

IRIS<sup>®</sup>  
GREEN

*inspired by nature*





## Nature is Colour

Colours are the smiles of nature.

*(Leigh Hunt)*

Nature has thousands of colours,  
and we have made up our minds to  
reduce the scale to only about twenty.

*(Hermann Hesse)*

In nature, light creates colour.  
In painting, colour creates light.

*(Hans Hofmann)*

At Iris Green, we draw inspiration  
from nature to design our products  
and select our colours:

*inspired by nature*





For over 20 years, our mission has been to work alongside our customers, helping them to make the best of their **colour offer**. Our goal is to help them **Create Value through Colour**.

Our main activity is to **produce and market dispersions of pigments** (commonly called colorants) to tint paints either in factory or at point of sale.

Over the years, we have built up an international network of suppliers, and this has allowed us to consolidate a business of the trading of powder pigments for colours and effects in sectors also outside paints (like plastic, ink, textile, leather...). Today this has become one of the pillars of our company.

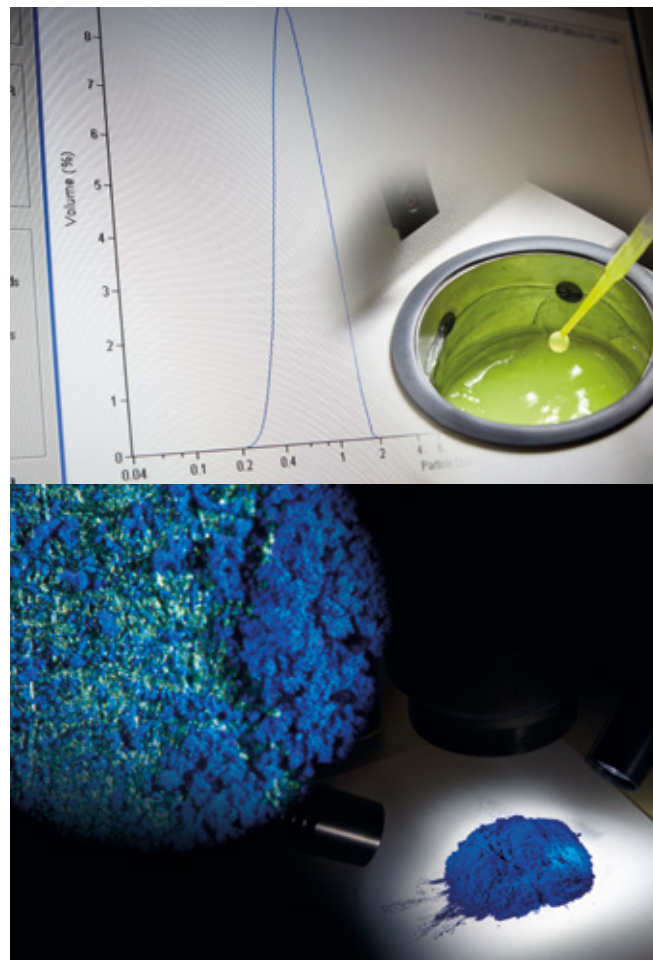
**Iris Green** is the market leader for tinting systems in Italy and does business in over 30 countries with more than 400 customers. We are an Italian company with deep local roots, and belong to an International group which does business around the world.



## Creating Value through Colour

### Laboratory

Right from the start, we have been focused on: **innovation, technology and service provided by our laboratory**. We are not just suppliers, we are partners. Our expert technical team have one of the best equipped laboratories in this field, which allows us to monitor all the main chemical-physical issues associated with the various processes of research, development, production and marketing of our products.





## Production

Our factory is flexibly organised to produce batches of different sizes, operating in accordance with the international standards.

Our production is in line with the strictest quality standards:

- Controlled with white and transparent bases in water and solvent products
- Produced according to standard formulations
- Using raw material suppliers who have been consolidated over the years
- We keep samples of every batch we produce for 4 years
- Raw materials directly REACH registered

# Integrated Quality/Environment Policy

**Iris Green** works in an international context, holding firmly to certain basic principles:

- respect for the expectations of everybody involved
- increasing customer satisfaction
- improving environmental performance by reducing pollution in general

## Standard lines of colorants

We offer three standard colorant lines:

- **IrisECO**: Highly concentrated water-based pigment dispersions for factory
- **IrisBlendW**: Water-based colorants for point of sale
- **IrisBlendU**: Universal colorants for point of sale

All our lines are binder-free, VOC-free, APE-free, they also come in a formaldehyde-free version and comply with the strictest rules on environmental protection.

Our range further includes selections of colorants for such specific applications as:

- **Wood Products**
- **Mineral Products**
- **Decorative Effects**



### Custom lines of colorants

Since we know every customer and every market has their own features, we always devote special attention to listening to our customers. They often call on us to develop customised product lines to improve the tinting systems they use.

In most markets, paint makers, depending on how large their business is, have dozens, hundreds or even thousands of tinting machines installed at their customers' premises. So changing colorants is very expensive, thus presenting a barrier to change. This is why we find tinting systems on the market which are already obsolete in terms both of pigment selection and of additives used.

This failure to innovate in tinting systems contrasts with the thrust to change the market is demanding and environmental regulations are imposing:

- Limiting indoor pollution: cutting down VOC, cutting down formaldehyde and formaldehyde-donors, cutting down biocides

- Cutting down maintenance costs of tinting machines while improving colour paste stability
- Adopting new generation pigments:
  - To optimise costs and coverage
  - To improve light and weather fastness
  - For mineral products, for wood, for special effects
  - IR-reflective pigments
- Alignment of colour in different products and with colour samples

Our solution is a gradual process which starts from the colorants currently used, allowing our customers to renew their tinting system in a short time and cutting down costs for replacing colorants in the market.

## Products for Tinting Systems

### Our colour offer

Once the set of colorants has been identified, we draw up our colour offer starting with our standard selections:

- **IrisPalette 1050** is our **interior colour** selection. Colour design professionals have created the 1050 colour range to satisfy the needs of paint product customers. Sample stripes are laid out by colour to make choice easier
- **IrisPalette 180** is our **exterior colour** selection. Use of high-performance colorants, formulated for outdoor application, gives you bright and saturated colours while keeping them lightfast and weather resistant

## Certified Company

ISO 9001

ISO 14001

OHSAS 18001





### Preparing the colour files

The goal is to achieve the same colour in different product lines, cutting down formula costs and getting the best out of the features of the paint product: hiding power, yield, drying time, gloss level, film hardness, lightfastness and weather resistance.

Our laboratory is equipped with the best-known **colour-matching systems**, so it can adapt to the systems our customers are using.

## IrisBlendSW the new software for point of sale



To complete our range, we have recently launched a new software for the point of sale tinting (**IrisBlendSW**), providing our customers with a tool giving them complete control over marketplace equipment, tailored to suit their needs and with the most up-to-date functions:

- Quick selection of product/formula/colour
- Colour display
- Customised formulas
- Setting up and printing labels
- Historical and statistical data
- Customised user interface
- Remote database updating
- Bar-code scanning
- Possibility of controlling any tinting machine
- Managing the competitor colours
- Finding and formulating the colour
- Connecting to Colorimeters and Spectrophotometers



# DOS the new way to high decoration

**DOS (Deco-On-Site)** is a system of dispersions and additives which, in combination with our colorants and a few products on stock, allow us to prepare any order on demand for a vast range of the most fashionable **decorative effects**. Directly at the point of sale or at the factory, **DOS** allows you to prepare orders just-in-time, without needing any finished product stock and solving the problem of obsolete effects. **DOS** offers 20 effects to satisfy the requests of the most demanding markets.

**DOS** is simple, flexible and complete:

- 2 bases**

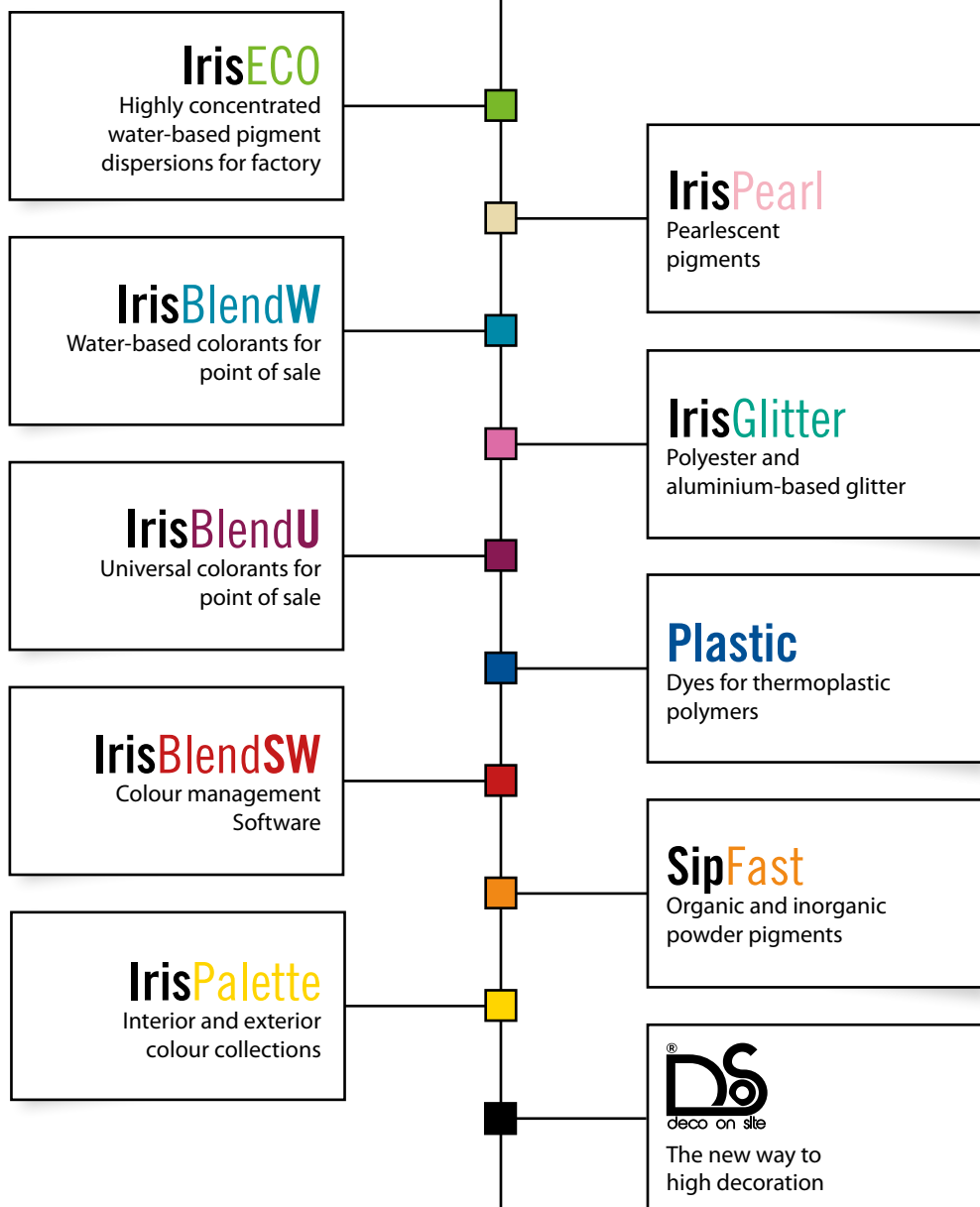
- 8 additives**

- 8-16 colorants**

**DOS** is your passport to the future of **high decoration**.

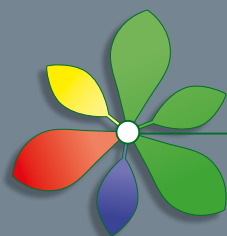


# Iris Green Product Range









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