

Last Dodge Viper 2010 sprayed with Valspar

More than 400 loyal Viper owners were at the Conner Avenue factory in Detroit in early June. The reason they were there was because the ultimate factory customised 2010 Dodge Viper was being presented to its proud new owner, D'Ann Rauh.

She and her husband already own over 40 Dodge Vipers, making theirs the largest private collection in the world. D'Ann worked closely with the Dodge design team to build the car to her exact specifications. Valspar supplied the custom bronzed gold exterior paint for the Viper. Valspar is really proud that Valspar paint has been used for such a unique car.

D'Ann's Dodge Viper is the last of the current generation of Vipers, which is why Dodge has built more special Viper editions of the 2010 model than all previous models of this generation combined. The production of this generation of Dodge Vipers started in 1992.





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In Memoriam Bianca Cifra

It is with deep regret that we inform you of the death of our esteemed colleague Bianca Cifra. Bianca worked as a back office employee at our office in Rome since 2007. Bianca died as a result of a motorbike accident.

Our thoughts and prayers are with her husband, her daughter and the rest of her family and we wish them strength in the difficult times ahead.

Valspar signs cooperation agreement with Colorado

On the 9th of June last, Valspar signed a cooperation agreement with Moroccan firm Colorado. With over 100,000 new cars each year, in addition to a large number of used cars, the market for automobiles in Morocco is growing fast.

As Colorado's financial director, Mr Farid Berrada says, 'our contract with Valspar allows us to expand our strategic activities and to position ourselves as the company for professional car repair firms. It gives us the opportunity to be actively involved in developing the car repair sector in Morocco.'

Having signed the agreement, Colorado is now the exclusive distributor of the Octoral brand in Morocco and Algeria. The company is market leader in the paint sector in Morocco. Valspar and Colorado share the same core values such as customer satisfaction, becoming market leader in all markets in which they are active and constantly searching for innovation and opportunities to expand into new countries.



Colorado was established in 1957, has been listed since 2006 and has been number 1 on the market for decorative coatings since 2007.

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New spot repair primer

Valspar is introducing a new spot repair primer, the 6110.

Like the putties, this primer falls under the Valspar Automotive brand, extending its range of applications. The new spot repair primer replaces the PA78 because the 6110 proves to satisfy both our and your quality requirements better than the PA78.

You can order the 6110 in a package of 6 x 400 ml spray cans by stating product code **611004**.



Earth Sense

Valspar introduces Earth Sense, a logo that reflects Valspar's commitment to the environment which will appear on products with a smaller environmental footprint. You will find the logo, shown below, on the Octobase Eco and Octocoat HS420 system labels, brochures and other communications.

Valspar has started introducing the logo on decorative paints, and car refinishes are next in line.



Octoral website in Chinese

The Octoral website, www.octoral.com, is now also available in Chinese. The Chinese market is growing rapidly and offers considerable growth potential for Octoral. This prompted us to translate our website into Chinese and it is now online.



Updates

From July the following additions/updates were issued:

- **COINS CD-ROM version 8.0.0.0**
- **Connex CD-ROM**
- **Addition Colour Box**

In July the updates registered to you were added to your current orders. If you have no current orders, we will send the updates separately. Please contact us if you have not received them by the end of August.



MM 529 no longer available

Only for non-EU customers

Some time ago, we introduced the mixing colour 530 Violet. Since this mixing colour's coverage is superior to that of 529 Violet, MM 529 sales have decreased, which has prompted us to take it out of our product range.

Formulations with the MM 529 will be available on COINS for at least another year. From now on, new formulations will only be prepared using MM 530.

PF144 Black no longer available

Because of the major drop in demand for HS Non Sanding Filler Black PF144, we have decided to take this product out of our product range. The HS Non Sanding Filler is still available in grey in a 3-litre container. When ordering, please give the article code **402108002**.

Marketing

Seeing as we are getting more and more marketing-related questions from our customers, this seems a good opportunity to briefly introduce you to our department and our staff.

We have been working on the professionalisation of the department for the last year or so, which our customers will have noticed in, for example, more up-to-date brochures and the recent introduction of E-news, our monthly electronic newsletter.

The following people work in the marketing department:

<i>Guus Winkelman</i>	<i>Marketing Director</i>
<i>George Onderdelinden</i>	<i>Manager Marketing and Product Management</i>
<i>Geertje Drost</i>	<i>Marketing assistant</i>
<i>Diana de Saegher</i>	<i>Marketing assistant</i>
<i>Wilma Kromwijk-Termaat</i>	<i>Marketing assistant</i>

We are jointly responsible for creating the corporate design, brochures, newsletters, the website, mailings, promotional articles, adverts and other communications.

If you have any questions or remarks concerning the above subjects, please contact us at the following email addresses: gdrost@valspar.com or dsaegher@valspar.com.



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