguards your brand with tried-and-true toughness that safeguards your clients' investment.



## TRUCK & BUS

For truck and bus drivers, colour and durability are the most important factors. Our cutting-edge product line is made to defend against the severe chemicals and environments that equipment must endure every day, all the while offering the colour and finish that builds brands and endures. Addison paints collaborates with professionals in the sector to comprehend evolving demands and make sure coatings continue to hold up for the entire operating lifetime of your equipment.



# AUTOMOTIVE CAR REFINISH



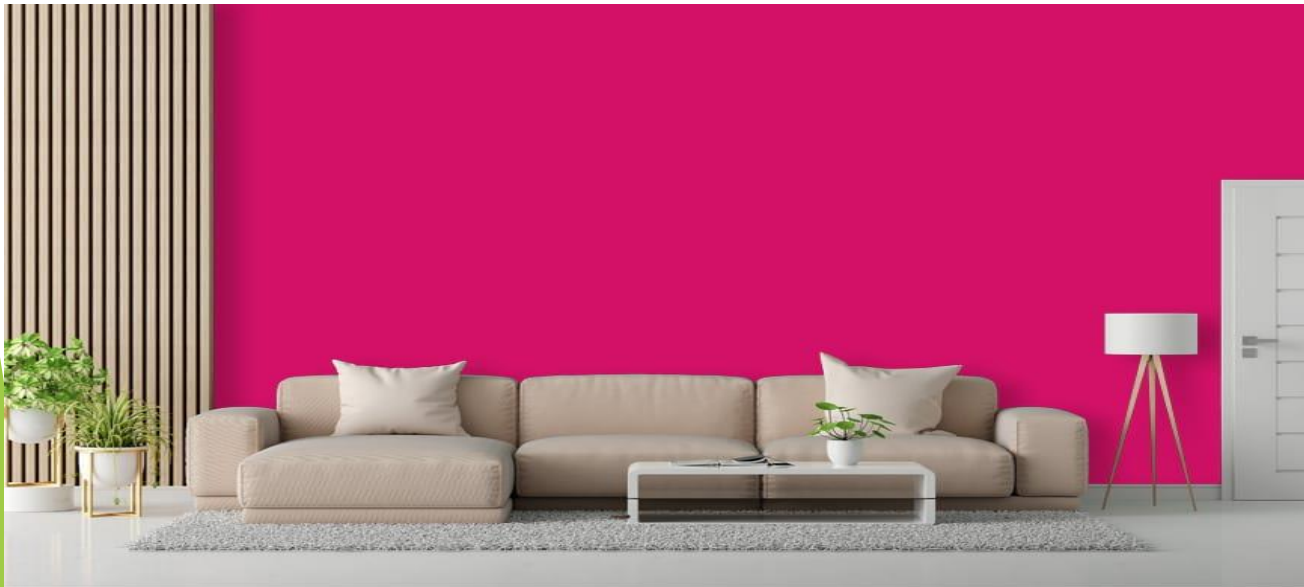
The company produces and distributes a full array of high-tech paint and coating systems for automobiles. We serve a variety of clients, including automotive jobber distributors, collision repair facilities, dealerships, fleet owners and refinishers, production shops, auto body builders, and original equipment manufacturers. We also provide high performance interior and exterior auto coatings, as well as related products.





# ARCHITECTURE COATINGS

High Performance Exterior & Interior Emulsion Range is the most advanced water based wall paint with unique properties of Dirt Pick Up Resistance (DPUR), anti-algae, fungus and water repellence. Not only it gives ultimate protection against all types of adverse weather conditions and U.V, it keeps walls forever new looking as well. Enriched with superior additives, with best in class coverage, it is the top choice of informed architects and applicators.

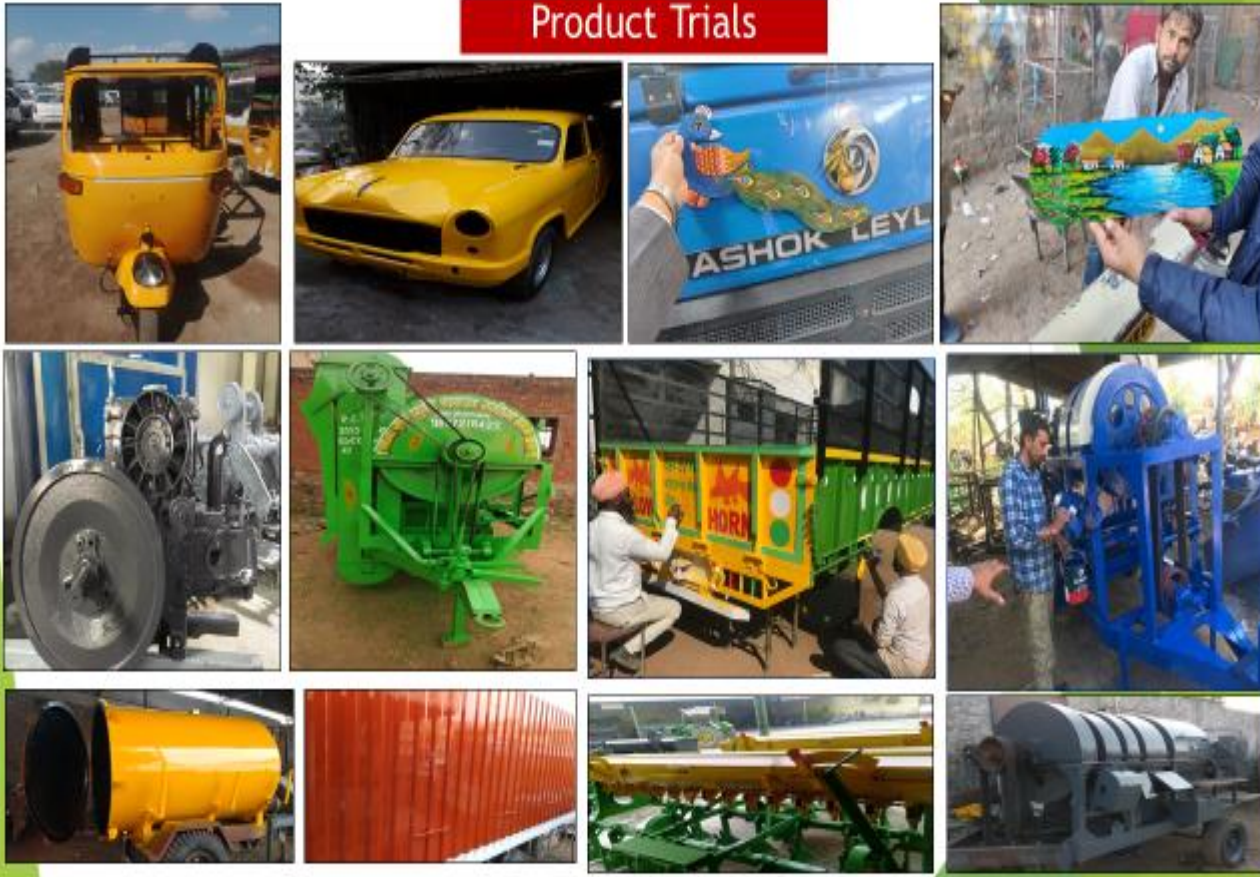


# PRODUCT TRIALS



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Product Trials





# SOME OF THE TESTING DETAILS



Salt Spray Test as a System on Phosphated Steel  
as per ASTM B-117 Test Method



**PU Primer Grey on Glass**



Adhesion Test on Glass  
as per ASTM D-3359 Test Method



Adhesion Test on ABS/FRP  
as per ASTM D-3359 Test  
Method

# PREMIUM PRODUCT RANGE



## Wood Coatings

- 2K PU Clear Matt/ Glossy
- 2K PU Sealer
- Melamine Matt/ Glossy
- Melamine Sealer
- 1K PU Glossy/ Matt
- NC Sanding Sealer
- Table Top Clear
- Wood Polish
- Wood Filler
- Wood Stains

## Super Speciality Coatings

- eURa UHS/HS PU Coatings.
- eURa Plastic Primer.
- eURa HS PU Primers.
- eURa De-greaser & Thinner.

## ALUMINIUM PAINTS

- 600 Deg. Resisting Aluminum
- 400 Deg. Resisting Aluminum
- Heat Resisting Aluminum
- General Purpose Aluminum

## Specialized Coatings

- 2K PU Finishes
- 2K Epoxy Finishes
- 1K Epoxy Finish
- Rapigold Premium A/F
- Spartan SP Synthetic Finish
- NC Finishes
- Hammertone Finish
- Stoving Enamels
- 1K Acrylic PU Finish
- Chlorinated Rubber Coatings
- DTM Coatings
- Glass Coatings
- Graphite Coatings
- Heat Resisting Black



# PRODUCT RANGES



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## Primer

- Universal White Primer
- Zinc Phosphate Yellow Primer
- Red Oxide Metal Primer
- QD Auto Brown Primer
- Pink Primer
- SKPS White /Grey
- Etch Primer
- 2K Epoxy Primer
- 1K Epoxy Primer
- 2K PU Primer
- Plastic Primer
- Acrylic Primer PU
- Zinc Phosphate Primer
- NC P/S Grey & White
- WTCP
- Acrylic Exterior Primer

## Acrylic Emulsions

- Adcolac Acrylic Exterior Emulsion
- Adcolac Acrylic Interior Emulsion

## Enamels

- Duraflex Pre.Synthetic Enamel
- Duraflex Satin Enamel
- Adcolac Superfine Enamel

## THINNER

- G.P. Thinner
- PU Thinner
- Multi Purpose Thinner
- N C Thinner
- Epoxy Thinner
- Graphite Thinner
- Chloro Thinner
- Spartan Thinner
- QD Thinner
- Stoving Thinner

## Miscellaneous

- Black Board Paint
- Matt Black
- Acid Alkali Resisting Black
- Anti Corrosive Black
- Industrial Black
- De-Greaser

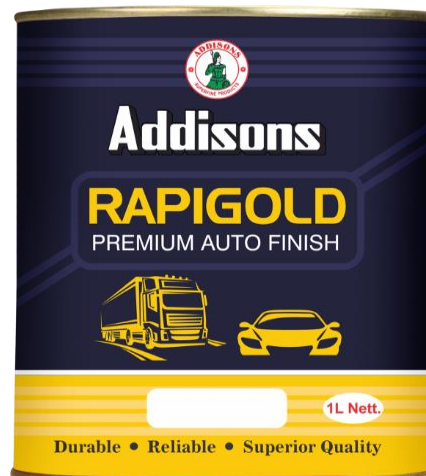
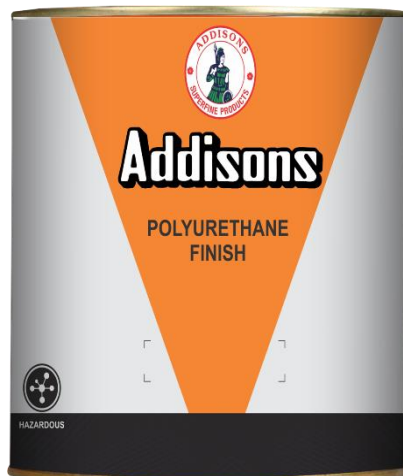
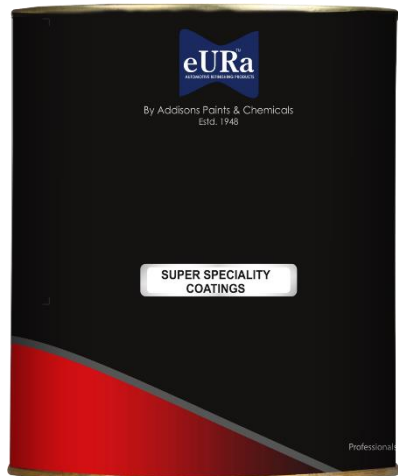
## Putty & Fillers

- Spartan Lt.Wt. Body Filler.
- Spartan 2K Polyester Putty.
- Spartan NC Putty.
- Cement Based Wall Putty
- Knifing Paste Filler

# OUR PRODUCTS



*Simpson & Co. Ltd*





# OUR CUSTOMERS



# OUR CUSTOMERS







## NATIONWIDE DEPOTS

### SOUTH ZONE

- TRICHY
- CHENNAI
- MADURAI
- TIRUNELVELI
- TRIVANDRUM
- ERNAKULAM
- COIMBATORE

### NORTH & EAST ZONE

- DELHI
- KOLKATA
- RAJASTHAN
- PUNJAB
- UTTARPRADESH

**For any enquiry contact us**



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