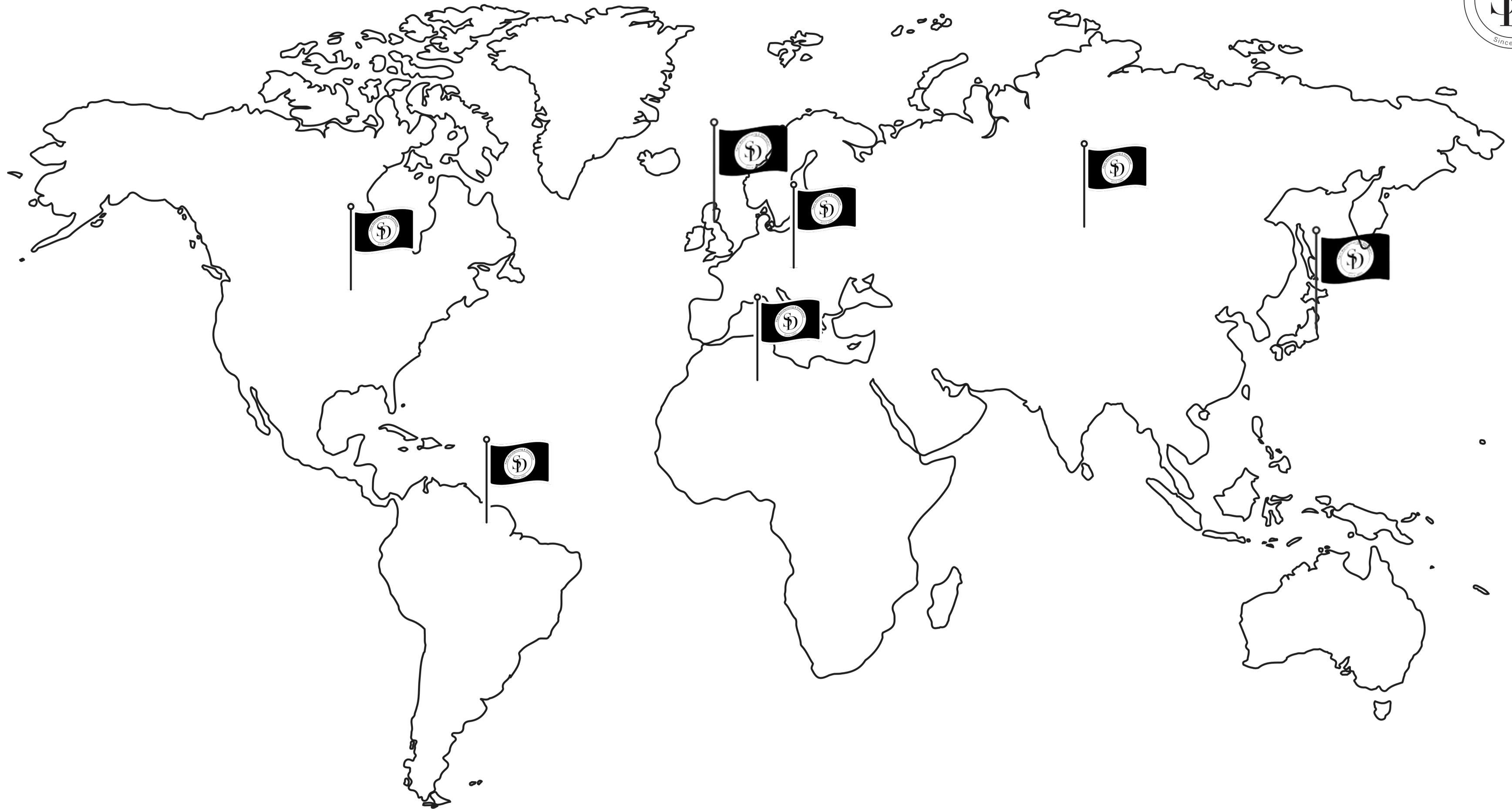
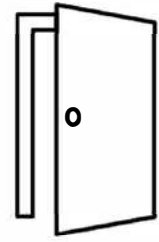




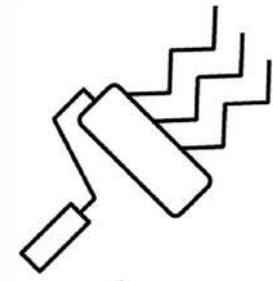
# Company Profile





1965

The company  
was founded



1991

First decorative paint production



1994

R&D laboratory launched



2017

San Deco Design Academy was founded



2010-2018

Iran factory was opened



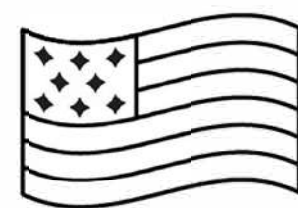
2001-2003

Kosova factory was opened



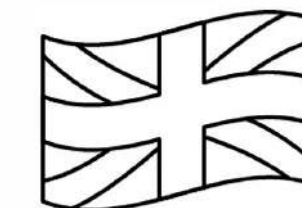
2019

Algeria factory was opened



2021

San Deco USA office was opened



2023

San Deco UK office was opened

## CORPORATE

---

About San Deco  
Corporate Philosophy  
Mission and Vision  
Working Principles  
Sustainability and Environmental Policy  
Effective Use of Natural Resources and Waste Management  
Carbon Footprint

## PRODUCTION

---

Production Policy and Certification  
A Plus (A+) Certification  
R&D and Product Development  
Product Groups

## SERVICE

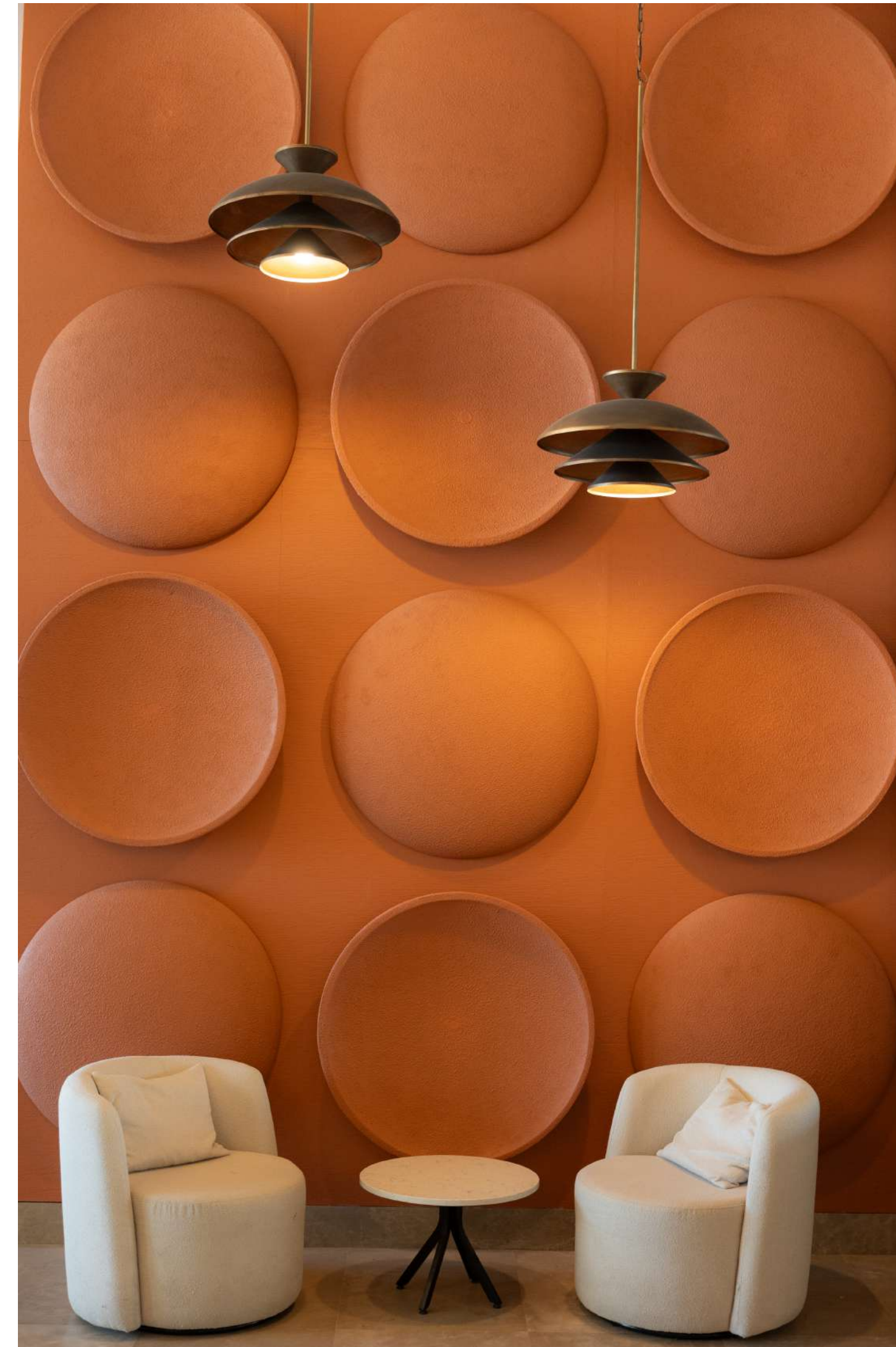
---

Personalized Solutions  
Sales System  
Master Painters  
Architects

## COMMUNITY

---

San Deco Design Academy  
Social Responsibility



# About San Deco

Turkey's first decorative paint manufacturer, San Deco, started its activities in the chemical industry in 1965.

The company, which produces interior and exterior paints and plaster, focused on decorative paint in R&D and production, considering the developed markets and end consumer expectations that guided the sector in the 90s.

San Deco has integrated all the innovations of developing technology into its production processes in its facilities with a production capacity of 20 thousand tons, built on an area of 7 thousand m<sup>2</sup>.

By adopting the "Common Future" approach by focusing on people and the environment in growth and production, San Deco has applied national and international high-level standards such as TSE (Turkish Standards Institution) and A+ to protect health and the environment.

Specializing in decorative paint with half a century of experience, San Deco offers design-oriented innovative ideas to the paint industry and architecture world with its "Architectural Paint" concept. San Deco, the leading brand in the decorative paint industry with its unique product range and international market power spanning 40 countries on 5 continents, produces water-based interior and exterior paints and functional paints in addition to decorative paint. San Deco works to support the sectoral education, training of qualified masters, and the development of innovative architects with the San Deco Design Academy, which it established to contribute to the growth and employment of the Turkish paint industry.



# Corporate Philosophy

Honesty and a strong business ethics approach are at the center of our corporate philosophy. We behave transparently and fairly in our relations with our stakeholders by adopting high ethical standards in all our commercial activities, production, and practices.

Based on this approach, we carry out our activities with the understanding of corporateness, customer satisfaction, sustainability, and social responsibility. While providing high-quality service to our customers and business partners within an effective organizational structure, we offer products and services specific to needs and expectations with our experienced staff.

Equal opportunities, contribution to social development, occupational safety, and environmentally friendly production approaches are included in our corporate philosophy.



In line with the goal of a livable future, we adopt the principle of using resources in the most efficient way for our employees, customers and society.

As a reliable business partner, we show high sensitivity in protecting the information assets of the people, institutions, and organizations we serve, as well as the reliability of our productions and services.

We work to serve the understanding of the "common future" for humanity with our painters, experts, professional managers, consultants, and all our other assets who are experienced in the values and expectations of cultures in different geographies of the world.

corporate



# Mission *and* Vision

With the mission of beautifying living space, we are working towards the vision of being among the top 10 brands in the world in the decorative paint market.

# Working Principles

We undertake that our products and services comply with the laws, regulations, and expectations of our customers.

Simultaneously with developing production technologies, we follow innovative solutions in the application areas of digitalization. While we respond to the varying demands of our customers with innovations supported by technology and R&D studies, we adopt continuous improvement and renewal in our working processes in line with the suggestions as a principle.

We care about protecting our employees, our most valuable asset, within the scope of occupational health and safety legislation and adding added value to them. We work as a corporate and constantly developing structure with an Integrated Quality Management System structured in accordance with Occupational Health and Safety standards.

To ensure environmental sustainability by complying with environmental legislation, legal regulations, and the local environment, we organize our working processes, products, and production models in a way that protects and improves people and nature.



# Sustainability *and* Environmental Policy

We see the protection of our world and the sustainability of the environment and nature as critically important not only for the continuation of healthy life, but also for the existence of business processes and sectors. Many factors threaten the world, such as natural disasters, whose frequency and severity are rapidly increasing with global climate change, major environmental problems caused by waste, water and food scarcity, energy problems, geopolitics, and climate migration. All these negative factors require implementing contingency plans and setting sincere goals in sustainability steps.

As San Deco, we work with the aim of environmental and sectoral sustainability with the claim of being one of the nature-friendly organizations of the chemical industry, which is known for its high chemicals. We constantly improve our management



systems by ensuring the sustainability of resources in order to prevent environmental pollution and reduce its negative effects. In line with this understanding, the 'production approach targeting environmental and social sustainability' is at the center of all our R&D studies.

As San Deco, we have been producing with water-based technology for many years and have an environmentally friendly attitude in line with international standards with our biological treatment facility. While we use bio-based raw materials in the production of our decorative paints, we carry out a continuous R&D process on recyclable and sustainable resources.

# Effective Use *of* Natural Resources *and* Waste Management

- We adopt the principle of "not polluting rather than cleaning" in our activities and we carry out improvement works to serve this principle.
- With an environmental protection and Zero Waste approach, we separate hazardous and non-hazardous waste from our operations and send them to licensed recycling organizations periodically.
- With our biological treatment system, we ensure that the water coming out of operations is cleaned at the values determined by the legislation, while we discharge clean water close to domestic water values.

## Carbon Footprint

- We systematically evaluate our annual emission reports.
- We take risk-preventive measures by detecting risks in advance through environmental impact assessment.
- We monitor energy saving efforts by reporting energy monitoring in monthly performance indicators.
- We save water by using our purified water in production operations.
- We regularly follow the steps and actions that will contribute to the fight against global climate change.

“

A sustainable future with biological purification.

”



“

In line with environmental protection and Zero Waste approach, we recycle all hazardous and non-hazardous waste by separating them at source.

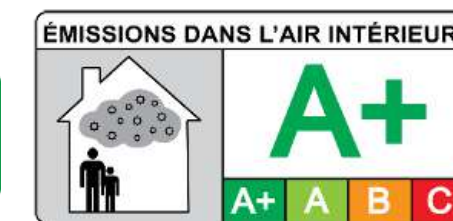
In our Biological Treatment Facility, we produce industrial waste in line with sustainable environmental and development goals by subjecting it to domestic treatment that is well below international discharge standards.

”

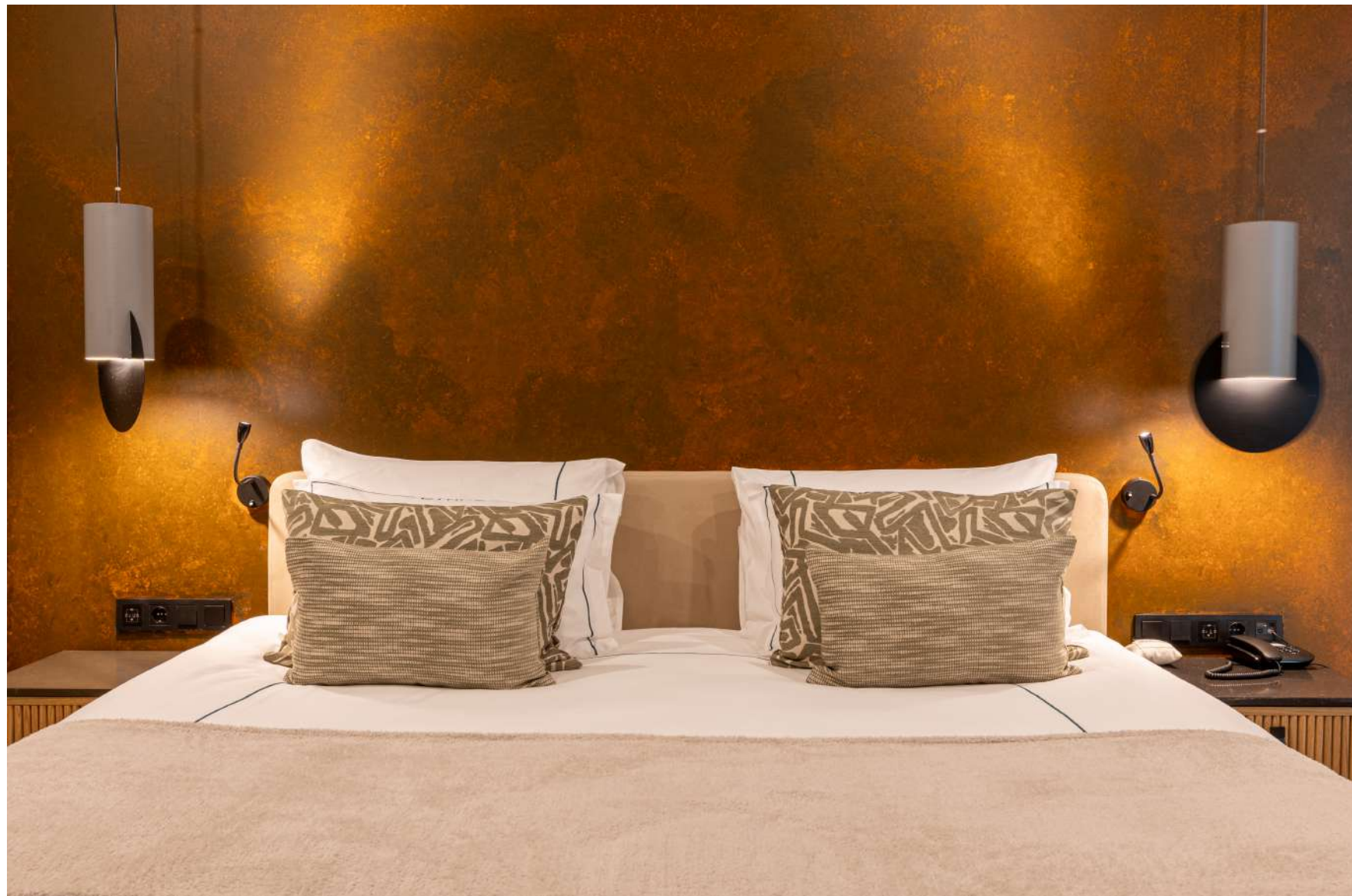
# Production Policy *and* Certification

With an environmentally friendly production policy that cares about the environment and human health, we support all initiatives and practices that contribute to and are a part of our world and our industry's fight against global climate change. We continue our production in line with the technological level reached by the paint industry and the environmentally friendly production capability it has acquired.

We undertake that the water-based products we develop by taking into account national and international environmental standards, regulations and legislation, including the Green Deal, are compatible with the European Union Reach Regulation.



# A Plus (A+) Certification



The certification label, which is an emission scale of toxic indoor volatiles with risk of inhalation, identifies products with classes A+, A, B, C based on the results of VOC (Volatile Organic Compounds) emission tests. This certification is given to building materials that contribute to healthy living spaces, against the harmful effects of building and decoration materials.

With A+ certification, we certify that San Deco decorative paints contain almost no hazardous volatile compounds and that they all meet the highest standard of indoor Air Quality.

We guarantee that our paints, which do not contain carcinogenic and mutagenic toxic substances and provide environmentally friendly interiors in areas such as homes, workplaces, offices, schools, and hospitals, are of the best class and the highest quality in terms of indoor air quality. While we offer environmentally friendly products to all our stakeholders with water-based A+ quality paints developed with quality and natural raw materials, we meticulously maintain the same standards in new products whose R&D studies are ongoing.

We take environmentally focused steps while supporting the development of ingredients and paint production areas through operational excellence practices.

# R&D *and* Product Development

We care that decorative paints are the products of a production idea that adopts the principle of contributing to life and the future. In our R&D studies, we adopt an approach that meets the needs of consumers, is sustainable, environmentally friendly, and respects the existence and right to life of all living things in the ecosystem.

In this regard, we focus on transforming decorative paints into innovative products with materials inspired from nature. We benefit from new developing technologies in our color laboratories, which focus on the use of raw materials obtained from nature and which are a first for the paint industry. For this purpose, we carry out product improvement, environmentally friendly alternative raw material research, product behavior studies under different conditions such as changing temperatures and humidity levels, and project-specific production activities with new formulations.

By approaching all our R&D activities in a patient and meticulous working process, we aim to ensure that each step adds value to our industry and our world.

“

Innovative products with raw materials  
inspired by nature.

”



# Product Groups

Interior Wall Product Group



Exterior Product Group



Decorative Product Group



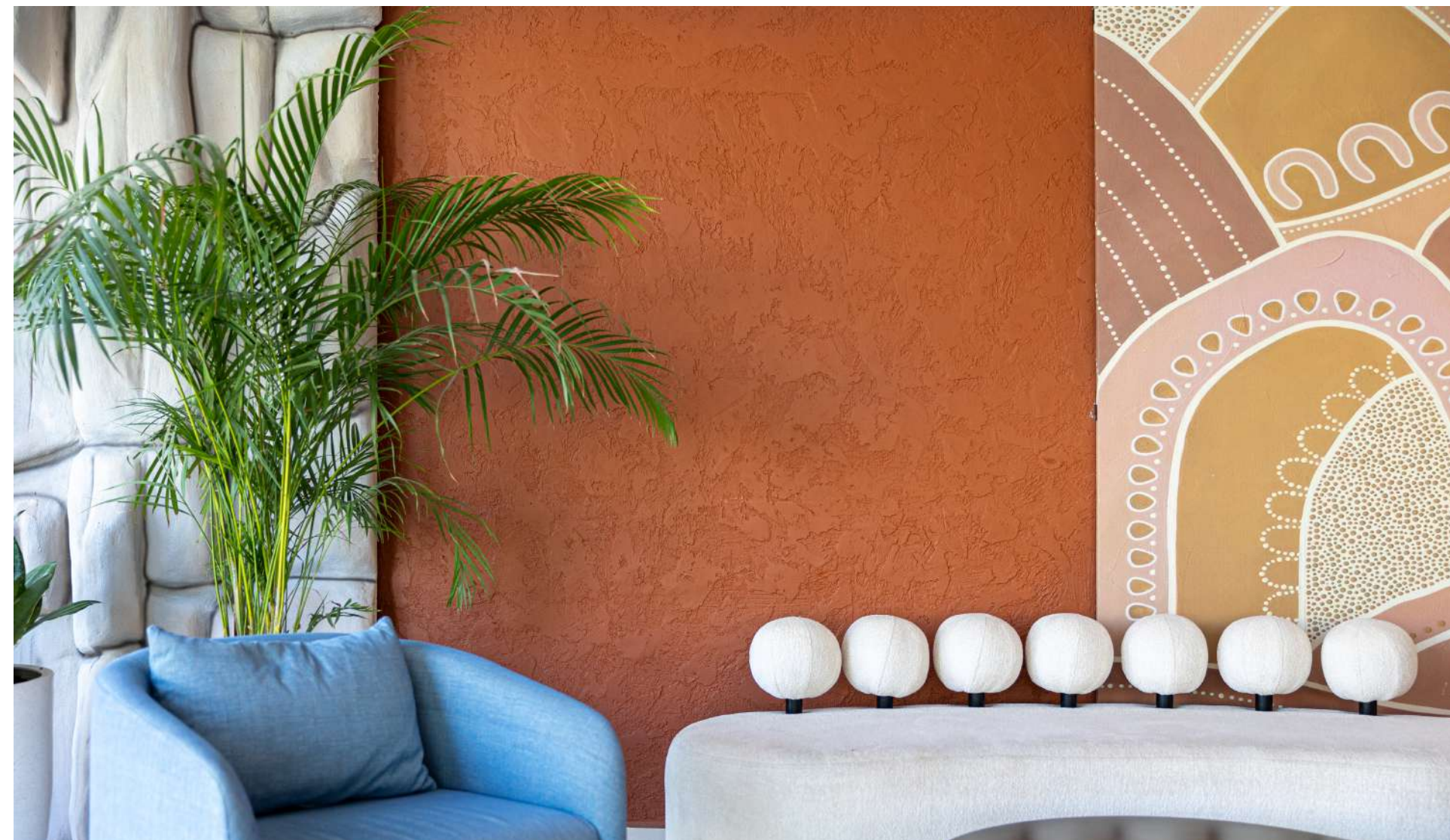
Microcement



Application Tools Group



Stencil Product Group





“

Solution partner offering premium service.

”

# Personalized Solutions

As San Deco, we develop solutions specific to our customers' spaces and produce project-specific products for our business partners. We develop special products and color options that meet expectations in order to create holistic living spaces with an understanding of architectural service beyond paint. In this way, we offer living spaces with unique patterns and textures, with solutions specific to the person, place, and project.

As a solution partner that provides premium services, we carry out a long-term and continuous cooperation process with our customers following the completion of the applications. While our experts respond to possible technical needs, we continue the necessary services to protect surfaces and spaces.

“

The identity of the unity of architecture, art and color.

”



# Sales System

We attach importance to expanding sector partnership, mutual gains and providing more employment on the basis of sustainable business partnership. With this understanding, our dealers, who have an important place among our rapidly growing stakeholder groups, continue to be the leading solution partners of prestigious projects by implementing applications for different venues with their high experience in product groups.

The Dealer Structure Concept, a first and pioneer in the paint industry, which was developed by San Deco, reflects the stance of our brand, the identity, and the unique promise of the unity of architecture, art, and color. San Deco dealers offer all our products to our customers under an integrated concept within a San Deco-specific store design and structuring.





# Master Painters

Our master painters, who are experts in the application of architectural decorative paints, a unique field of the paint industry, are as special as the segment we serve. San Deco masters, who apply the unique textures and patterns offered by our unique products to surfaces with the creativity of an artist, are the main executors of national and international application projects.

Our masters, who shape colors, textures, and patterns to reflect the spirit of the space where they are applied, bring interiors to life with San Deco colors and open doors to completely different worlds in the harmony of color and pattern.

# Architects

Architects who create designs that add value to cities and interiors are among our primary stakeholders. We add comfort and aesthetic value to original space designs and projects by offering facilitating solutions with ready-made V-Ray, color charts, and sample applications to architects inspired by San Deco's unlimited range of textures, patterns, and colors. The architects of many prestigious projects that add comfort and aesthetics to living spaces around the world determine the line of spaces with San Deco colors and textures.

# San Deco Design Academy

With the San Deco Design Academy, which we established to pave the way for different ideas and searches in the world of paint and architecture, we contribute to sectoral education, the training of qualified masters, and the development of innovative architects.

While we provide training on decorative paints at the Design Academy, which is the training area for architects, designers, paint masters, and different professional groups that enjoy creative applications, we simultaneously train master craftsmen who specialize in the field of decorative paint.

Since its establishment in 2017, hundreds of architects, designers, industry professionals, and design enthusiasts have received training under the roof of San Deco Design Academy, and our training platform continues its activities with great interest.





# Social Responsibility

We operate with the sensitivity to use the achievements we obtain from production for the development of our industry and environment, as well as the societies and communities we are a part of.

In line with this understanding, we support our employees to volunteer in social and community activities with an awareness of social responsibility. In the countries where we operate, we continue to provide support and initiatives that will increase the living standards of young people and disadvantaged groups, expand their comfort areas, and contribute to their personal development and add value.

We take care to fulfill our social and environmental responsibilities towards society in cooperation with our employees and other stakeholders.



[www.sandeco.com.tr/en/](http://www.sandeco.com.tr/en/)

