



# AKÇALI

Corporate Presentation / September 2017



*Akçali Inc.*



## A Brief History...

Akcali Inc. has been in the paint industry since 1984. Turkish paint industry is the 5th largest in Europe, The objective of Akcali Inc. is to position the company as the 3rd largest manufacturer in Europe. Our experience of nearly half a century, has enabled the company to become a reliable brand and ranked among the top 5 in Europe. We deliver services all across the country with our leading brands Permolit and Carat at the forefront, from our 80000-m2 production plants.





*Akçali Inc.*



As a major player in the paint industry, Akcali Inc. renews and improves its product range continually and delivers across the world at affordable prices.

We always continue to put top quality into the marketplace, our products were rewarded in 2004 with German TUV Thuringen E.V. and EN ISO 9001:2008 quality certificates.



*Akçali Inc.*

## **Sustainability**

We have robust policy and systems in place to manage the wide range of sustainability issues, we encounter in our business activities.

Listening to our stakeholders helps us to prioritize these issues by identifying those that are most important to them and to us.

We are constantly making innovations in the field of R&D by keeping up with the varying needs of the market, our company has 260 different products, with plans to further expand its product range.







*Akçali Inc.*



## Our Collaborations...

Permolit Paint, Akcali Spray, Thermal Insulation Systems, Carat, Motip, Antica Signoria and Duplicolor are the companies, the products of which we distribute.

# OUR PRODUCT RANGE



# *Our Product Range*

## Water-Based Interior Paints



### **Permomax Silicone Silk-Matt Interior Paint**

Wall paint, which is available in vibrant colour options and breathable, ensures maximum durability.

It can be used on plaster, putty, precast concrete panel, gypsum as well as interior structural members such as plasterboard, chipboard and mdf, etc.

- Capable of creating silky surfaces with high covering power and vibrant colours.
- Stain proof and resistant against mold growth.
- Adheres onto the surfaces without cracking and spilling.
- Provides long-lasting usage.
- it can be used in damp places.

# *Our Product Range*

## Water-Based Interior Paints



### **Permoplast Acrylic Interior Paint**

Has vast covering power that is easy to apply. Wipe-able and long lasting. It can be used on plaster, paste, concrete, gypsum as well as interior structural surfaces such as plasterboard, chipboard and MDF boards etc.

Water-Based Interior Paints



# Our Product Range

## Water-Based Interior Paints



### Duvart Marble Decorative Wall Paint

Will transform your walls, with its decorative marble look. Can be used on smooth interior structural surfaces which is primed with primer. You can also use it on exterior structural surfaces which do not get heavy rain, on the condition that it is applied with special varnish.

- Enhances all the surfaces and adds marble texture to the walls.
- Can be colored with Permocolor colour tubes.
- Wipe-able and long lasting.

# *Our Product Range*

## Water-Based Interior Paints



### **Duvart Mother-of-Pearl Decorative Wall Paint**

Interior paint, as aesthetical, decorative and vivid as mother-of-pearl. It is used on plaster, putty, concrete as well as interior structural members such as precast concrete panel, gypsum, plasterboard, chipboard and mdf which has a smooth and flat surface.

- Once applied, it gives the surface the elegance of a pearl.
- It makes all the difference in the spaces, with an artistic touch.
- It has a high durability. Breathable and wipeable.
- It can be coloured with Permocolor colour tubes.



# *Our Product Range*

## Ceiling Paints



### **Permolit Super Ceiling Paint**

Full matt, decorative and high-quality topcoat ceiling paint. It is used on plaster, putty, concrete as well as interior structural members such as precast concrete panel, gypsum, plasterboard, chipboard and mdf, etc.

- Easy to apply, breathable, professional ceiling paint.
- No splashing as it is extra matt.
- Excellent covered.

# Our Product Range

## Exterior Paints



### Permolit Super Ceiling Paint

Full matt, decorative and high-quality topcoat ceiling paint. It is used on plaster, putty, concrete as well as interior structural members such as precast concrete panel, gypsum, plasterboard, chipboard and mdf, etc.

- Easy to apply, breathable, professional ceiling paint.
- No splashing as it is extra matt.
- Excellent covering power.



# *Our Product Range*

## Exterior Paints



### **Permosil Silicone Exterior Paint**

Water-based exterior paint which is used on any plaster, putty, concrete as well as exterior structural members such as exposed concrete, precast concrete panel, gas concrete, gypsum, stone and brick.

- All-weather resistant, colourfast, highly UV resistant and wipeable.
- Not to be used on elastic surfaces.

# *Our Product Range*

## Exterior Paints



### **Permokot Rubberized Texture Exterior Coating**

Water-based exterior paint which is used on any plaster, putty, concrete as well as exterior structural members such as exposed concrete, precast concrete panel, gas concrete, gypsum, stone and brick.

- High surface adhesion and flexibility.
- Easy to apply, long lasting and breathable elastic exterior paint.

# *Our Product Range*

## Exterior Paints



### **Perulo Silicone Textured Exterior Coating**

While it can be used on any plaster, concrete as well as exterior structural members such as gas concrete, gypsum, paste, precast concrete panel, mineral surfaces, stone and previously painted surfaces, it is also used on interior surfaces, wood and metal for decorative purposes.

- High surface adhesion and flexibility.
- Easy to apply, long lasting and breathable elastic exterior paint.



# *Our Product Range*

## Exterior Paints



### **Perulo Acrylic Textured Exterior Coating**

Applied on any plaster, paste, concrete, precast concrete panel, gross concrete, gas concrete, gypsum, stone, brick, mineral based surfaces, thermal insulation systems as well as interior structural members for decorative purposes.

- Water-based, texture-patterned, matt exterior paint.

# *Our Product Range*

## Binders and Primers



### **Permokapar Interior Covering Primer**

Applied on any plaster, concrete, as well as interior structural members such as gross concrete, precast concrete panel, gas stone, brick and previously painted surfaces.

- Paint consumption decreases. It prevents color surge.

# *Our Product Range*

## Binders and Primers



### Permobinder

When used on gypsum, plasterboard, paste, gas concrete and similar untreated surfaces as well as previously whitewashed, low-quality, absorbent latex-painted, highly absorbent and dusty surfaces.

- Cleans up dusty surfaces and prepares for painting while it reduces paint consumption.
- Prevents colour ripples on the painted surfaces. This is concentrated product.



# *Our Product Range*

## Binders and Primers



### **Permoton Exposed Concrete Primer**

Green coloured primer which is used to increase adherence of the surface, prior to plaster or cement-based rendering to be applied on gross concrete surfaces.

# *Our Product Range*

## Binders and Primers



### **Permogren Grainy Exterior Primer**

When used on any concrete, gas concrete, plaster and thermal insulation rendering, prior to topcoat application.

- It prevents color surge and provides maximum grip.

# *Our Product Range*

## Binders and Primers



### **Permoten Satin Plaster Primer**

Used on gypsum, satin plaster, plasterboard, gas concrete, poorly rendered surfaces as well as highly absorbent, dusty, limy and faded surfaces painted with low-quality latex paint.

- Cleans up the dusty surfaces and prepares for painting.



# *Our Product Range*

## Binders and Primers



### **Permokapar Silicone Exterior Covering Primer**

Used on any plaster, concrete, gross concrete, precast concrete panel, gas stone, brick as well as interior and exterior structural members such as previously painted surfaces.

- Paint consumption decreases. It prevents color surge.

# *Our Product Range*

## Binders and Primers



### **Permokapar Silicone Exterior Covering Primer**

Used on any plaster, concrete, gross concrete, precast concrete panel, gas stone, brick as well as exterior structural members such as previously painted surfaces.

- Paint consumption decreases. It prevents color surge. It saves time while it facilitates the labour.

# *Our Product Range*

## Binders and Primers



### **Permomacun Super Acrylic Interior Putty**

Used on any plaster, paste, concrete and interior structural members such as precast concrete panel, gypsum, chipboard, mdf, etc., prior to priming.

- Creates surfaces which provides excellent covering for the paints.
- Helps to get damp-proof and smooth surfaces.



# *Our Product Range*

## Binders and Primers



### **Permamacun Super Acrylic Water-Based Exterior Wall Putty**

Used on any plaster, putty, concrete as well as exterior structural members such as precast concrete panel, gypsum, chipboard, mdf, etc., prior to priming.

- Crates surfaces which provides excellent covering for the paints.
- Helps to get damp-proof and smooth surfaces.

# *Our Product Range*

## Binders and Primers



### **Permolak Water-Based Acrylic Primer**

Used on plaster, putty, concrete as well as interior and exterior structural members such as gross concrete, precast concrete panel, gas concrete, plasterboard, stone, brick and previously painted surfaces.

Cleans up dusty surfaces and prepares for painting.

- Reduces paint consumption and provides excellent paint covering.
- Prevents colour ripples on the painted surfaces.

# *Our Product Range*

## Binders and Primers



### **Permoset Interior and Exterior Transitional Primer**

Suitable for use on interior and exterior walls.

- Reduces paint consumption and provides excellent paint covering.
- Prevents colour ripples on the painted surface.
- Helps to implement colour transitions with ease.



# *Our Product Range*

## Binders and Primers



### **Permosar Silicon Exterior Primer**

Can be used on plaster, paste, concrete as well as interior and exterior structural members such as gross concrete, precast concrete panel, gas concrete, gypsum, plasterboard, stone, brick and previously painted surfaces.

- Creates a firm surface on which the topcoat can adhere.
- Reduces paint consumption and provides excellent paint covering.
- Prevents colour surge.

# *Our Product Range*

## Binders and Primers



## Permokolor Universal Colorant

A concentrated, binder-free colorant, capable of tinting all kinds of paints. It is used for tinting all sorts of water and solvent-based paint, varnish, coating materials.

# *Our Product Range*

## Binders and Primers

### **Permokolor Water-Based Colorant**

A concentrated, binder-free colorant, capable of tinting all kinds of paints. It is used for tinting water-based, interior, exterior paints and varnishes or it can be used directly as a paint.



# *Our Product Range*

## Binders and Primers



### **Permodur Fibre Liquid Plastic Coating**

Used on roofs, terraces, foundations, basement walls, window sills, pools, water tanks, cisterns and the junction points of horizontal and vertical surfaces which need waterproofing.

# *Our Product Range*

## Binders and Primers



### **Permodur Liquid Plastic Isolating Coating**

Used on roofs, terraces, foundations, basement walls, window sills, pools, water tanks, cisterns and the junction points of horizontal and vertical surfaces which need water insulation.

# *Our Product Range*

## Solvent- Based

### **Permoluks High Gloss Solvent - Based Paint**

Can be used on any wood, metal, plaster, paste, concrete as well as interior and exterior surfaces of structural members such as precast concrete panel, gypsum, plasterboard, chipboard and mdf, etc. by priming properly.

- Maintains its gloss for a long time although it has high gloss and covering power.
- Long lasting.



# *Our Product Range*

## Solvent- Based



### Enamel Solvent- Based Paint

Can be used on any wood, metal, plaster, putty, concrete as well as interior and exterior surfaces of structural members such as precast concrete panel, gypsum, plasterboard, chipboard and mdf, etc. by priming properly.

- Has high gloss and covering power.

# *Our Product Range*

Solvent- Based



## **Matt Synthetic Paint**

Can be used on any wood, metal, plaster, putty, concrete as well as interior and exterior surfaces of structural members such as precast concrete panel, gypsum, plasterboard, chipboard and mdf, etc. by priming properly.

- Resistant to yellowing and has high covering power.

# *Our Product Range*

## Solvent- Based



### **Permomast Solvent- Based Primer**

Can be used on any wood, metal, plaster, putty, concrete as well as interior and exterior surfaces of structural members such as precast concrete panel, gypsum, plasterboard, chipboard and mdf, etc. prior to topcoat application.

- Prevents surges and paint defects on topcoat.



# *Our Product Range*

## Solvent- Based



### **Permomacun Solvent-Based Putty**

Used on any wood, metal, plaster, putty, concrete as well as interior and exterior surfaces of structural members such as precast concrete panel, gypsum, plasterboard, chipboard and mdf, etc. prior to primer application.

- Easy to use and smooth to apply and resistant against water and saltwater conditions.

# *Our Product Range*

Solvent- Based



## **Monotip Anti-Rust**

Can be used as primer and topcoat on any wood, metal, plaster, putty, concrete as well as interior and exterior surfaces of structural members such as precast concrete panel, gypsum, plasterboard, chipboard and mdf, etc.

- Primer and topcoat paint which is developed to give all types of rusty and corrosive metal surfaces a decorative look and to protect from rusting.

# *Our Product Range*

Solvent- Based



## **Panel Door Paint**

Applied on any wooden surface such as mdf, veneer and solid wood .It is especially formulated for panel door applications.

- High covering power. Lead-free. Resistant to yellowing.
- Helps to get smooth surfaces, as it is easy to use and smooth to spread.
- Highly resistant against shocks, physical and chemical impacts.



# *Our Product Range*

Solvent- Based

## **Akcali Anti-Rust Primer**

Used on any corrosive metal used indoor or outdoor.

- Anti-rust primer which is developed to protect all sorts of corrosive metal and to prepare for topcoat application.

# *Our Product Range*

Solvent- Based



## **Grafite Metallic Paint**

It can be used on all metal surfaces such as iron, galvanized and aluminium as well as building members for decoration purposes.

- It dries fast and leaves a metallic shine on the surfaces to which it is applied.

# *Our Product Range*

Solvent- Based



## **Metallic Paint**

Decorative metal paint. It protects corrosive metals against corrosion.

- It dries fast. It adheres well onto bare and primed metal surfaces.
- It gives a decorative look while it removes defects during metalworking.



# *Our Product Range*

Solvent- Based



## **Metallon Anti-Rust Metal and Wood Paint**

It can be used as primer and topcoat on any wood, metal, plaster, putty, concrete as well as interior and exterior surfaces of structural members such as precast concrete panel, gypsum, plasterboard, chipboard and mdf, etc.

- It leaves a metallic shiny film on all surfaces to which it is applied.

## *Our Product Range*

Solvent- Based



### **Akstar Aluminium Metal Paint**

Used on any metal and particularly the surfaces such as the pipes of heat conduction systems, stove pipes, exhaust pipes, chimneys, central heating installations or on the surfaces such as stone, concrete and wood on which a decorative look is desired.

- Gives a lustre and metallic look to the surfaces on which it is applied.

# *Our Product Range*

Solvent- Based



## **Akçali Metal Paint (Golden - Bronze - Copper)**

Used on any metal and particularly the surfaces such as the pipes of heat conduction systems, stove pipes, exhaust pipes, chimneys, central heating installations or on the surfaces such as stone, concrete and wood on which a decorative look is desired.

- Gives a lustre and metallic look to the surfaces on which it is applied.



# *Our Product Range*

Solvent- Based



## **Cellulosic Thinner**

Used as thinner in the applications of all cellulosic-based products as well as for cleaning the application tools and application surfaces.

# *Our Product Range*

## Solvent- Based



## Synthetic Thinner

Used for thinning all synthetic-based paints, varnishes and primers as well as for cleaning the application tools and any grease, dust and organic impurities on the metal surfaces to be painted for the first time.

# *Our Product Range*

## Wood Preservative



## Varnish Wood Protector

Used on any indoor and outdoor wooden surfaces.

- No separate wood preservative or varnish required.
- Stains and preserves the wood without hiding the natural texture, thanks to its transparent composition.



# *Our Product Range*

## Wood Protector



## Tiled Glass Varnish

Used on the surfaces of any wood, decking, flooring, stair, parquet and furniture used indoor and outdoor, which requires endurance and scratch resistance.

- Protects the wood against abrasives such as detergent, alcohol, grease and fruit juice, without damaging the natural composition.

# *Our Product Range*

## Wood Preservative



## Yacht Varnish

Used on indoor and outdoor wooden surfaces of buildings, wooden furniture and wooden parts of marine vessels.

- Protects the wood against the elements, scratches and the wearing effects of rain and saltwater, without damaging the natural composition. It does not crack, swell or feel off.

# *Our Product Range*

## Wood Preservative

### Cellulosic Varnish

Used on any wood and coating/flooring material.

- Dries fast and does not change the natural look of the wood.
- Protects the wood against moisture, scratches and impacts.



# *Our Product Range*

## Wood Preservative



## Cellulosic Filler Varnish

Used on any wood and coating/flooring material.

- Fill up the surface to which it is applied, leaving a firm and easy-to-sand layer of film.

# *Our Product Range*

## Wood Preservative



## Teak Oil

Used on any type of wood in frequent touch with water, park and garden furniture made of wood, boat decks, docks and benches.

- Nourishes solid and valuable wood such as oak, teak, iroko, mahogany, rosewood, etc. It prevents the wood from drying, cracking and greying/fading and extends the service life of the wooden surfaces.
- Protects the wood without damaging the natural composition.

# *Our Product Range*

## Wood Preservative

### **Solid Wood Mastic**

Used to repair and fix any irregularities and gaps on all types of wooden surfaces.



# *Our Product Range*

Other Paints

## **Permo Road Marking Paint**

Used for marking asphalt, concrete, mosaic surfaces, roads, kerbs as well as for painting other surfaces at carparks, building complexes, malls, which require durable and abrasion-resistant painting.

- High covering power.
- Resistant against, saltwater, mechanical frictions and chemicals.

# *Our Product Range*

## Special Paints

### **Permoyol Road Marking Paint**

Thinner and cleaning solvent for road marking paint. Used for thinning road marking paint products and for cleaning application tools.

# *Our Product Range*

## Special Paints

### **Covering Paint**

Used on all types of interior building members, including painted or unpainted ceiling, wall, etc.

- Isolates any blemishes such as moisture stains, ink, graffiti, marker/wax pen, lipstick, nicotine, smut, soot from stoves and fire, which cannot be covered with normal paints and prevents them from rising to surface again.



# *Our Product Range*

## Special Paints

### **Tennis Court Paint (Solvent-Based)**

Topcoat which can be used at all tennis courts.

- Fade-resistant.
- The paint is UV-resistant and has a high covering power.

# *Our Product Range*

## Special Paints

### **Tennis Court Paint (Water-Based)**

Topcoat which can be applied at tennis courts.

- High covering power, fade-resistant and UV-resistant.

### **Water-Based Fire Retardant Paint**

Water-based primer which provides passive protection against fire.

- Slows the heat of fire from spreading over to the application surface, by swelling up to 40-60 times of its thickness in the event of fire.
- Can be applied with a topcoat.



# *Our Product Range*

## Sprays

### **Akcali Spray Paint**

General purpose topcoat which dries fast and forms a protective film.

- Can be applied onto all surfaces used indoor and outdoor, such as wood, metal, concrete plaster.
- Used in a wide range of applications, such as furniture and household goods rejuvenation, white goods, general repair, imitations, hobby, decoration, bicycles, motorbikes, automotive and machinery parts, etc.

# *Our Product Range*

## Sprays

### **Referee Spray Paint**

Approved by the members of International Football Association Board (IFAB), the spray which is easy to clean in no time helps to restrict the 9-cm wall distance in free kicks.

# *Our Product Range*

## Permolit Thermal Insulation Systems

### *Thermal Insulation Plates*

#### **Permolit Neopar Thermal Insulation Plate**

Grey-coloured, Class B1, new generation thermal insulation plate.

#### **Permolit EPS Platin (With Carbon) Thermal Insulation Plate**

Class B1 thermal insulation plate, reinforced with expanded graphite, made of polystyrene granules.

#### **Permolit EPS White Thermal Insulation Plate**

White-coloured, Class B1 thermal insulation plate, made of expanded polystyrene granules.

#### **Permolit Stone Wool Thermal Insulation Plate**

Thermal insulation plate, made of fibers by melting inorganic basalt rock in high temperature.

Fire and sound proof.



# *Our Product Range*

## **Permolit Thermal Insulation Systems**

*Permolit Construction Chemicals*

### **Thermal Insulation Adhesive**

Polymer-modified, cement-based, highly adhesive ready-to-use mortar, used to putty thermal insulating plates.

### **Thermal Insulating Plaster**

Polystyrene-based, highly resistant, polymer-modified, highly adhesive, fiber-reinforced, ready-to-use mortar, used to plaster insulating panels.

### **Thermal Insulation Decorative Coating Plaster**

White cement and polymer-reinforced, highly resistant, mineral textured, super white coloured, decorative, topcoat wall coating mortar, which is applied with a trowel.

# *Our Product Range*

## Permolit Thermal Insulation Systems

*Permolit Construction Chemicals*

### **Tile and Ceramic Adhesive**

Polymer-reinforced, cement-based adhesive mortar, which is easy-to-apply and prepare and used for pasting materials such as tiles and ceramics.

### **Grout Filler**

Cement-based grout filling material with special grain size, which is used for ceramic and tile grouts and contains mineral aggregate and chemical additives enhancing the product performance.

### **Granit Adhesive**

Cement-based, single-component adhesive with high mechanical endurance, which contains chemical additives enhancing the product performance.

# *Our Product Range*

## **Permolit Thermal Insulation Systems**

*Permolit Thermal Insulation Mesh*

### **Thermal Insulation Glass-Fiber Mesh**

Glass-fibre reinforced thermal insulation mesh which is resistant against alkalis.



# *Our Product Range*

## **Permolit Thermal Insulation Systems**

*Permolit Thermal Insulation Profiles*

### **PVC Corner Profile with Mesh**

Corner profile, made of PVC profile with round holes.

### **Aluminium Corner Profile**

Made of aluminium with round holes.

### **Aluminium Sub-Basement Profile**

Sub-basement profile made of aluminium with round holes.

### **PVC Sill Extension Profile**

PVC sill extension profile, used as a sill and drip on the window ledges.

### **PVC Joint Profile**

PVC Joint profile.

# *Our Product Range*

## **Permolit Thermal Insulation Systems**

*Permolit Thermal Insulation Profiles*

### **Standard Dowel**

Plastic-nail, thermal insulation material with flat head, which is made of plastic and used for securely fixing thermal insulation plates onto the brick surface during thermal insulation system application on exterior walls.

### **Plastic-Nail Standard Concrete Dowel**

Plastic-nail, thermal insulation material with flat head, which is made of plastic and used for securely fixing thermal insulation plates onto the concrete surface during thermal insulation system application on exterior walls.

# *Our Product Range*

## **Permolit Thermal Insulation Systems**

*Permolit Thermal Insulation Profiles*

### **Steel-Nail Standard Concrete Dowel**

Steel-nail, thermal insulation material with flat head, which is made of plastic and used for securely fixing thermal insulation plates onto the surface during thermal insulation system application on exterior walls.

### **Gas Concrete Dowel**

Used to prevent adherence weaknesses.

### **Universal Dowel**

Universal dowel, designed to eliminate any differences and problems caused by adherence structures.



# *Our Product Range*

## Permolit Thermal Insulation Systems

*Permolit Thermal Insulation Profiles*

### **OSB Dowel**

These dowels are used for mechanical installation of all insulation plates onto wooden surface, including insulation applications on wooden surfaces.

### **Sub-Basement Profile Installation Dowel**

Installation dowel with steel screw.

# *Our Product Range*

## Auxiliary Products

- Satin Roller • Satin Radiator Roller
- Microfiber Interior & Exterior Roller • Microfiber Interior & Exterior Replacement Roller
- Radiator (Finger) Roller • Radiator, Replacement (Finger) Roller
- Plastic Handle Lining Fitch Brush • Plastic Handle Lux Oil Paint Brush
- Robot Brush • Wooden Handle Super Lining Fitch Brush
- Wooden Handle Extra Oil Paint Brush • Wooden Handle Eco. Oil Paint Brush
- Practical Tarp • Protective Coating

**THANK YOU**