

Paint With Pride

**ASTEC**<sup>®</sup>  
· P A I N T S ·



Since 1978

## QUARTERLY REPORT - edition #003

Winter is here with a bang. We have gone from the driest autumn on record, to the wettest two days since 1920. Incredible! If you have procrastinated with your exterior painting jobs, roof or gutter repairs, you're in strife. Water leaks are insidious in nature and cause thousands of dollars worth of damage to property, so 200 dollars spent now equals sensible long-term risk management for water damage control. The good thing with all this rain, you certainly will have identified your problem!

The word from those who compile data and info from the Building Industry, is that things are slowing down, the real estate market is easing back and interest rate adjustments have done their job with consumer spending pulling back. While construction for commercial and inner city high-rise may ease, the wisest investment for the average Australian is to invest in the family home. Even if people put off the larger renovations, they still have enough pocket money for dressing up the house, so paint and texture is the way to go, and with maximum impact!



*Astec Paints Renovations in progress.*

Marketing and Branding is our primary focus for this financial year and our "coming out" event was the Building and Home Improvement Expo. The response was beyond all expectations, with our stand inundated with people genuinely interested in all our products. The support for a South Australian business stepping out into the market dominated by large corporations is very encouraging. The most interest was generated by our category 3 CSIRO approved waterproofing Ureplex and Ureseal. Both builders and developers were enthusiastic about securing trouble spots in wet area construction. Texture & Renders were next with many applicators, developers and homeowners wanting competitively priced, quality alternatives to what they are currently using. The surprise of the weekend was the amount of interest in our Texture system for Foam construction.

We also thank our collaborative partners on other stands who showcased our systems.

Thank you to FOAMEX who supplied foam panel for us to texture, ensuring our display was light and easy to transport and re-assemble on site.



*Astec Paints at Building & Home Improvements Expo, 2005*

Thank you Don from Jim's Roofing who used our Roofing display. He was very busy!

Thank you to Foamfast who recommend our Texture systems on foam.

My apologies for not having sent a January quarterly report, due to a months sick leave. I am better now, but would like to comment on earlier events.

The Tsunami and our own regional bushfires set the tone for the New Year and served to remind us about the fragile world we live in. Acting responsibly toward each other and the environment must start at a personal level before it can have a global effect. The amazing response of Australians to these crises has left us with immense pride that we are generous, considerate and forgiving. Taking quick and helpful action in any form is empowering to the soul and not only helps heal the victims of these tragedies, but also oneself.

Our mantra for this year is that we be generous, considerate and forgiving and to not see these qualities as incompatible with the corporate world.

Thank you to everyone who let us know how they felt about our sponsorship of Abiel, instead of sending Christmas cards. We will continue this practice and every year expand on sponsoring other needy children from the same community.

We have been renovating at Astec and are in the midst of a new Frontage, Signage, and Porticos, Reception area, Sales offices, Super Store outlet and training rooms. Also, after having doubled our manufacturing space last year, we have now taken over the building next door! Why is it that no matter how realistic you are about completion dates, the project always runs over? will keep you posted on our grand opening.

Yours Faithfully

Theodora Waters  
Project Co-ordinator

# sales

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## ▶▶▶ news

This year we will consolidate on last year's rapid growth and look at marketing and sales in depth. What sort of marketing is required for our existing stockists? Does that marketing support all the different retail groups?

### **Full colour stockists!**

Beach Hardware Barmera  
Regency Building Supplies  
Kadina Home Hardware

We congratulate them in taking advantage of our Astec Living Colour Software and Tinting. They receive:-

- ▶ Full support with signage and marketing displays.
- ▶ Full Astec Computer Colour Software installation, a simple to use, accurate formula database for Astec and other manufacturer's colours, all at the touch of a button.
- ▶ Full range of Astec interior and exterior Architectural Finishes including Armatex Texture and Renders.
- ▶ Access to specialty coatings and systems, enabling these stockists to service their tricky substrate questions.



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# anti graffiti ◀◀◀

## **Anti-Graffiti Solutions At Hand!**

Anti-Graffiti coatings are in demand as the graffiti problem continues to escalate. Sumolac is the answer and respected contractors in the business agree. So in conjunction with Tim Maxwell we look to arrest the problem. Sumolac has been used on one of the blockbuster stores and we are working hand in hand with the likes of Adelaide City Council and Custom Coaches (using Sumolac on bus interiors & exteriors). The future for the Sumolac Anti-Graffiti Coating is looking very positive.

The level of service we have committed to-and what we think is necessary in the industry - is for the retailer to have a connection with the sold goods. As is the case with our overseas on-sellers, we provide full training to local stockists, on point of difference and relevance of product to the end user. The commitment to stock Astec has already been made at a business level, so financially this is about outstanding GP%, but at the next level, staff need support and training on the individual quality and purpose of the product. To book training sessions please indicate to your sales representative the type of training you require and they will swing into action. Paint With Pride!

**Neil Gorman** (State Sales Manager)  
**Mobile:** 0408 094 410

# inside feel good

## ▶▶▶ decorating

One white to be used throughout the project, how hard can it be? Plenty hard!

This time I want to discuss colour with the most subtle of differences. The hardest colours to pick and the colours more people find difficulty choosing from, are Whites.

Why is this so? "Any white will do." "I'll just pick one of them." "It's easy, all I want is a white." Every time I hear this I know we are in for the long haul, because I do this so often myself. The differences are so minute but the ambience is so impact-ful. If you get it wrong, it's a lot of work to rectify. Why? Because whites are usually on the bulk of the walls and ceilings and if you thought you picked a warm white but are stuck now with a cool looking grey, its going to cost.



Here is our quick guide for a group of our perfect whites and more importantly what part of the colour spectrum they fall under.

### COOL WHITES

0402-G03Y  
0503-G62Y  
0601-B78G  
S 0502-G50Y  
0503-G62Y  
0405-G12Y  
0504-G48Y  
0404-G93-Y

### WARM WHITES

0501-Y20R  
0402-Y72R  
0602-R28B  
0404-G98Y  
0504-G97Y  
S 0505-Y  
S 0505-Y10R  
S 0505-90Y

*selection from the back section of the Living Colour Fan deck*

Feature walls are still the go and picking any of the mid to brights from our Living Colour Card will look great. Refer to our last Quarterly report for help with these selections.



## WE HAVE JAPAN COVERED

Export sales continue to exceed all our projected figures for the last quarter. Astec Japan's established sales record is due to the respect from a now established client base who increasingly see Astec Japan as a solid, reputable, reliable coatings supplier and as a stayer in their market. The Head Office and its network of distributors have continued to market heavily and have seen dramatic results in expanding their business. Congratulations to the team for their success in winning the most prestigious Toyota contract. Astec Products will be used on the Toyota plants across Japan. This is a great achievement and a prestige boost for the products in Japan. The team's hard work and dedication to product knowledge is unsurpassed.

## CHINA IN A BIG WAY

Every project in China is larger than life.

### Fujian Province Capital Fuzhou

**Sunshine City** cannot be described with words. It is a very large waterfront development, comprising luxury apartments and shopping developments and is only one of thousands constantly going up. Astec Paints has supplied the following interior, exterior sealer/binder, exterior topcoats & waterproofing finishes:

- WALLMASTER** undercoat interior
- WALLMASTER** LOW SHEEN interior
- RIVETT** exterior
- ARMAFLEX SM** exterior
- URE-PLEX** wet area membrane
- URE-SEAL** wet area jointing



China, Sunshine City - Project

## NEW PRODUCTS

New product developments in demand from these export markets are **Anti-Bacterial paint** for Hospital interiors, Fuzhou city, CHINA. **Low VOC interiors** for the Japan market which is far more environmentally conscious than Australia. Superior **Elastomeric Rubber Membranes**, **Harder Self Levellers with variable drying times** for flooring, and **Dirt resistant** exterior finishes. Japan has been demanding a top of the range **luxury/boutique range of interior coatings**. These products will be released into the Australian Market so keep your eye on announcements for: -

### EZY STEP

paving paint

### WALLMASTER SILK

superior finish interior

### DIRT-GUARD

Range of dirt resistant interiors & exteriors

### DESIGNER

Range of designer interior finishes

### ARMATEX

Bag renders

Some products are still under wraps but what I can say to you, that there are some very exciting product releases coming up soon. So please look out for our announcement regarding these new products to coincide with our website going live.

Project Co-ordinator



China, Sunshine City - Site Map