

**PREMIUM
ACRYLIC PUTTY**
(INTERIOR & EXTERIOR)

PRIMER

Texura
SPAROL
Roller - Spray Applied Texture

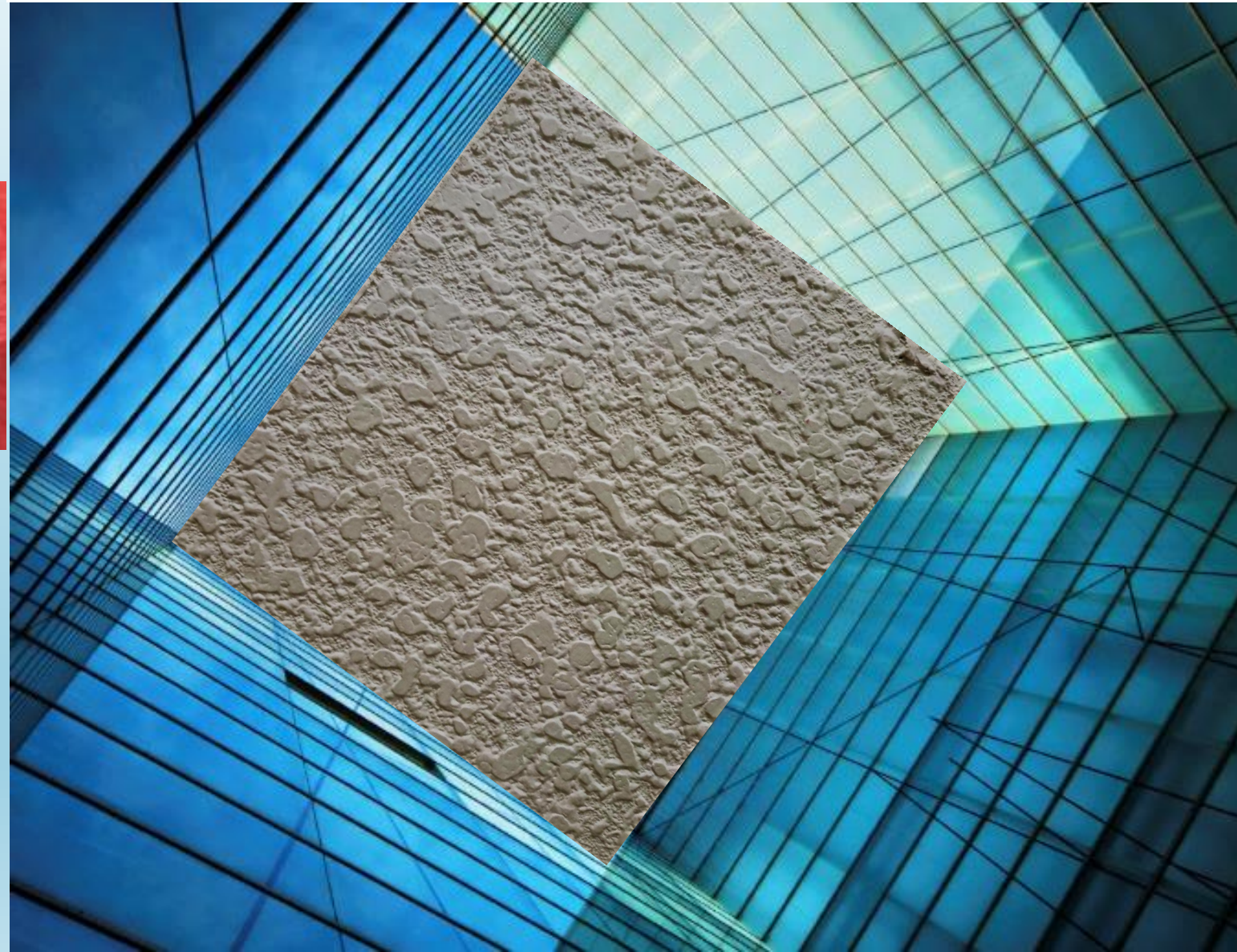
SPRAY/ROLLER APPLICATION
EXTERIOR TEXTURE PAINT

Perfex
100% Acrylic Emulsion - Exterior

WEATHER GUARD



**ABAY ESDEE
PAINTS**



Introduction

- MY NAME IS JESAL MEHTA (CEO) OF ABAY ESDEE PAINTS
- ABAY ESDEE PAINTS IS A PAINT MANUFACTURING COMPANY SINCE PAST 10 YEARS. WE PRODUCE ALL TYPE OF DECORATIVE, INDUSTRIAL, WOOD, AUTOMOTIVE & CUSTOMIZED SPECIALITY COATINGS.
- OUR COMPANY IS JOINT VENTURE WITH ESDEE PAINTS LTD, INDIA WHICH IS 1 OF THE LARGEST PRIVATELY OWNED PAINT MANUFACTURING COMPANY IN INDIA. ITS HAVING 6 MANUFACTURING PLANTS ACROSS INDIA. ITS WELL KNOWN FOR ITS DECORATIVE, INDUSTRIAL, WOOD AND AUTOMOTIVE REFINISH PAINTS.

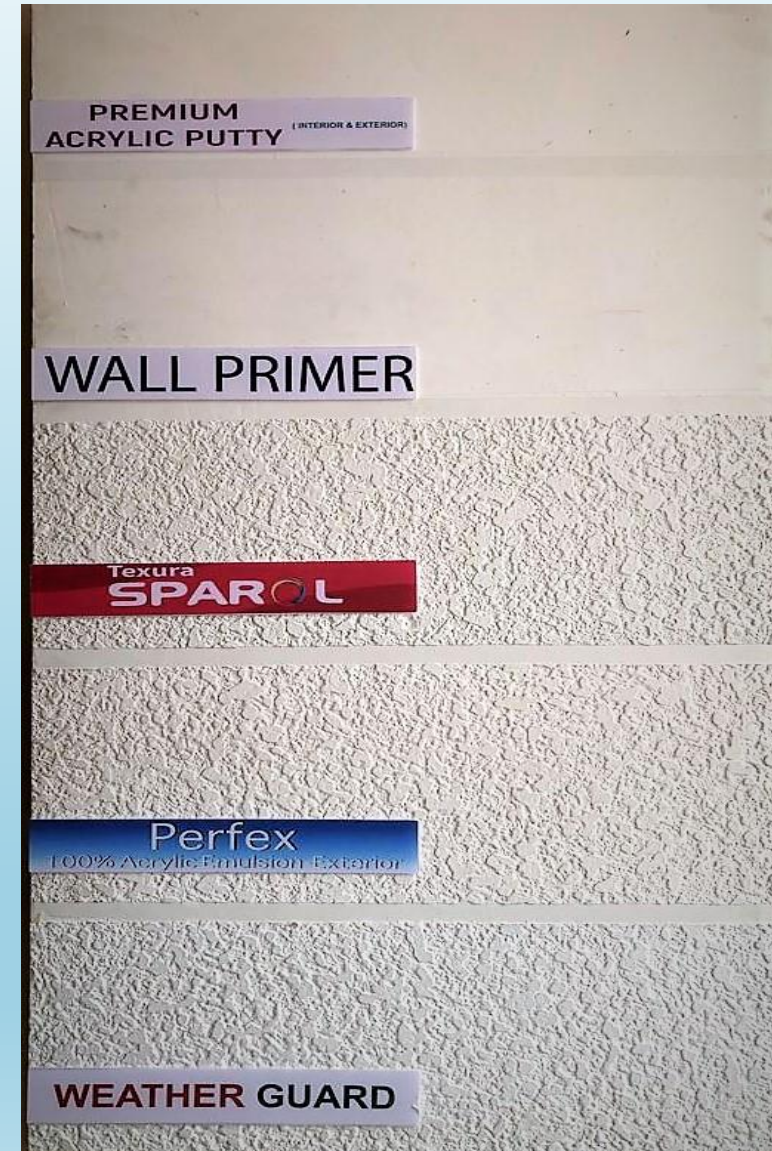
Business Opportunities

- AT PRESENT THE DEMAND FOR EXTERIOR COATING, INDUSTRIAL FLOOR COATING AND WOOD COATING IS HIGHLY IN DEMAND.
- Example:
 - RESIDENTIAL PROJECT, MOST CUSTOMERS NO LONGER PREFER QUARTZ TEXTURE PAINT AND NEED NEW TEXTURE DESIGNS FOR EXTERIOR.
 - FOR INDUSTRIAL FLOOR COATING- WE ARE GETTING LOT OF DEMAND FROM THE HEALTH SECTOR, FOOD & WATER BOTTLING MANUFACTURING PLANTS- DUE TO HYGENIE CONCERNS SET FROM THE MINISTRY OF HEALTH.
 - WOOD COATING- AS ETHIOPIA HAS GOOD QUALITY OF WOOD WE HAVE MORE AND MORE CLIENTS IN WOOD & FURNITURE WORKSHOPS- GOOD QUALITY OF FINAL PRODUCT IS IN DEMAND FROM PRIVATE SECTOR LIKE 2K POLYURETHANE PAINTS AND METALIC 2K POLYURETHANE PAINTS.

SO WE AS A COMPANY THRIVE TO DEVELOP NEW PRODUCTS FOR ALL OUR CUSTOMERS

Our Product & Method of Application

- TEXURA SPAROL SINCE 1 YEAR:
- **Method of Application:**
 1. PREMIUM ACRYLIC PUTTY- 2-3 COATS OF THIN APPLICATION WITH TROWEL
 2. EXTERIOR WALL PRIMER- 2 COATS BY ROLLER
 3. TEXURA SPAROL- SPRAY ON EXTERIOR WALL WITH 3MM NOZZLE SPRAY GUN AND COMPRESSOR
 4. PERFEX ACRYLIC EMULSION PAINT- 2 COATS OF APPLICATION WITH ROLLER
 5. WEATHERGUARD- 2 COATS OF APPLICATION WITH ROLLER



Cost of TEXURA SPAROL per M2

PRODUCT TYPE	COST PER PAIL	COVERAGE /M2 OF PAIL	COST PER M2
PREMIUM ACRYLIC PUTTY	700.00	10	70.00
EXTERIOR WALL PRIMER	650.00	60	11.00
TEXURA SPAROL	1140.00	10	114.00
PERFEX ACRYLIC EMULSION	3200.00	50	64.00
WEATHER GUARD	3800.00	60	64.00
LABOUR COST			150.00
TOTAL COST / M2			473.00

* Cost of product could change depending on cement plastering & total area of application

Advantage of Texura Sparol Vs Quartz texture paint

- TEXURA SPAROL IS BASED ON HARDER PURE ACRYLIC RESIN BETTER FOR EXTERIOR VS QUARTZ PAINT IS BASED OF SOFTER VAM VEOVA RESIN.
- TEXURA SPAROL HAS 5-7 YEARS DURABILITY VS QUARTZ PAINT HAS 1-2 YEARS DURABILITY.
- TEXURA SPAROL IS UV RESISTANT VS QUARTZ PAINT IS NOT UV RESISTANT DUE SOFTER RESIN.
- TEXURA SPAROL SYSTEM IS DUST AND ALGAE RESISTANT VS QUARTZ PAINT IS NOT DUST OR ALGAE RESISTANT.
- TEXURA SPAROL IS WATER REPELLENT VS QUARTZ PAINT IS NOT WATER REPELLENT.
- TEXURA SPAROL HAS BETTER ASTHETIC VIEW COMPARED TO CONVENTIONAL QUARTZ PAINT.

Next Steps

- FOR TECHNICAL DATA SHEET OF EACH PRODUCT, IT SHALL BE AVAILABLE WITH OUR SALES TEAM OR PLS EMAIL US ON OUR COMPANY ADDRESS.
- FOR ONSITE PRODUCT SAMPLING PLS BOOK DATE AND TIME WITH OUR SALES TEAM.
- FOR COLOR CONSULATION AND FOR CHECKING APPLICATED SITES PLS BOOK APPOINTMENT WITH OUR SALES TEAM.
- PRODUCT AVAILABILTIY IS AT COMPANY HEAD OFFICE IN GOFA OR OUR RETAIL SHOWROOM IN SARIS NEAR BUNNA BOARD MULLEGE BUILDING GROUND FLOOR.
- FOR ALL OTHER PRODUCT RANGE PLS VISIT OUR BOOTH IN THE EXHIBITION ROOM.

Contact Information

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