

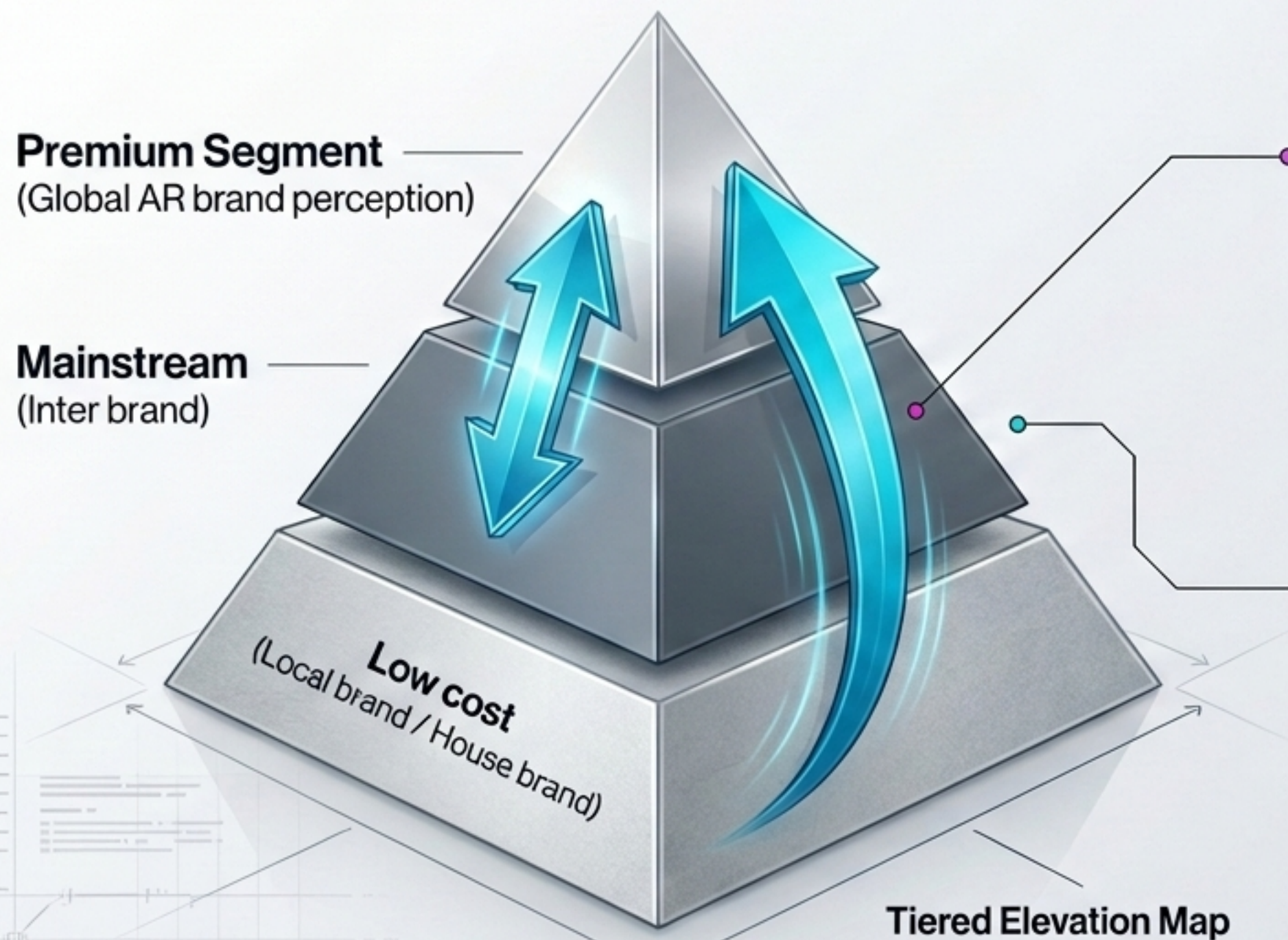
From Excellence to Global Auto Refinishes Tinter

The Journey of Knowledge-Driven
Manufacturing

**Make in Thailand,
Global Brand Recognition.**



Snapshot of the Current Auto Refinishes Market



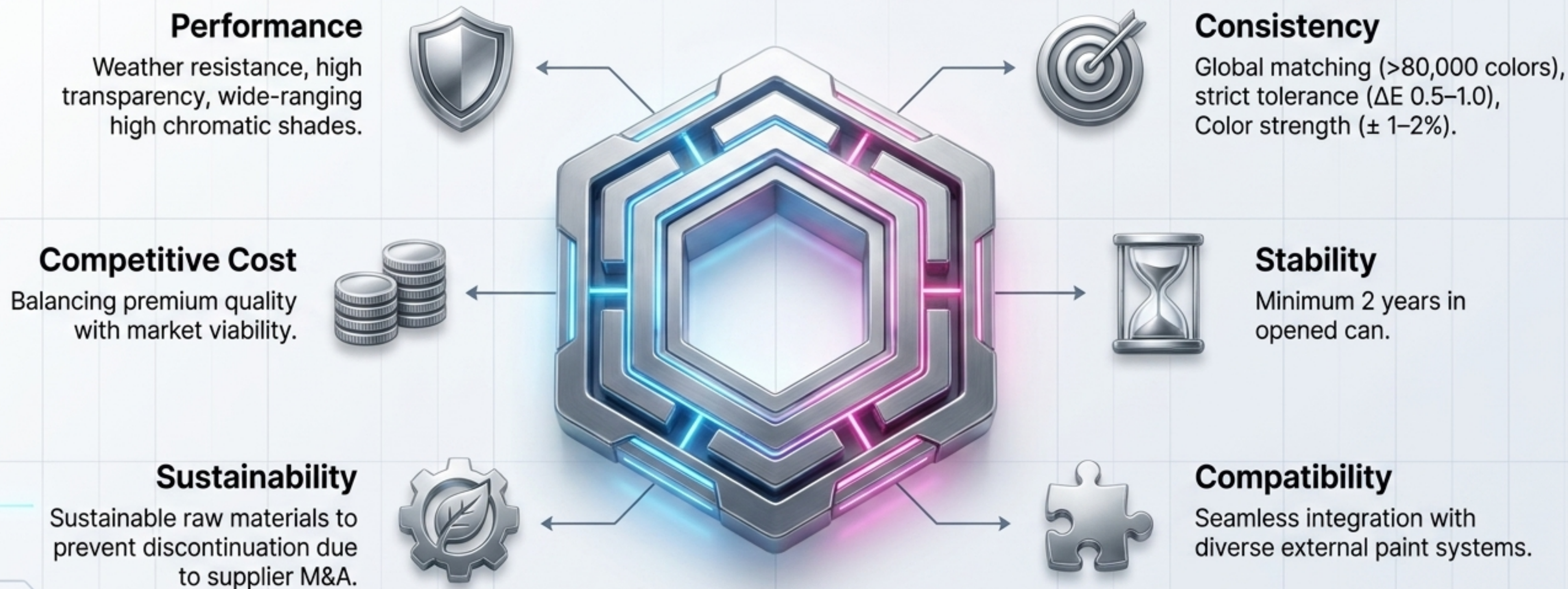
80,000+
Global Colour Recipes.

Bridging the gap from House Brands to Global Brand Recognition.



We sell the AR product & the colour recipe. Our strategy encompasses innovative performance and eco-friendly solutions.

Why Automotive Refinish Paint is the Ultimate Requirement

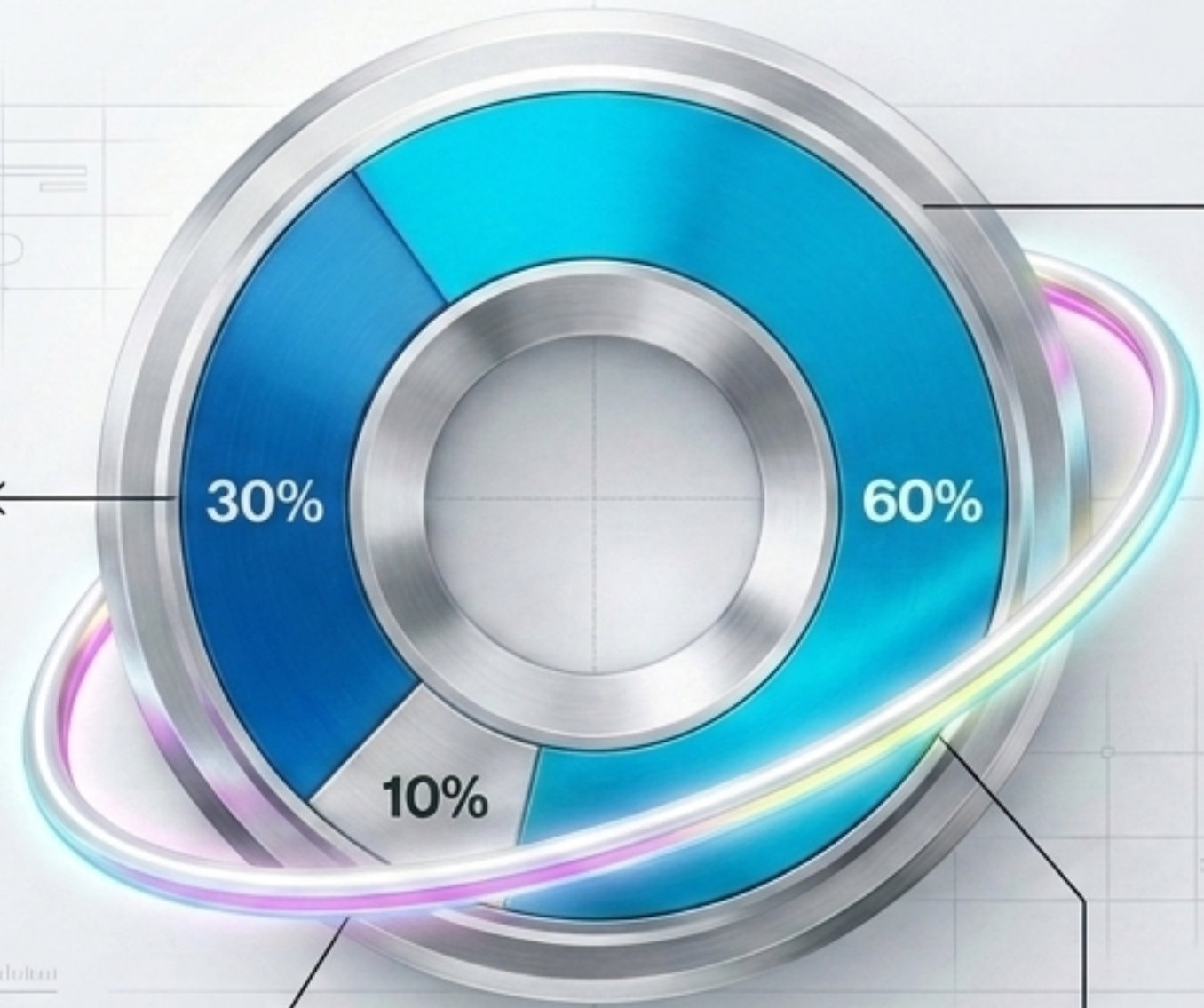


The Engine of Excellence: 30 / 60 / 10 + 1 Framework

3 Key Success Factors visible in the global Auto Refinishes market.

Technical Engineering [30%]
(Ultimate design, material selection,
PSD targets)

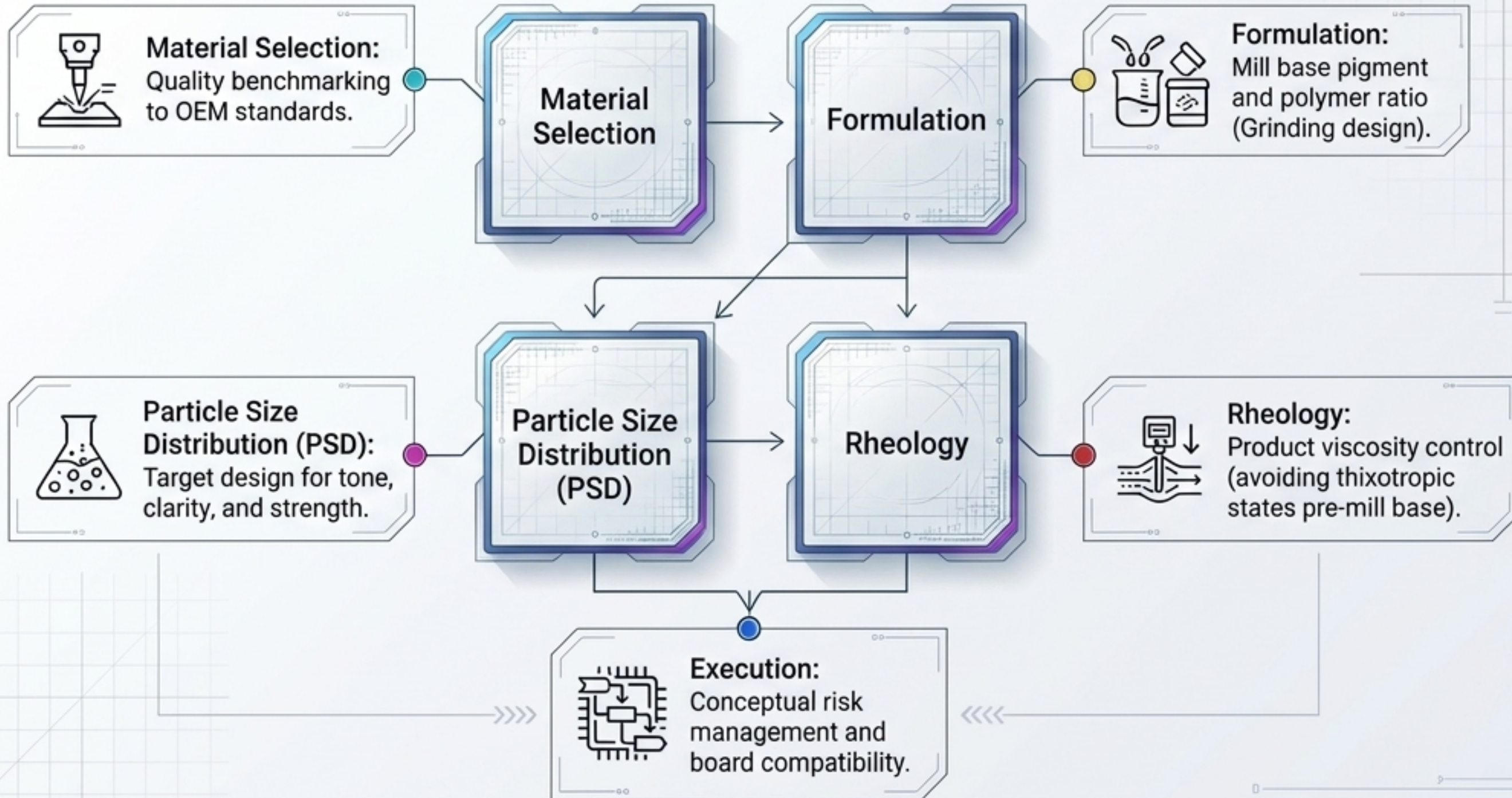
QA Engineering [10%]
(Measuring tools, global standards)



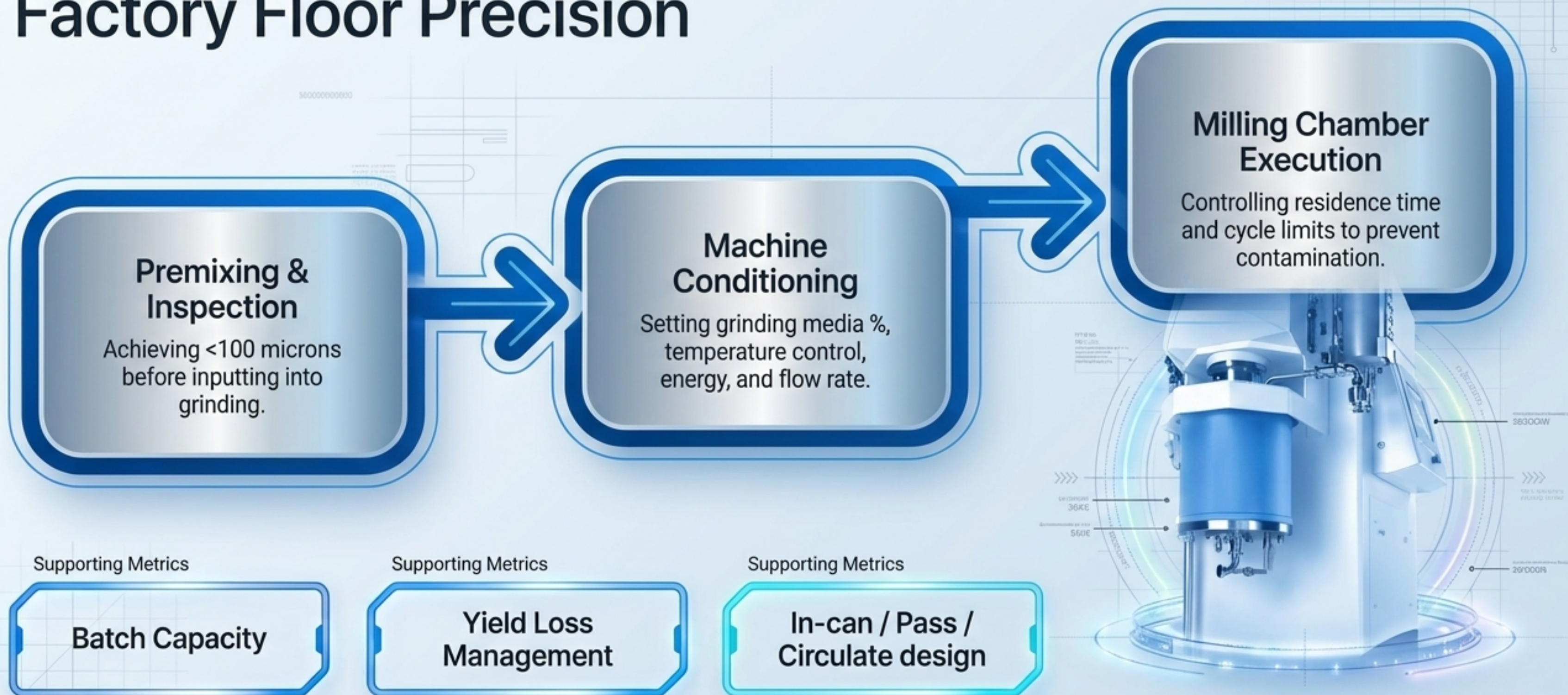
Process Engineering [60%]
(Routing, energy input, yield, overhead)

The +1
Strategic Sustainability Management

Technical Engineering [30%]: The Miracle of Ultimate Design

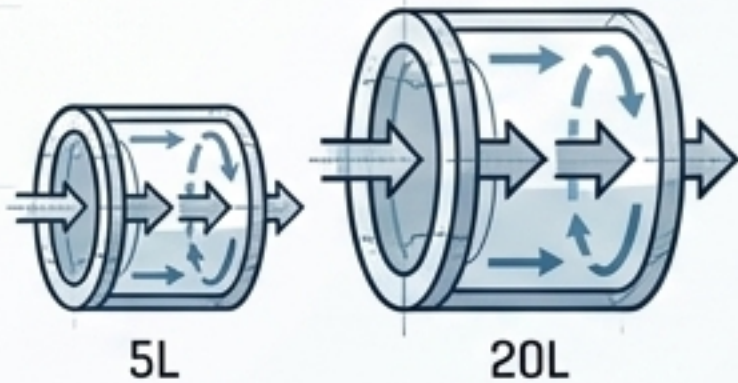


Process Engineering [60%]: Factory Floor Precision



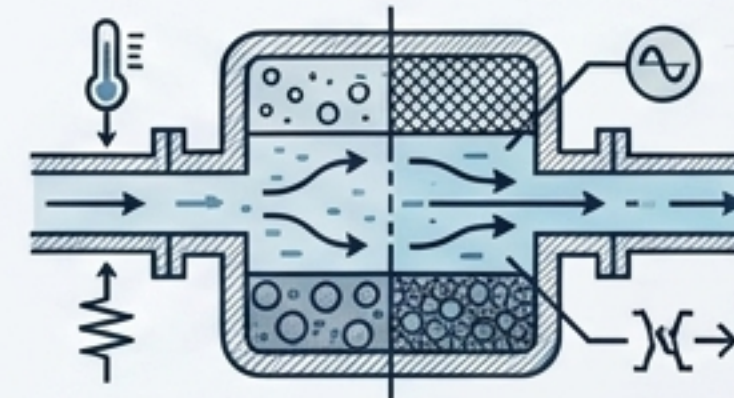
The Milling Equation: Mastering Mechanical Forces

Chamber Volume



Same mechanics/flow + Different Chamber Size (5L vs 20L) = Different residence time & grinding performance.

Fluid Dynamics



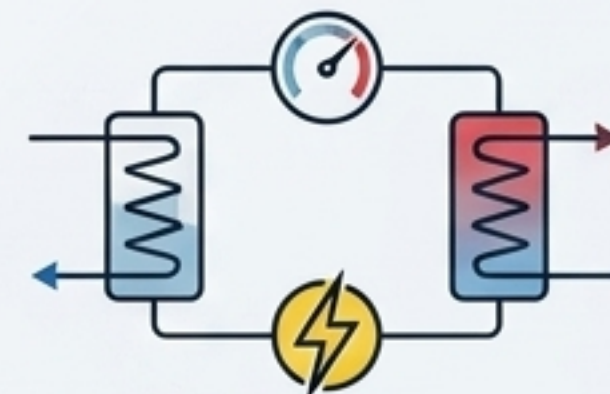
Same mechanics/flow + Different Mill Base Viscosity = Different media impact force.

Media Geometry



Same mechanics/flow + Different Grinding Media Size = Different impact dynamics.

Thermodynamics



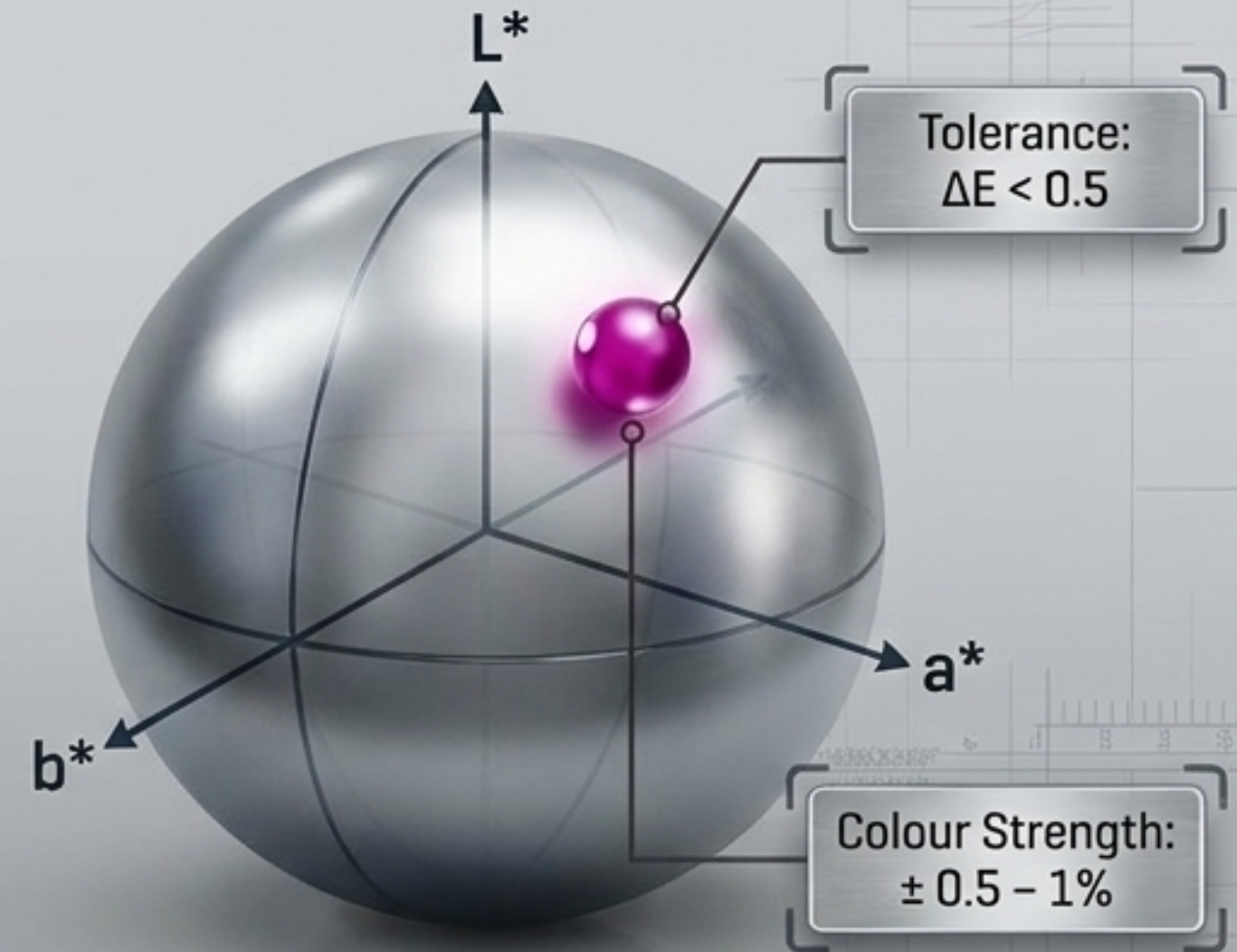
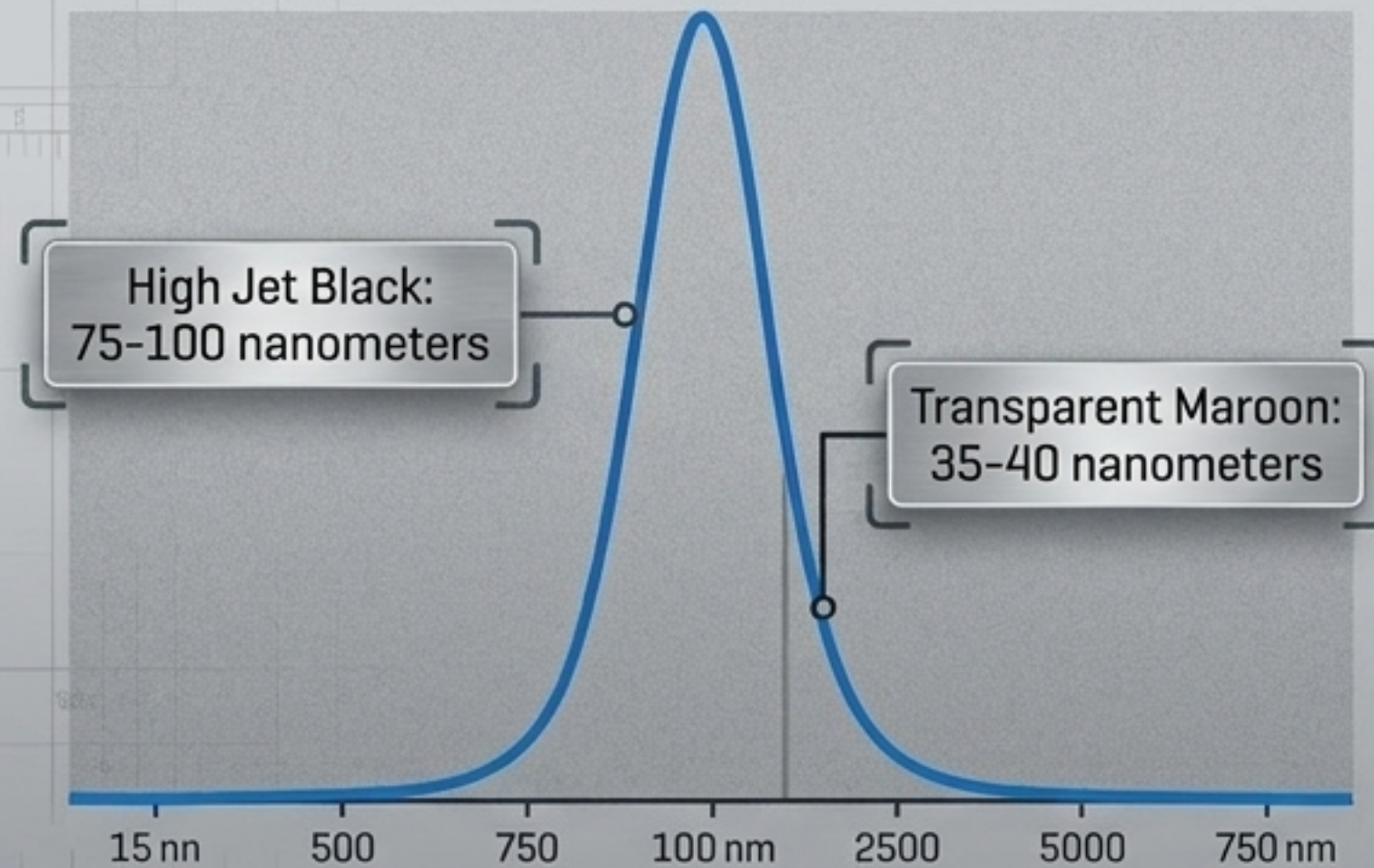
Same machine + Different Energy Input = Different impact & thermal dynamics = Totally different product.

Skilled people and strict knowledge transfer are required to manage these variables.

QA Engineering [10%]: International Measurement Standards

It's not just 'fine', it's 'narrow and consistent'.

Particle Size Distribution (PSD)



Zirconia grinding media selection



RPM Optimization



Temperature Control

The +1: Strategic Sustainability Management

1. Supply Chain & Quality Excellence



Integrated Quality Assurance: From Source to Solution

- Reliable Raw Material Partnership (Strategic Partner > Material Security)
- Predictable Quality & Delivery
- Preferential Treatment
- Information Transparency
- Joint Development & Sustainability
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- Precision Testing

2. Operational & Technical Excellence



Advanced Manufacturing & Equipment Reliability

- Reliable Machines
- Scalability

3. Human Capital & Culture



Building a Team Champion Culture

- Skill Development
- Operational Alignment

4. Sustainability & Responsibility



Sustainable Coating Solutions

- Safety
- Green Manufacturing
- Compliance

Unlocking Value: From Coatings to Solutions

The Old Way



- Buying powder pigments
 - Hazardous dust/powder spread
 - Wasted time grinding internally
 - Inconsistent color batches

High Cost & Friction

The New Way



- 'Plug & Play' Ready-to-Use Pigment Paste
 - Reduced processing time
 - Lower operational costs
 - Reduced carbon emission

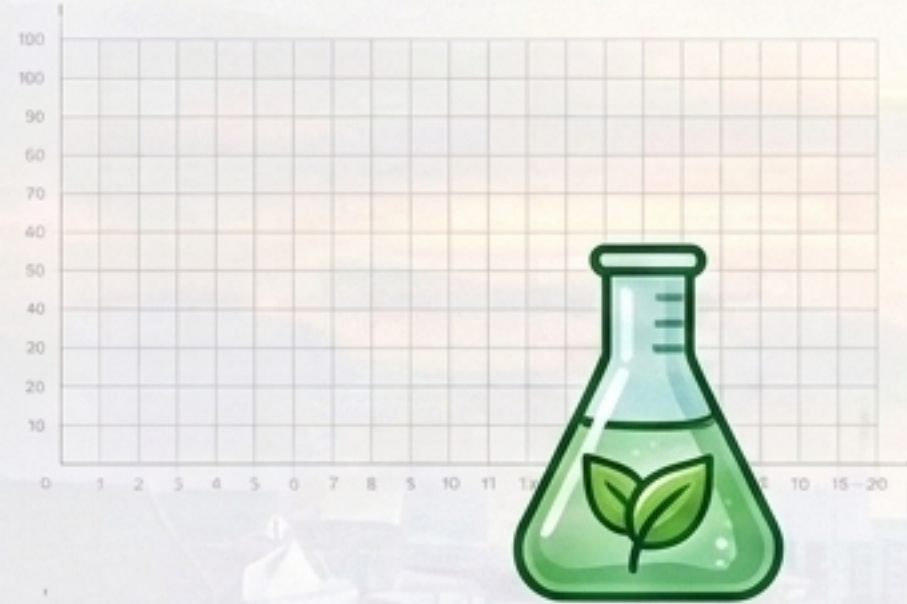
Increased Local Business Opportunities

Multi-Industry Compatibility & Global Benchmarking

The Global Standard, Local Agility.
(World-class standards, but more flexible and accessible).



The Future: Shifting Towards a World-Class Sustainable Tinter



**Eco-friendly
Solvent Borne
(Low VOCs SB).**



**Binder free
pigment dispersions.**



**Waterborne Tinter &
Waterbase Colorants.**

Vision: To be a world-class coating company.