

**NOWO<sup>®</sup> COAT**

# Preferred by *professionals*

The largest selection of high-quality roof paints on the market

COATING THE FUTURE



# The advantage in your hands

Successful work starts with a solid foundation. This is why partnering with Nowocoat offers much more than just a quality portfolio of innovative products designed for professionals. It's also a partnership that gives you access to our skilled and knowledgeable team of specialists, who are ready to offer expert advice and training.



## Delivery reliability is crucial

Delivery reliability is crucial for your business. At Nowocoat we are of course ISO 28000 certified. We own our supply chain, covering development, control, production and the stock in our warehouses. This ensures that your workflow is protected, as we consistently maintain a large inventory of standard products for prompt dispatch.



## Expert knowledge and advice

We understand that painting metal roofs is a complex task. That's why you'll have the industry's strongest and most experienced team at your service. Nowocoat specialists are trained professionals who are available to provide expert knowledge, training and advice.



## Trained specialists

Our product programme comes with comprehensive support. Our specialists know the market and the technical challenges you may face. They are experts who provide education and training in both products and techniques for you and your partners.



# Bringing efficiency to everyday life

## Nordic Swan Ecolabel

Our Nowocoat Roof Coating is certified with the Swan label, one of the world's most stringent and ambitious environmental certifications, focusing on sustainability, climate impact, and health.

## Safety for the environment

We are ISO 14001 certified and continuously strive to make our solutions more environmentally friendly.

## Quality assurance

Our production is ISO 9001 certified and complies with international quality standards.

## Delivery reliability

Our ISO 28000 certification guarantees delivery reliability and a strong supply chain.

## Comprehensive programme

Our custom-designed collection of quality roof paints is the most extensive and specialized on the market, offering the widest selection of standard colors available. It is designed to withstand all climatic conditions and address any challenges you may face.

## Sustainability

Our ongoing commitment to reducing our climate footprint means you can choose Swan-labeled roof paint, and our containers are made from recycled plastic. Additionally, our product range extends the life of roofs, which is a more climate-friendly option than installing a new roof.

## One-stop shopping

Discover everything you need for a streamlined workflow and effective solutions to complex challenges. Quick and easy.

## Our own laboratory

In our own laboratory, our specialists are constantly developing new, innovative products and setting new standards for functionality.

# We support your business

At Nowocoat, our specialists approach your business with the same dedication and care as if it were their own. This means that all the industry experience and know-how we possess are also at your disposal. We provide training and expert guidance to help you maximise the benefits of our partnership. Our product programme is shaped by listening to your feedback and incorporating it into the ongoing development of Nowocoat's quality products. Based on this, our advanced product programme has been put together so that it is designed for your specific projects.

## The largest product range on the market

Our advanced product range for mineral roof surfaces is the largest on the market. It is designed, so that the specific products cover the entire work process.

At the same time, you can expect an optimal workflow, as our products offer higher coverage capacity and are easy to apply.

- **Nowocoat Roof Coating**
- **Nowocoat Uni Primer**
- **Nowocoat Rubber Coating**
- **Nowocoat Coolingpaint**
- **Nowocoat Pearl Wax Additive**



## 360° assurance



## Insightful collaboration with technical expertise

When you partner with Nowocoat and our specialists, we consider every aspect, all 360°, of your business and daily operations. Our delivery reliability guarantees an optimal workflow, and we provide you with expert guidance and insights from our specialists. Our team comprises experts at every stage of the value chain. Each team member has deep industry insights and years of expertise. But most importantly, we are at your disposal.

# A greener profile

When we look at the possibilities of reducing the carbon footprint, we consider both product, process and application, because it gives us a broader perspective. Therefore, partnering with Nowocoat means working with a company that is dedicated to advancing sustainability.

We take an ambitious approach to sustainability. That's why our NowoCoat Roof Coating carries the Swan label, one of the world's most stringent environmental certifications, covering all key environmental aspects throughout the product lifecycle.

On the packaging front, we've also made significant strides in the right direction. Our containers are made from recycled plastic.

We continually advance our product portfolio to provide you with tools and solutions that make maintenance and renovation more appealing than new construction. Our roof paint significantly extends the life of roofs. The longer our quality products extend the lifespan of your assets, the more we can collectively reduce our carbon footprint.





# Developed for professionals

As a professional, you understand that roof paint is not just any paint. That's why our specialists are dedicated to developing innovative and functional products every day, designed to enhance maintenance, benefit the environment, and improve your workflow.

## ISO-certified production equipment

At Nowocoat we utilise a strong and advanced production system that is ISO-certified. This ensures that we consistently produce at the high quality required to deliver optimal results. At the same time, we continually test and refine our product programme in collaboration with our customers to stay ahead of the market.

## Quality ensures optimisation

Our products are utilised across much of Europe because their quality ensures optimal results in all climates, from the heat of southern France to the Nordic cold of Scandinavia. It is the combination of high product quality and a wide range that makes a significant difference to your workday.

## Get more done

The wide product range with both primers, coatings and additives means that you only need to think Nowocoat. Whatever task you need to tackle, we have products developed specifically for it, thoroughly tested and verified in our own laboratory.

## Optimise with Nowocoat

- Advanced products of the highest quality
- Specially designed programme for mineral surfaces
- Solutions for all types of tasks
- Designed for both hot and cold climates
- Consistent high quality, manufactured and developed in Denmark
- Continuous workflow optimisation
- Continuous development and testing to remain at the forefront of the market
- Tested and developed in collaboration with our customers



# An advanced product programme

Nowocoat's program for mineral roof surfaces consists of primer and topcoat and a range of additives. Our specialists have curated these advanced products into a comprehensive range designed to ensure excellent adhesion, a durable wear layer, and streamlined workflows.

The products are manufactured with the highest quality raw materials, contain multiple binders and offer excellent coverage - even with the largest selection of standard colours on the market. The high quality of our products ensures a strong and beautiful roof surface.

This will significantly extend the service life - even in harsh climatic conditions.



#### NowoCoat Uni Primer

Universal primer for highly absorbent roof surfaces such as fibre cement and concrete roof tiles. Quick-drying, strong adhesion, penetrates deep into the material and is compatible with subsequent processing with NowoCoat and NowoRub.



#### NowoCoat Microdispers

Primers that ensure excellent adhesion to dry and absorbent mineral roof surfaces such as fibre cement and concrete roof tiles. Good penetration, better anchoring, uniform end result. Also, suitable indoors for plaster and concrete.



#### NowoCoat Roof Coating

Professional product for the surface treatment of concrete roof tiles and fibre reinforced cement roofing sheets. UV and weather stable, highly water repellent, flexible paint film, diffusion proof, excellent covering ability, inhibits algae and growths, through a minimal spraying dust.



#### NowoCoat Rubber Coating

Flexible thick film paint for the treatment of concrete roof tiles, fibre cement and specially incorporated roofs. High wear resistance and water repellent properties. Extra elasticity and excellent adhesion ensuring long durability. Super coverage with light-sensitive pigments and UV stabilisers. Effectively inhibits the development of algae and other growths.



#### NowoCoat Cooling Paint

Patented, innovative paint that reflects 90% of the sun's harmful infrared rays. Protects against heating, cracking, providing the surface with long durability. Meets environmental requirements for ecolabelling with the EU flower. Extended maintenance intervals.



#### NowoCoat Pearl Wax Additive

The additive is specially developed for Nowocoat's water-based series of roof paints. NowoCoat Pearl Wax Additive provides an excellent water pearl effect and extra protection for mineral surfaces.

Would you like to know more?

Visit our website to explore our complete and unique NowoCoat product programme.



Scan to read more

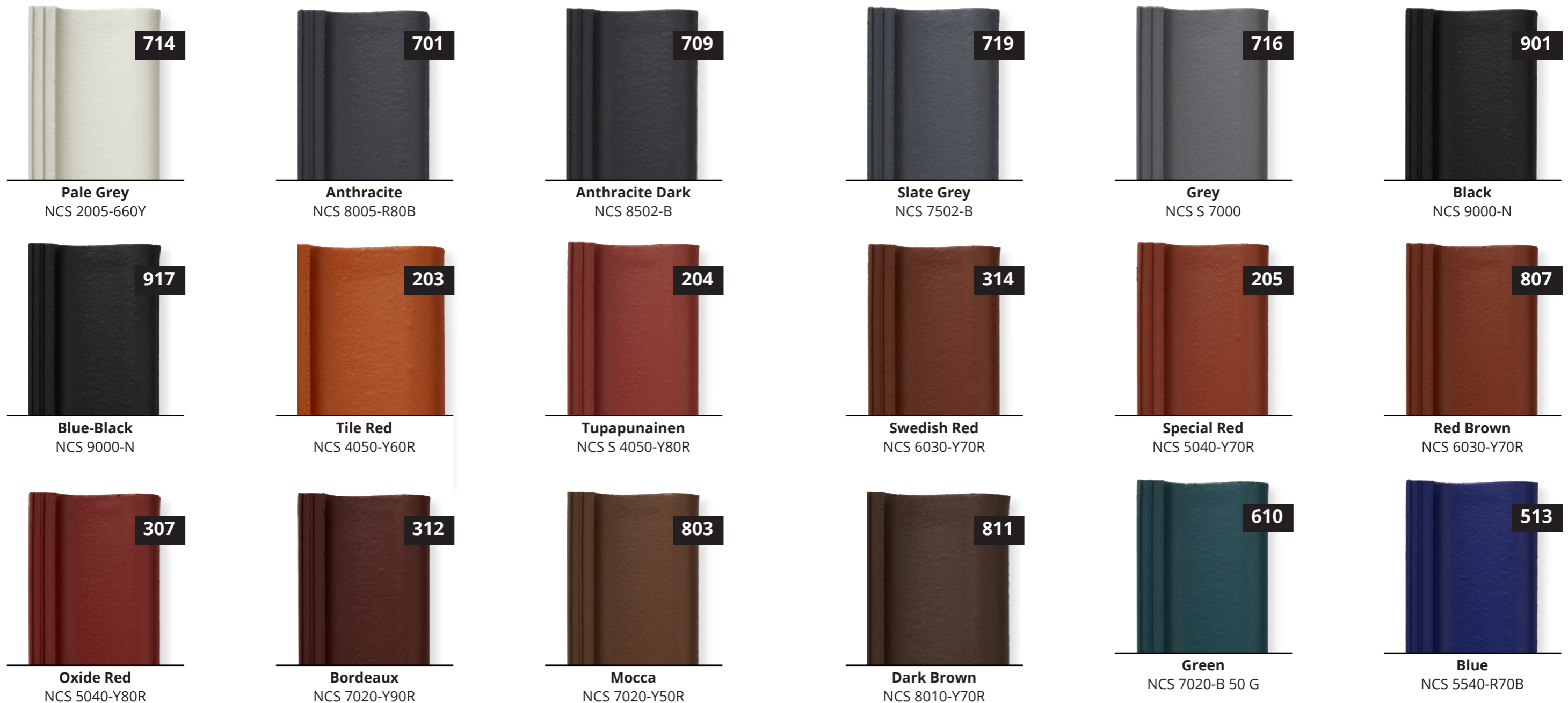


BEFORE



AFTER

# Largest selection of standard colours on the market



# Pioneering roof paint that reflects the heat of the sun

Coolingpaint is our innovative and patented roof paint that reduces heat absorption by as much as 20%. Coolingpaint reflects the infrared rays of the sun and reduces heat development both directly on the roof and inside the building.

This means that Coolingpaint contributes to a better indoor climate and reduces the need for cooling while extending the life of the roof. The need for roof maintenance is also reduced because the harmful rays of the sun are reflected. Coolingpaint, like all our roof painting products, maintains the same high quality that defines our entire range.

- Patented
- Protects the roof surface
- Reduces CO2 emissions related to cooling



## Traditional roof paint

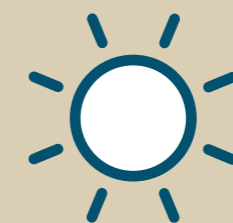
Absorbs the heat of the sun

Roof exterior  
temperature:  
**81°C**



Temperature  
at ceiling:  
**42°C**

The heat is absorbed by the  
roof and transferred to the  
building interior



## NowoCoat Coolingpaint

Reflects the heat of the sun

Roof exterior  
temperature:  
**51°C**



Temperature  
at ceiling:  
**32°C**

The heat is reflected by  
NowoCoat Coolingpaint roofs



# Coating the *future*

Nowocoat has deep roots dating back to 1861, and we carry that legacy forward. Even then, specialised knowledge and exceptional service made all the difference. These values are still central to Nowocoat today, as we advance as a cutting-edge, responsible developer and manufacturer of functional and innovative coatings, moving towards a more sustainable future.

Our commitment to people and the environment is deeply ingrained in our DNA. As the first Northern European company in our industry, our compliance with UN Global Goals 3, 8 and 12 is certified. We approach sustainability from a truly holistic perspec-

tive and continuously explore new initiatives in our operations and production. We aim to lead the way in an industry where reducing the climate footprint is crucial.

For our customers, our strong focus on the UN's global goals makes supply chain management easier, as we apply these standards to our subcontractors as well.

As a partner, we can assist with ESG reporting by offering guidance on more environmentally friendly processes, solutions, and products. In this way, our certification helps raise awareness about how our customers can make a difference.



## Contact us

We are ready to share our expertise, know-how and advice. We look forward to receiving your call.

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[nowocoat.com](http://nowocoat.com)