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## De Beer, the new lion of South Africa

For several months De Beer Refinish has been represented in the South African market. Cowley Automotive Products is a supplier of exhaust pipes and recently started selling De Beer products. The owners Dave Coetzee and Hennie Swanepoel wanted to extend their product range and approached René Welgemoed, now general manager of Cowley Automotive and someone with a lot of experience in the car repair coatings market in South Africa. Our products are placed in the market via Cowley's existing distribution network. Cowley has branches in all major cities in South Africa.

"The introduction of our De Beer brand has been on our wish list for some time, so we are happy to have found a good, ambitious partner," says Marco Hoogervorst, Market Manager Middle East, Africa & India. South Africa is a market with a lot of growth potential, which we have experienced already from the quick success of De Beer on the South African market. One of our technicians, Herman van Wijnen, has already been to South Africa to offer training courses. This has met with a lot of enthusiasm and earned him the nickname 'Herman the Magician' as his students claim he can work magic with paint.

Within several months we will have a distribution network with nationwide coverage. There is a lot of interest from the market for De Beer products, from the distributors and dealers as well as from the end users. The teams of Valspar and Cowley are eager to enter this exciting period because success is addictive!

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The editorial staff is aware of its responsibility of ensuring optimum reliability. Nevertheless, it cannot accept liability for any inaccuracies in this publication.

If you would like to receive more copies of our next Newsletter or would like to receive a digital copy instead, please send us an email.



## De Beer Refinish show materials

**Valspar is planning to introduce a few new products soon that can be used at shows. There will be a lightweight presentation screen that is 2.14m high and 2.42m wide when unfolded, and several banners. The presentation screen is equipped with halogen spotlights and comes in a wheeled case. This case can also be used as a counter because it comes with a coloured band which you can put around the case and a countertop.**

Before we order these products, we would like to know how much interest there is for them so we can order enough to meet the demand. There are two options:

1. You can rent the presentation screen with 2 banners from us at € 500,- per time excluding shipping costs.
2. You can buy the presentation screen and/or banners from us.

The photograph shows an example of the presentation screen, which will, of course, be decorated with a different picture.

If you are interested in renting or buying a presentation screen and/or banners, please contact our marketing department via email at [dsaegher@valspar.com](mailto:dsaegher@valspar.com).



## Volume changes various mixing colours

Earlier this year we introduced the following mixing colours in a 1l can: MM3031, 3032 and 3033. Due to a diminishing demand for lead-based colours, the decision was made to no longer offer the above-mentioned colours in a 3.5l, but only in a 1l can. You can order the 1l cans using the following product codes:

Mixing colour	Product code
MM3031 Bright Chrome Yellow	93031/1
MM3032 Chrome Yellow	93032/1
MM3033 Orange	93033/1

### (Specially for customers outside the European Union)

Because of a rise in sales of the mixing colours MM513VF and MM513B, their packaging will change from 1l to 3.5l cans. You can order these mixing colours in 3.5l cans using the following product codes:

Mixing colour	Product code
MM513VF BeroBase Metallic Very Fine	9583/3.5
MM513B BeroBase Bright Metallic	9584/3.5

## TDS of hardeners and thinners

Technical data sheets are no longer available for hardeners and thinners. All the necessary information can be found in the TDS of the A component, which is used in combination with the hardener or thinner. We have also included a matrix in ICRIS in which the most important information from the TDS is shown. In the matrix you can see at which temperature and for which type of repair job you can use a certain hardener or thinner. It also shows an overview of the shelf life for every hardener and thinner.

## Colour Service Form

**In our previous newsletter we informed you about the option to use the Colour Service Form by logging in on our website. In this newsletter we will give you more information about what the CSF is exactly.**

The CSF was developed and tested in cooperation with customers. It allows our customers to submit a colour request at any moment of the day, or view its status via a webpage. Automatically generated emails inform the customers about requests, updates or the completion

of requested formulas. By using the CSF, our customers always give us the correct and complete information, which enables us to help them faster.

If you have received a username and password for CSF from us, you can login via the website [www.de-beer.com](http://www.de-beer.com). Our new website is now available in the following languages: Dutch, English, French, Spanish, German, Italian, Portuguese, Hungarian and Polish. Over the next few months a Czech, Russian, Chinese and Finnish version will be added.

## New products for the American market

**(specially for customers in the United States)**

De Beer Refinish has been experiencing a steady growth in the United States, and to ensure that our market share continues to do so, we introduced a number of new products specifically for the American market. These products comply with the requirements of the VOC legislation of all states and even with the strict requirements in Southern California. Below is a description of the new products:

- **HS Production Clearcoat.** This clearcoat has an excellent gloss and durability and is easy to use. The HS Production Clearcoat is suitable for use across the WaterBase 900 Series.
- **Production Additive.** This product can be used in combination with the HS Production Clearcoat. The Production Additive offers a higher productivity and lower costs with forced as well as air drying.
- **Zero VOC Diluent-Fast.** This thinner allows the spray painter to better adapt to the temperature. Aside from this fast thinner, a standard Zero VOC Diluent has been available to the American market for some time.
- **DTM HB Primer Filler Sealer-Grey.** This is a premium ultra-productive High Build non-Iso 2-Pack primer that is applicable directly to metal and that can be used in various mixing ratios for filling or sealing purposes. This product can be used on thoroughly cleaned and sanded aluminium, steel, galvanized or sandblasted steel, sanded and thoroughly cleaned fibreglass, SMC, E-Coat, OEM finishing coat and cleaned OEM E-coat.

**For now, all of the products above are only available to the American market.**

## New mixing colour lead-free Yellow Orange

**(specially for customers outside the EU)**

Valspar is introducing a new mixing colour in the BeroBase 500 Series: mixing colour 540 lead-free Yellow Orange. This is a lead-free mixing colour that complies with the Australian ban on lead legislation. It is expected that other parts of the world will also continue to decrease the use of lead in mixing colours. This will mean that the formulas for new colours will only contain mixing colour 540, but for now the old formulas will still show in ICRIS.

## Updates

From the beginning of November the following additions/updates have been issued:

- **ICRIS CD-ROM version 7.1.0.0**
- **Connex CD-ROM version 246**
- **Addition Colour Box 11**

In November the updates registered to you have been added to your current orders. If you have no current orders, we will send the updates separately. Please contact us if you have not received them by mid-December.



## Holidays Valspar bv

Due to Christmas and New Year's Day our company will be closed from Friday the 25th of December 2009 until Monday the 4th of January 2010.

When placing orders, please take this into account concerning your stock and new orders.



## Claims procedure

If upon arrival you find your goods, shrink wrap and/or tape to be damaged, we ask you to state this clearly on the bill of lading. There will be a change in section 16 on the bill of lading which will state: "Goods received in good condition; yes or no". You can indicate here that you did not receive your goods in the proper condition and add any remarks on the bill of lading.

Please send us a copy of this bill of lading as soon as possible, with an overview of the damaged goods and, if possible, a photograph of the damage. If the goods are no longer usable, we ask that you do not accept the shipment.

Please note that claims about transport by truck that we receive 2 weeks after the delivery date, can no longer be considered.

To avoid confusion: without a registration on the bill of lading we cannot consider your claim as we also need it to claim any possible damage from the transport company. Because the transport of container shipments takes longer, we do, however, consider claims regarding container shipments that we receive more than two weeks after the delivery date.

We will soon send you a letter in which we will further explain the procedure and changes to the bill of lading.

## Staff outing

On the 25<sup>th</sup> of September we enjoyed the annual staff outing of Valspar bv. We went to Noordwijk aan Zee on the Dutch coast for a day of sun, beach and activities. We flew kites, played volleyball, rafted and built sand sculptures around the theme of De Beer's 100-year anniversary. After a long day everyone enjoyed some relaxation time in the outdoor café with a nice drink and a great barbeque. This fantastic day ended with a golden glow thanks to the beautiful sunset shown in the picture.



## De Beer shoulder bag

We recently added a new promotional product to our range: a De Beer Refinish shoulder bag. This bag is suitable for daily use but can also be used as a great giveaway at shows. You can order the shoulder bag using product code 54-043.

