

مرحباً

وأهلاً بكم في وجهة الديكور والإبتكار.

انتم على وشك دخول وجهة تسوق مصممة خصيصاً لمساعدتكم على اكتشاف تشكيلة واسعة من الدهانات الإبداعية.





لقد كرست كولورتك هذه المساحة لاحتكم على الإبتكار مع تأمين وضمان توفير منتجات آمنة، عالية الجودة وضمن معايير جودة معتمدة عالمياً.

Hello

And welcome to the wall & floor fashion walk.

You are about to enter a designer space, where you can experience and browse a wide selection of paint colors and decorative finishes.

Colortek's Wall & Floor fashion walk aims to inspire all your future decorative finishes needs while providing you with safe, performance-oriented and certified products.

    [www.colortek.eu](https://www.colortek.eu)



COLORTEK®

# KASSAA GROUP HOLDING INDUSTRIES & ACTIVITIES



A Holding that operates an international network of companies and brands dedicated to Manufacturing, Retail, Contracting, and Brand Representation of Paints and Coatings, Construction Chemicals, as well as Home and Personal Care Products.



## **MANUFACTURING DECO FINISHES & ARCHITECTURAL COATINGS**

Innovative wall and floor decorative, architectural, industrial, and waterproofing solutions



## **RETAIL & E-COMMERCE OF WALL & FLOOR FINISHES**

A franchised retail concept, conceived as a dedicated decorative and coatings solutions center for professional painters, home-owners, architects and designers



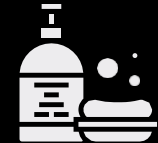
## **CHEMICAL INNOVATIONS FOR THE CONSTRUCTION INDUSTRY**

Innovative solutions to enhance performance, durability, aesthetics, and sustainability across the construction market



## **HIGH-END FINISHES & SPECIALIZED CONTRACTING SERVICES**

Specialized execution services offering the most demanding clients the possibility to realize their wildest vision



## **PERSONAL & HOUSEHOLD CARE CONSUMER PRODUCTS**

Formulations and solutions for personal and environments' hygienic care and cleaning

# A BRAND BY KASSAA GROUP

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**PAINTS AND COATINGS  
MANUFACTURING,  
RETAIL, AND BRAND  
REPRESENTATION**



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**CONSTRUCTION  
CHEMICALS**



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**CONTRACTING**



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**HOME AND  
PERSONAL CARE**







# A PRODUCT AND RETAIL LIFESTYLE BRAND

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Colortek® is an international paints brand with a retail concept conceived as a design space that redefines the possibilities of wall and floor finishes by answering all decorative and technical needs of our clients:

- Architects & interior Designers
- Contractors & Facility Managers
- Professional Painters
- Homeowners



# VISUAL TOUR



# FOUNDED UPON CORE VALUES



Safe, high-performance, & innovative coatings that set new standards of excellence to answer our customer's expectations.



## SUSTAINABILITY & SAFETY

Focus and dedication to our customer's expectations through the safety and sustainability of our products and manufacturing processes allow us to meet the changing needs of the market and ensure our legacy as a worldwide brand of wall and floor coatings.



## DURABILITY & PERFORMANCE

Our products are designed through exhaustive research and development to always deliver on the extraordinary application and durability properties that have defined Colortek as a leading brand with high-performing, innovative and quality coatings that set new standards of excellence.



## INNOVATIVE TECHNOLOGIES

Colortek's focus on providing its customers with quality products is translated by our exclusive collaboration and sourcing of the most innovative ingredients through select International suppliers such as DuPont, Akzo Nobel and The Dow Chemical Company.



## APPLICATION TECHNIQUE

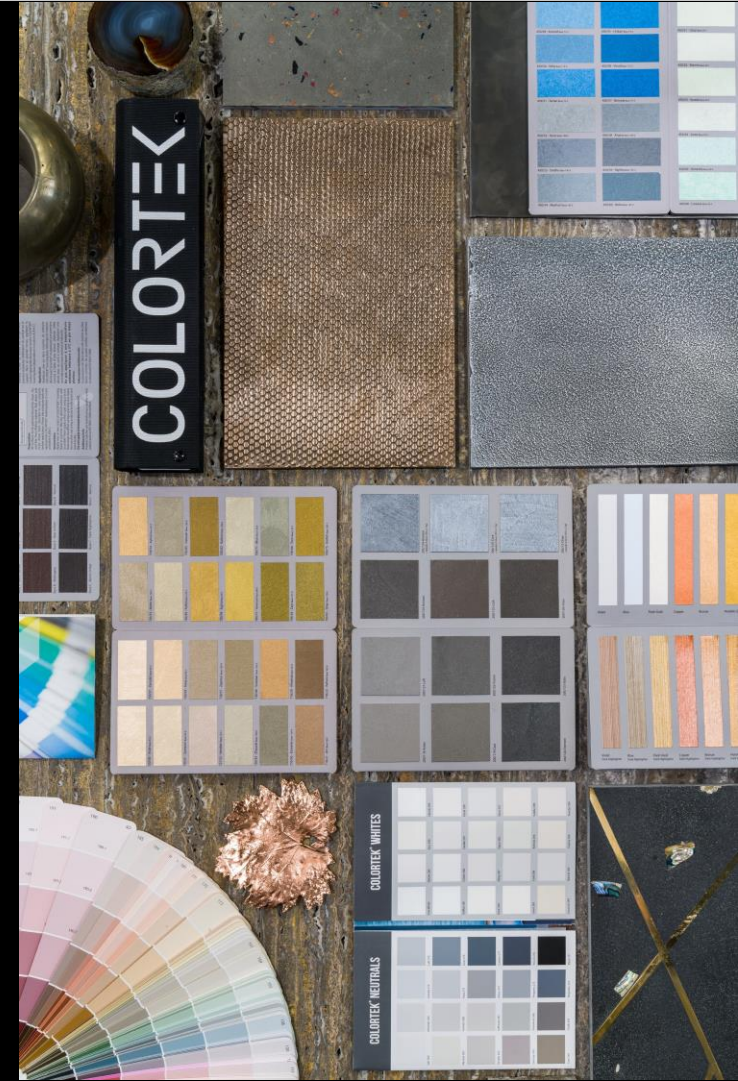
A multi-generational experience into developing and applying new generations of architectural paints, protective coatings, and decorative effects fuels our understanding the even advancing nature of the coatings and paints industry to provide every-day solutions to our client's challenges and needs.

# ARCHITECTURAL & DECORATIVE SOLUTIONS

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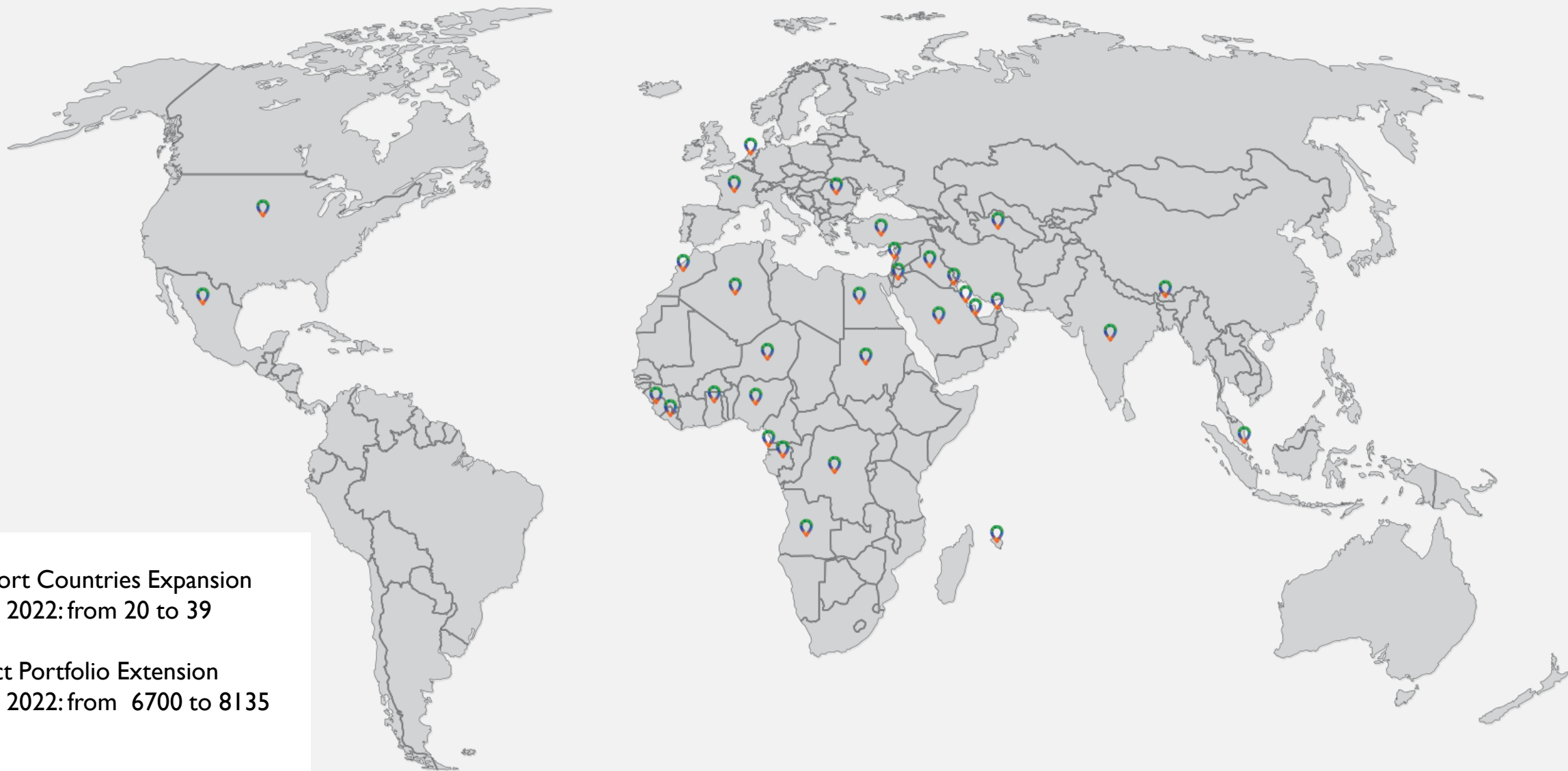
Colortek® pushes the boundaries of space design and redefines what it means to choose colors, create decorative effects and find the technical solutions for any residential, commercial or industrial building or environment.

- Decorative Paints & Effects
- Decorative Floor Coatings
- Architectural Paints & Colors
- Protective Coatings
- Waterproofing
- Surface Preparation Fillers
- Wood Care
- Pro & Small Project Solutions
- Urban Arts & Crafts
- Construction Materials
- Tools, Accessories, & Sundries





-  Export Countries Expansion  
2018 – 2022: from 20 to 39
- Product Portfolio Extension  
2018 – 2022: from 6700 to 8135





# MANAGING THE CRISIS



## OVERCOME BUSINESS CHALLENGES

### CHALLENGES

- Adapt new business platform to cope with the effects imposed by the pandemic
- Face the unstable economic situation with all its challenges (*currency devaluation, raw material supply issues, export restrictions, etc.*)

### STRATEGIC MANAGEMENT

- Extended expertise to explore new business platforms
- Catered to new emerging market needs
- Invested in innovations within the core business
- Enhanced online presence

### STRUCTURAL ADAPTATION

- Created a business model adaptive and resilient to local & international markets
- Remodeled organizational structure to assess and grow people
- Invested in R&D expertise
- Set social media platforms

### OPERATIONAL SETUP

- Upgraded processes & systems to sync with the new situation
- Created workflow agility
- Allocated teams to channel strategies

### COMMUNICATION DEVELOPMENT

- Articulated Colortek's value proposition in local and international franchise retail shops
- Promoted business activities through social media, shared online web, and mailing database

# CONTACT US

## Colortek Paints and Wallpaper

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