

A Distinctive Approach to Automotive Refinish



50+ years and still shining

General Paint Co. GPC’s success during this past decade is not by accident; it is largely dependent on the top quality, ease of application and time-savings gained through the use of our products.

We have developed our products while concentrating on the most fundamental concepts in the body shop industry: Fast turn around and outstanding finish. With GPC as your partner you can be certain to have the product, support and technical expertise to increase your profitability. Despite the challenges associated with penetrating an oligopolistic market (controlled by the few), GPC has been able to compete effectively in this segment by developing a solvent base system and a water base system both complete with an up-to-date and accurate data base of over 70000 colors supported by a hand sprayed color documentation set, easy to use software and a multi-angle spectrophotometer.

- 10 REASONS FOR CHOOSING GENERAL
- 1. Full focus and commitment to service the automotive refinishing market.
 - 2. Offer an independent stand-alone system.
 - 3. Leverage a strong brand identity and not sell on price.
 - 4. Treat customers, suppliers and employees as we would like to be treated.
 - 5. Unyielding in our investment in people, equipment, technology and process.
 - 6. Enhance our customers’ profitability by being a one-stop experience.
 - 7. Emphasize training because educated customers are happy customers.
 - 8. Resolute in work habits, ethics and the willingness to go the extra mile. We do business the old fashioned way (Integrity Commitment Truth).
 - 9. Delivery of value added offerings.
 - 10. Leverage our smaller size but greater agility to tailor our products and services to our customers’ needs.

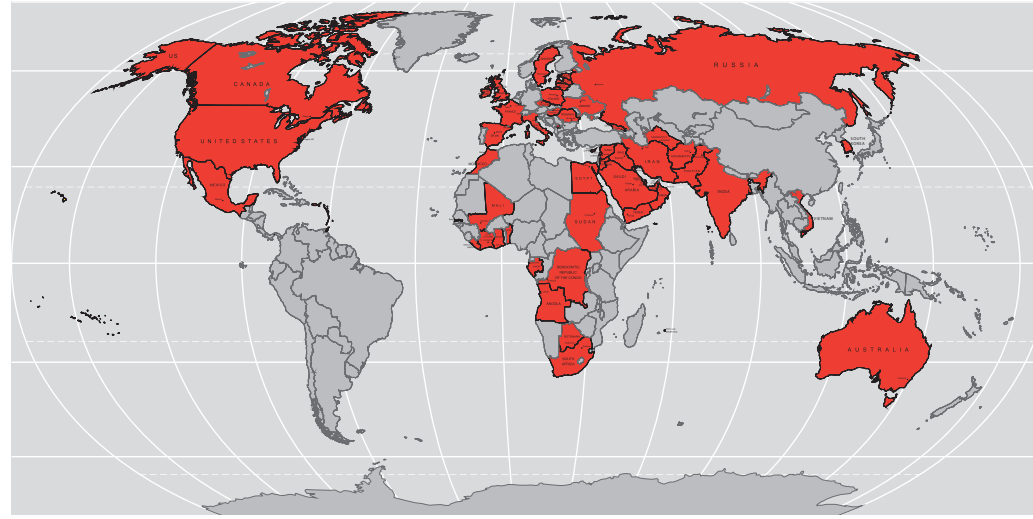


THE PARTNERSHIP OF LUSID TECHNOLOGIES AND GENERAL PAINT COMPANY

Our Mission . . .
Our mission is to provide the body shop with an alternative solution in automotive refinishing that increases profitability and productivity through the application of extensively researched products delivering higher quality and value. With the overall profitability of our customers as job number one, our quest goes beyond simply providing automotive refinish but also as being a value add supplier by providing retail and body shop management training and guidance.

Our commitment is to provide our customers with individualized support, the highest quality products, quick precise coloristic services, speedy order processing and product delivery in addition to effective technical and management training. The foundation for meeting this commitment is built on the investment in new facilities, up-to-date machinery and state of the art systems. At General we are committed to engaging our customers via one-on-one personal relationships in order to build partnerships and to tailor-make our services and products when needed.

Finally, we highly value and promote team-work within our organization and are dedicated in helping our employees with personal development and self-fulfillment in a healthy and safe work environment. We firmly believe loyal and satisfied employees deliver the best products with the highest levels of customer satisfaction.



- Africa:** Congo, Egypt, Gabon, Morocco, South Africa, Benin, Sudan, Angola, Ghana, Liberia, Botswana, Gambia, Ivory Coast, Mali, Mauritius Island
- Asia:** Iraq, Iran, Jordan, Syria, Yemen, Pakistan, Lebanon, Georgia, Russia, Turkmenistan, Afghanistan
- Gulf:** Kuwait, Bahrain, UAE, Saudi Arabia, Qatar, Oman, India, South Korea, Vietnam
- Europe:** Italy, Kosovo, England, Scotland, Ireland, Spain, Malta, Cyprus, Romania, Hungary, Latvia, Lithuania, Estonia, Poland, Czech Republic, France, Sweden, Ukraine
- Australia**
- North America:** Canada
USA
Mexico
- South America:** Barbados
Trinidad

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SUPERIOR AUTOMOTIVE COATINGS



Accelerating Paint Technology™

Complimentary Systems



Gen2O™ - Waterborne Automotive Basecoat
Gen2O is a premium, high quality Waterborne Automotive Basecoat which offers outstanding one coat coverage for high efficiency and improved productivity. Gen2O is easy to use with a full range of color formulations and is supported by both an 8000+ color chip library and Savant, multi-angle spectro. Because 'simply add water' mixing is so simple, very little training is needed.

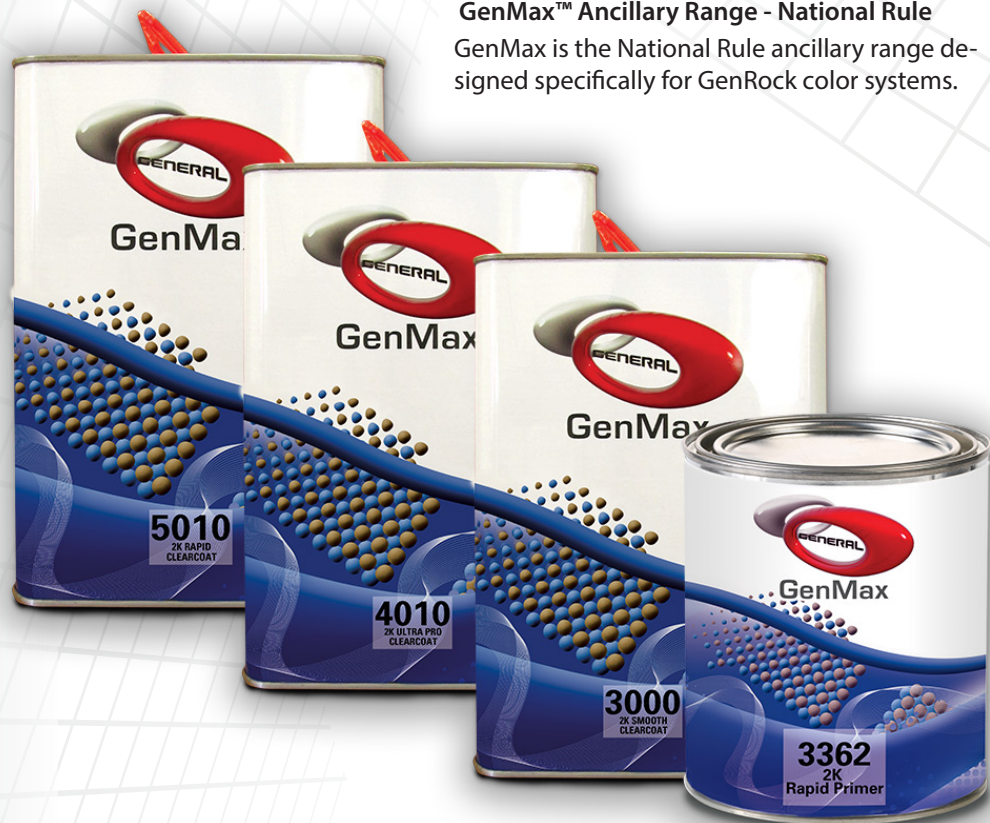


Genrock™ - Automotive Topcoat System

As our 'Flagship Product' Genrock was designed from the outset with quality, coverage and color accuracy in mind. GenRock competes strongly with the very best in the automotive refinsh industry. Comprised of a complete range of high quality 2K single stage, two stage and three stage basecoats including pearls, xirallics and dollar silvers. Super high pigment loading delivers excellent coverage and time saving in application, as two coats are sufficient in all applications.



Genrock™ - 7500 Express L.E. Clear.
7500 Express L.E. Clear is a high quality European style, Ultra High Solids clear coat designed for one and a half coat application technique, this clear delivers outstanding results in terms of both productivity and appearance.



GenMax™ Ancillary Range - National Rule

GenMax is the National Rule ancillary range designed specifically for GenRock color systems.

GenVerde™ - Automotive Topcoat System

GenVerde is designed to be fully compliant in all areas and markets in the USA and Canada. As with the GenRock system GenVerde is comprised of a complete range of high quality two-stage and three-stage basecoats including pearls, xirallics and dollar silvers. Coloristics are unaffected in the changeover so the system retains its legendary color accuracy and covering power. GenVerde guarantees that no matter what the future holds in terms of VOC legislation, our customers will be ready for the changes with minimal effort, expense or disruption.



GenVerde™ Ancillary Range - 2.1 VOC

GenVerde is the VOC Compliant ancillary range designed specifically for GenVerde color systems.



Complimentary Systems



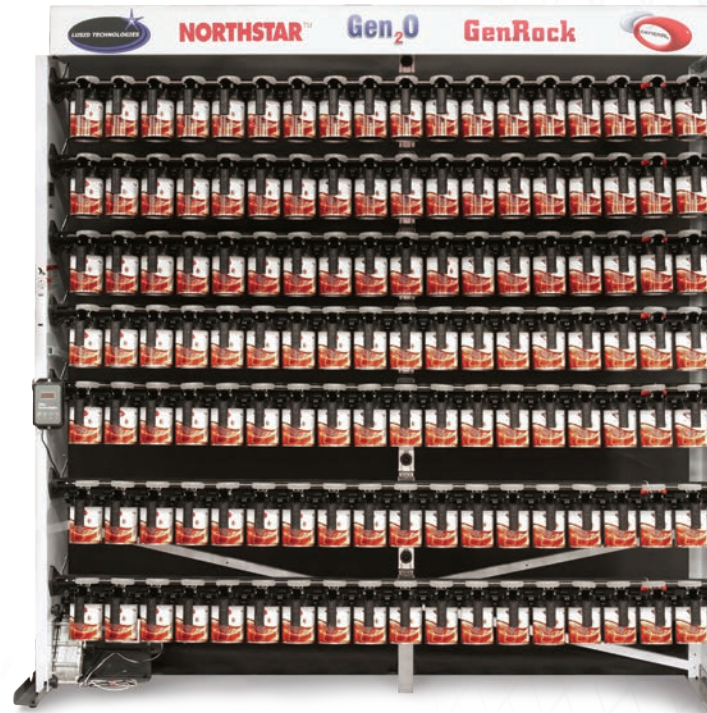
GreenTec™ - GT211 2.1 VOC Clear

GT211 is a premium automotive Euro Style 2-1 (2.1 VOC Clear), it is easy to apply with little effort for a beautiful gun finish clear. GT211 has outstanding buffing capabilities and a superior gloss .



GreenTec™ - GTP210 2K Urethane Sealer

GTP210 is a 2K VOC compliant automotive sealer that has a silky smooth finish, great for invisible blends. GTP210 is available in Black, White, and Light Gray, creating any shade for ease of coverage.



Color Box 8000+ Colors - Hand Sprayed Color Documentation

The Color Box from General provides color shade documentation that couldn't be more convenient. The advantages are plain to see; the color fans are divided by car brands and updated with supplements on a regular basis. It is fully interfaced with the **GenMix Pro** color retrieval software that allows you to find the right color shade in the shortest possible time.



Savant - Color identification system with built-in formulation correction

With **SAVANT®** the Software/Spectro combination by General, colorimetric obstacles become a thing of the past.



GenMix Pro Color Retrieval

General Paint Systems are supported by **GenMix Pro** software which combines the search engine and the correction module as well as the 3 angle spectrophotometer device.

