

GROUPE

**Blanchon**

Quality is in our nature



## About us

*Founded in 1832 and firmly established as a family company, the Blanchon Group maintains its leading position and is a recognized name in the industry.*

*Blanchon is an expert in wood finishes and is present on the industry's market and among wood professionals wood fitters and DIY dealers.*

*The diversity and complementarity of its activities allows the company to be a constant innovator in design and decorating. Blanchon group carries strong and authentic values:*

- DECORATION AND DESIGN
- INNOVATION
- HIGH QUALITY PRODUCTS
- RESPECT FOR PEOPLE AND ENVIRONMENT

## TRENDSETTERS

Blanchon Group is inspired by natural environments and or more contemporary trends to big new life into wood decorating. The group listens carefully to new trends and it is in tune with the future, it establishes decoration as a true art of living.

- A service dedicated to design and new trends, drawing its inspiration from fashion to create new collections in tune with current novelties.
- An infinite number of colours and finishes combinations to fit any decoration needs.
- With operations on every continent, the Blanchon Group draws its inspiration from all over the world.

## INNOVATION AS A DRIVING FORCE

Innovation is the very essence of Blanchon Group. Our R&D team always seeks technical, environmental and practical performance, relentlessly listening to the market to exceed consumers' expectations.

Our innovation center is dedicated to:

- Strategic monitoring of new trends in architecture, interior design and construction,
- Taking into account present and future environmental challenges.



## QUALITY AS A PRIORITY

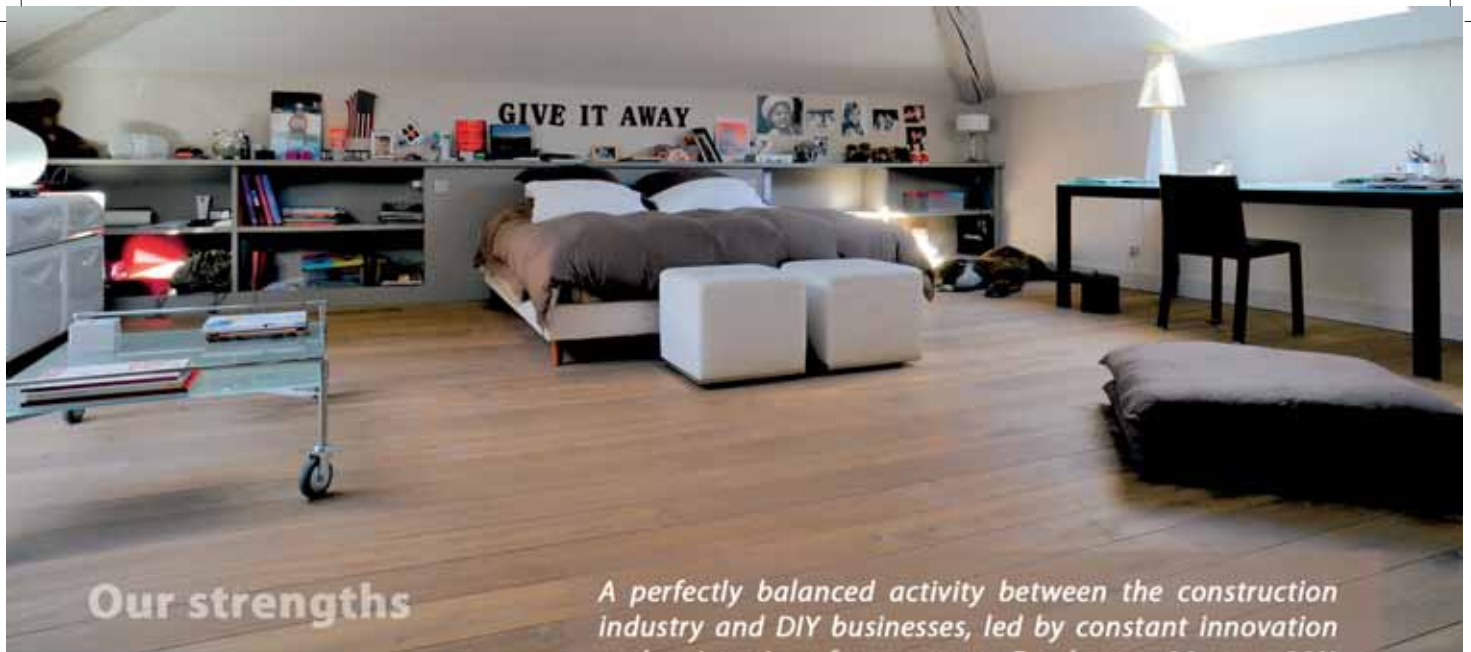
Blanchon Group ensures its reputation by the performance of its products and the reliability of its customer service. The group is united around high standards such as quality without compromise and high performance working tools.

### Products performance

- The Group has been innovating for more than 30 years with constant respect for people and the environment.
- Professional results with easy to use products
- Expertise and knowledge in three fields (Industry, professionals and DIY) insuring the efficiency of our products.

### Reliable customer service

- Rigorous quality control
- Knowledgeable customer service for professional and DIYers
- Complete traceability of our products



## Our strengths

*A perfectly balanced activity between the construction industry and DIY businesses, led by constant innovation and registration of new patents. For the past 30 years, 30% of our turnover has been made by products less than 3 years old.*



### BLANCHON, PROFESSIONAL IN EVERY WAY

It is the historic brand of the Blanchon Group, the one that made the company reputation in the protection and decoration for wood. A renowned savoir-faire and constant innovation that earned the brand the trust of professionals one generation to the next.

- An undisputed savoir-faire
- Protection for all indoor and outdoor woods
- Green products: la Ligne Qualité Environnement®, naturally efficient since 2005.
- Products dedicated to wooden floor specialists, gathering all of Blanchon expertise.



### SYNTILOR, THE EXPERT BRAND DEDICATED TO DIY

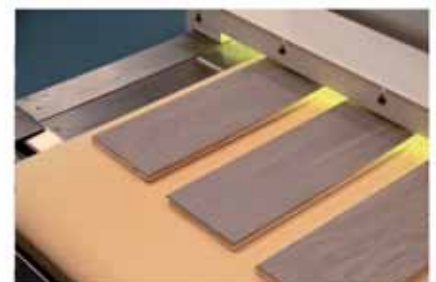
Syntilor has been established to open the Blanchon's expertise to the general public, it is one of the leaders in wood protection and embellishment for home. Syntilor is Innovative and quick to react, it is the first brand to ally protection, innovation and decoration in DIY stores.



### HIGH-TECH UV INDUSTRY BY BLANCHON

In order to satisfy our customers in need of ready-made products, Blanchon Group has been running for more than 25 years a division dedicated to finishes applied directly in-factories.

- Finishes without solvent, respectful of the environment.
- Tailored solutions for unique industry needs.
- Blanchon Industry expertise guides its customers throughout the elaboration of new decorative products and provides maintenance advice after installation.





## A facility dedicated to water-based finishes.



### RESPECT FOR PEOPLE AND THE ENVIRONMENT

#### Efficiency

Cutting-edge production and storage techniques, with green innovation and performance are our main concern.

#### Sobriety

Only using the resources and energy needed to operate the company.

#### Quality control

Monitoring our environmental footprint throughout the lifetime of our products.

Established in 2002 in the Savoyard foreland, the production facility of Belmont-Tramonet is entirely dedicated to the production of water-based products. This facility has been established in collaboration with the legal representatives in order to be an example and pioneer in sustainable development.

It demonstrates its commitment to the environment through strong actions:

- No air emissions, water discharges or ground waste.
- Waste minimization.
- Reprocessing of waste.
- Continuous monitoring of air quality.
- Full compliance with the current legislation.



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