

P A I N T S M I T H S



ENVIRONMENTALLY CONSCIOUS & CUSTOMISED COATINGS SYSTEMS MADE SIMPLE

IN A WORLD OF AESTHETIC AND TECHNICAL CHOICES, OUR BUSINESS HELPS TO SIMPLIFY YOUR CHOICES WITH INSPIRED SOLUTIONS. OUR SHOWROOMS MAKE IT POSSIBLE TO FIND THE MOST PRACTICAL, THE MOST COST-EFFECTIVE, THE MOST DESIGN-MINDED FINISHES FOR YOUR PROJECTS. PAINTSMITHS PROVIDES MORE OF EVERYTHING YOU NEED IN TERMS OF PRODUCTS, SERVICE AND KNOWLEDGE - AND LESS OF WHAT YOU DON'T.

WE WORK WITH ARCHITECTS AND SPECIFIERS, AS WELL AS DESIGNERS AND HOMEMAKERS. WE'RE OPEN TO THE PUBLIC. EVERY PROJECT RECEIVES OUR BEST ATTENTION, SERVICE AND KNOWLEDGE.

MIDAS Earthcote **ENVIROLITE** atelier TREAD



EASY WHEN YOU KNOW HOW

COATINGS IS A TECHNICAL GAME. OUR STORE PROPRIETORS ARE SPECIALISTS IN BOTH AESTHETICS AND TECHNICAL REALITIES.

OUR STORES ARE DESTINATIONS NOT JUST FOR THE MOST UP-TO-DATE PRODUCTS IN THE COATINGS BUSINESS, BUT ALSO FOR KNOW-HOW AND APPLICATION EXPERTISE THAT WILL MAKE IT POSSIBLE TO CUT THROUGH THE DETAIL, IDENTIFY SUITABLE PRODUCTS, AND ENSURE THAT SPECIALIST APPLICATOR TEAMS ARE AT THE READY TO APPLY TECHNICAL FINISHES TO THE HIGHEST STANDARDS.

YOU CHOOSE YOUR LEVEL OF INVOLVEMENT. YOU CAN EITHER TAKE HOME THE PAINT, OR HAND YOUR PROJECT OVER TO US AND WE'LL ROLL-OUT THE INSTALLATION VIA ONE OF OUR EXPERT APPLICATOR TEAMS.

PAINTSMITHS

REPUTATION IS EVERYTHING

37 STORES ACROSS SOUTH AFRICA AND GROWING...

PAINTSMITHS IS KNOWN FOR PUSHING THE BOUNDARIES IN PRODUCT DEVELOPMENT. WE'RE PROUD OF THE GAINS WE'VE MADE IN ENVIRONMENTALLY CONSCIOUS TECHNOLOGY, THE AESTHETICS OF OUR COATINGS OFFERINGS, AND OUR EXCEPTIONAL SERVICE DELIVERY.

IN ENVIRONMENTAL CONSCIOUSNESS

WE PRIDE OURSELVES IN MANY OF OUR PRODUCTS BEING ZERO VOC (VOLATILE ORGANIC COMPOUNDS) RATED AND TO THAT END WE HAVE DEVELOPED A VOC GRADING SYSTEM SO EVERY COATING IN OUR STORE IS MARKED TO CLEARLY HIGHLIGHT THE VOC LEVEL OF THE COATING. GREENSTAR RATED, THIS IS RECOGNIZED AS THE GOLD STANDARD IN ENVIRONMENTALLY FRIENDLY COATINGS IN SOUTH AFRICA.

IN AESTHETICS

WE'RE THE HOME OF EARTHCOTE TEXTURED WALL COATINGS AND WE RECENTLY DEVELOPED A RANGE OF NEW GENERATION FLOORING PRODUCTS CALLED TREAD.

ATELIER IS OUR LATEST COLLECTION OF DESIGN-LED TEXTURED FINISHES - THE NEWEST AND THE MOST CONTEMPORARY.

IN PAINT TECHNOLOGY

WE'VE DEVELOPED SPECIALIST TECHNICAL COATINGS THAT TARGET SPECIFIC ARCHITECTURAL AND ENVIRONMENTAL ISSUES - FROM

ULTRA LONG-LASTING PAINT FOR HIGH-RISE BUILDINGS TO SPECIAL COATINGS FOR WINERIES, BREWERIES AND HOSPITALS.

IN COLOUR

WE'VE SPENT YEARS FINESSING OUR EARTHY PALETTES AND NATURALS, PROVIDING A SUPERBLY FINELY TUNED NUANCED COLLECTION OF COLOUR.

OUR MIDAS COLOURS WERE FINESSED IN COLLABORATION WITH ARCHITECTS AND DESIGNERS, TO OFFER THE MOST CONSIDERED COLOUR EDIT, AND WE KNOW THAT GETTING COLOUR RIGHT IS AN ART.

OUR EXPERT COLOUR MATCHERS CAN MATCH ANY COLOUR BY EYE, SO WHILE WE ENCOURAGE YOU TO CHOOSE COLOUR FROM A CHART, OUR COLOUR MATCHERS ARE ALSO ABLE TO MATCH TO FABRIC SWATCHES OR ANY OTHER COLOUR REFERENCES - THE OLD SCHOOL WAY.

IN FLOORING FINISHES

PAINTSMITHS HAS ENGINEERED A RANGE OF DECORATIVE FLOOR SCREED IN 5 UNIQUE RANGES. PAINTSMITHS TREAD; WHICH HOUSES KIMBERLITE, GUNSTONE AND PIGMENTED FLOORCOTE AND THEN ALSO TREAD ARCILLA AND TREAD LOWTIDE. A COLLECTIVE PALETTE OF 48 VARIANTS.



PAINTSMITHS A PAINT BUSINESS WITH A HISTORY

WE'RE A BUSINESS WITH A LONG, PROUD HISTORY. PAINTSMITHS HAS EVOLVED FROM A LONG LINE OF PAINT MERCHANTS, INCORPORATING MIDAS PAINTS, WHICH ITSELF STARTED OUT LIFE AS A FAMILY RUN CHAIN OF PAINT STORES IN THE 1960'S. MIDAS PAINTS AMALGAMATED WITH EARTHCOTE IN THE 1980S AND THE JOINT COMPANY WAS LATER ACQUIRED BY BARLOWORLD COATINGS IN 2006 - A RELATIONSHIP THAT ENABLED MIDAS TO FINE-

TUNE ITS FOCUS ON SERVICE EXCELLENCE AND SPECIALIST PRODUCT DEVELOPMENT.

TODAY AS PAINTSMITHS INCORPORATES THE CORE VALUES OF MIDAS' INNOVATIVE, SOLUTION-BASED PRODUCT PORTFOLIO AND SERVICE DISTINCTION, AS WELL AS EARTHCOTE'S RANGE OF LUXURY FINISHES - EXTENDING THIS INTO MUST-HAVE, ACCESSIBLE PRODUCTS.



UNDERPINNED BY A STRONG SERVICE ETHIC, OUR UNSURPASSED COLLECTION OF PRODUCTS IN AN ENVIRONMENT THAT ENCOURAGES CUSTOMISATION, MAKES OUR STUDIO-STYLE STORES MORE ENGAGING THAN THE BIG-BOX PAINT AND HARDWARE STORE.

CONTACT US

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MIDAS

Earthcote

ENVIROLITE

atelier

TREAD

LOW
VOC

LOW-
ZERO
VOC

ZERO
VOC

GREEN
BUILDING
COUNCIL
SOUTH AFRICA