

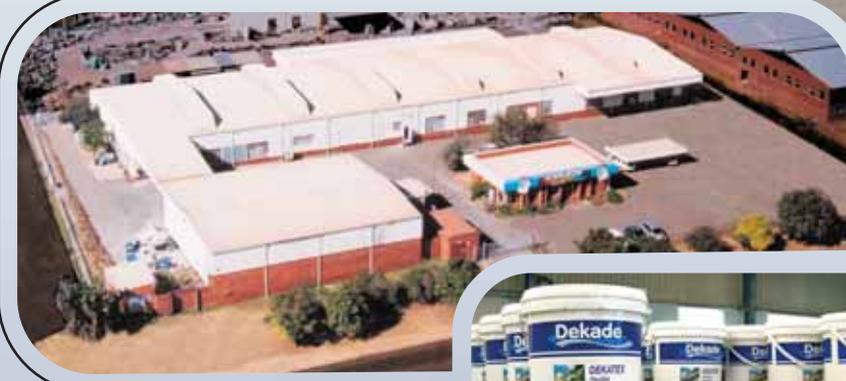


Dekade
PAINTS



a Profile

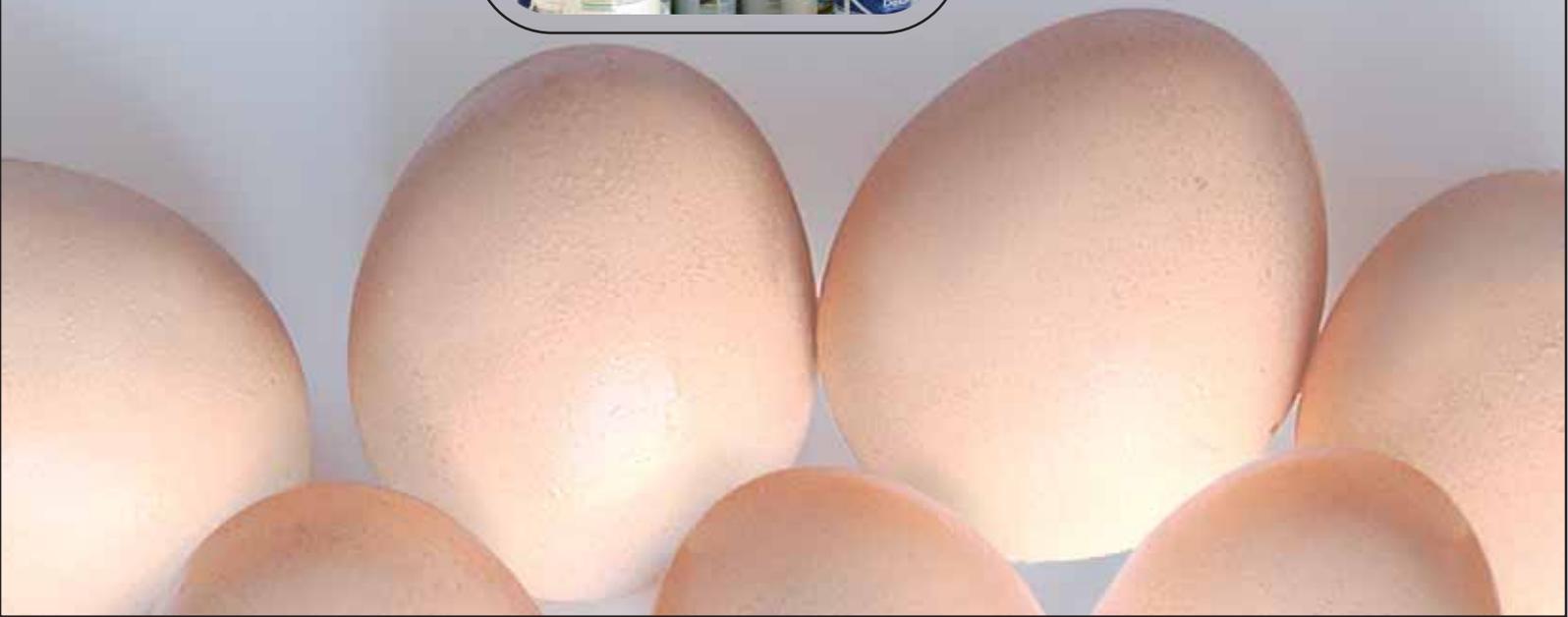
In many ways an egg can be compared to the home we live in. We protect ourselves with the walls around us. It is a place of protection, comfort and development. There we can grow.



Dekade Paints has had a somewhat different origin and development to most companies of its kind, and is known in the industry as the best kept secret in paint and decorative coatings.

Dekade Paints started out in 1979 as an in-house manufacturing plant of high quality coatings for the largest paint wholesaler and retail outlet in Pietermaritzburg and the KwaZulu-Natal midlands, Natal Associated Agencies. NAA has serviced the local market and has been a major force in the distribution of the Dekade brand to towns from Kokstad to Greytown.

All this changed in 2000 when Dekade moved into the general market with a comprehensive range of top quality products and a backup, technical and advisory service that had been developed over 20 years, and was second to none in the industry.

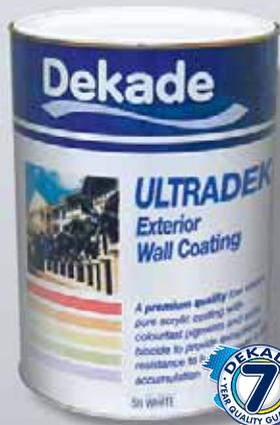


Product Range

Dekade fully supports the philosophy behind the Proudly South African campaign, as it reflects the company's mission to be the best it can be, and produce the best products it can make.

All the ranges manufactured follow this credo, and the brand names Ultradek, Gold Label, Dekalite, Dekaroom and others, are considered leaders in the marketplace where they are available.

Due to the increase in general sales, the company outgrew its space, and in 2004 acquired a large factory premises that has enabled expansion in production to meet the demand.



...> Product Range



...> 7 Year Guarantee

The ultimate test of quality and superior manufacturing processes and materials, is no doubt the ability of the company to back the products with a guarantee of this quality.

The company is proud of its commitment to quality, and the highest technology and materials that go into the manufacturing of premium products, that it offers a 7 Year Quality Guarantee on these premium brands.

These products are seen as the flagship brands of Dekade paints and include -

Gold Label Sheen - a pure acrylic formulated for exceptional stain resistance and exterior durability

Ultradek - a low sheen colour fast exterior wall coating.

Satin Magic - a non-drip polyurethane enamel with a satin sheen and luxurious interior finish.

Dekalite - a solvent based specialist exterior coating formulated with "Pliolite" resin for exceptional long life durability.

Dekarroof - a versatile and easy to use and extremely durable roof coating for all surfaces.



Stockists



... Natal Associated Agencies



... Underberg Forge

Because of the historical evolution of Dekade Paints and the Dekade coating brands such as Gold Label, stockists have since 1979 mainly developed around the Pietermaritzburg region and the KwaZulu-Natal midlands.

The major stockist/distributor in this region is Natal Associated Agencies in Pietermaritzburg that services retail outlets throughout this area from Kokstad through to Greytown.

The majority of these outlets are of long standing, and the major reason for their support and commitment has been the product quality and the service levels.

The company has moved out of its homebase and has opened up stockists along the coastal areas from Pongola in the north to Port Shepstone in the south. A notable success for the brand has been the appointment of Shave Paint Centres in Durban and Gauteng as stockist and distributor.



All these Dekade stockists confirm that the personal service and attention they receive, along with a comprehensive product range, gives them a complete package that is second to none in the industry, and is an asset to their business.

... Seabreeze



...> Stockists



...> Contracts

Dekade's reputation with building administrators, property owners and painting contractors continues to grow through the consistent commitment to the highest quality products, technical expertise, detailed specifications and on-site inspections. Dekade is fast becoming the product of choice.

Dekade stockists, and the guaranteed product and service they offer has assured major clients to use Dekade. In all cases they have passed the tests with flying colours, and Dekade has recently being awarded a number of very large contracts. One of these was the total refurbishment of uShaka Marine World using the unique Dekade Dekalite product.

... Ushaka



South Africa's premier Theme Park, chose Dekade Dekalite Masonry Paint for its resistance to sea air.

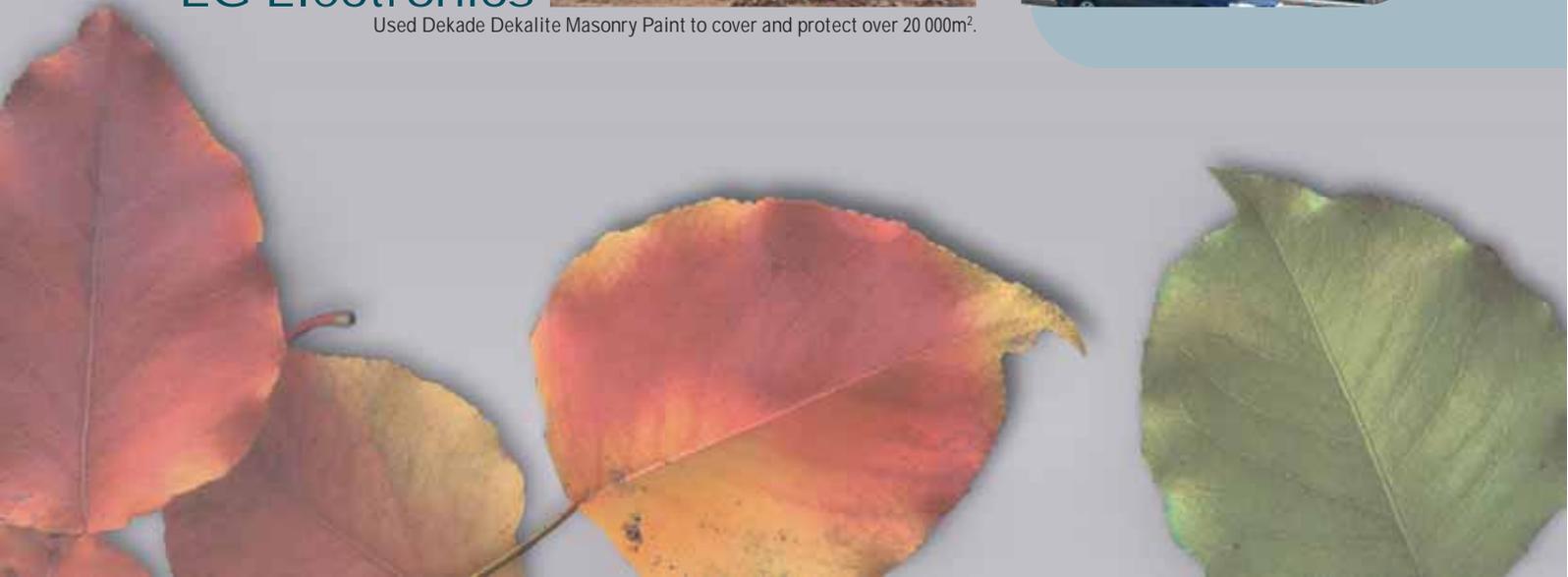
... Scottsville Mall



... LG Electronics



Used Dekade Dekalite Masonry Paint to cover and protect over 20 000m².



..> Specifications

Dekade has introduced a professional service to cater to the building maintenance, refurbishment and construction industry. A consultant supplies a detailed procedure and product specification in a report for the contract.

This service consists of a full analysis of the building condition and details of the surface preparation required for all the finishes from exterior walls to wood, steelwork and roofing. This specification is used by the administrator or body corporate as a tender document to obtain a standard costing from contractors, and is used as a safeguard for scope and quality of work required.

- > Exterior Walls
- > Water Pipes & Gutters
- > Window Frames
- > Woodwork Painted
- > Woodwork Varnished
- > Exterior & Interior Concrete
- > Roofing Structures





Contact Details:

Tel.: (033) 386 9357

Fax.: (033) 386 7703

e-mail: info@dekadepaints.co.za

Quality that lasts...

