

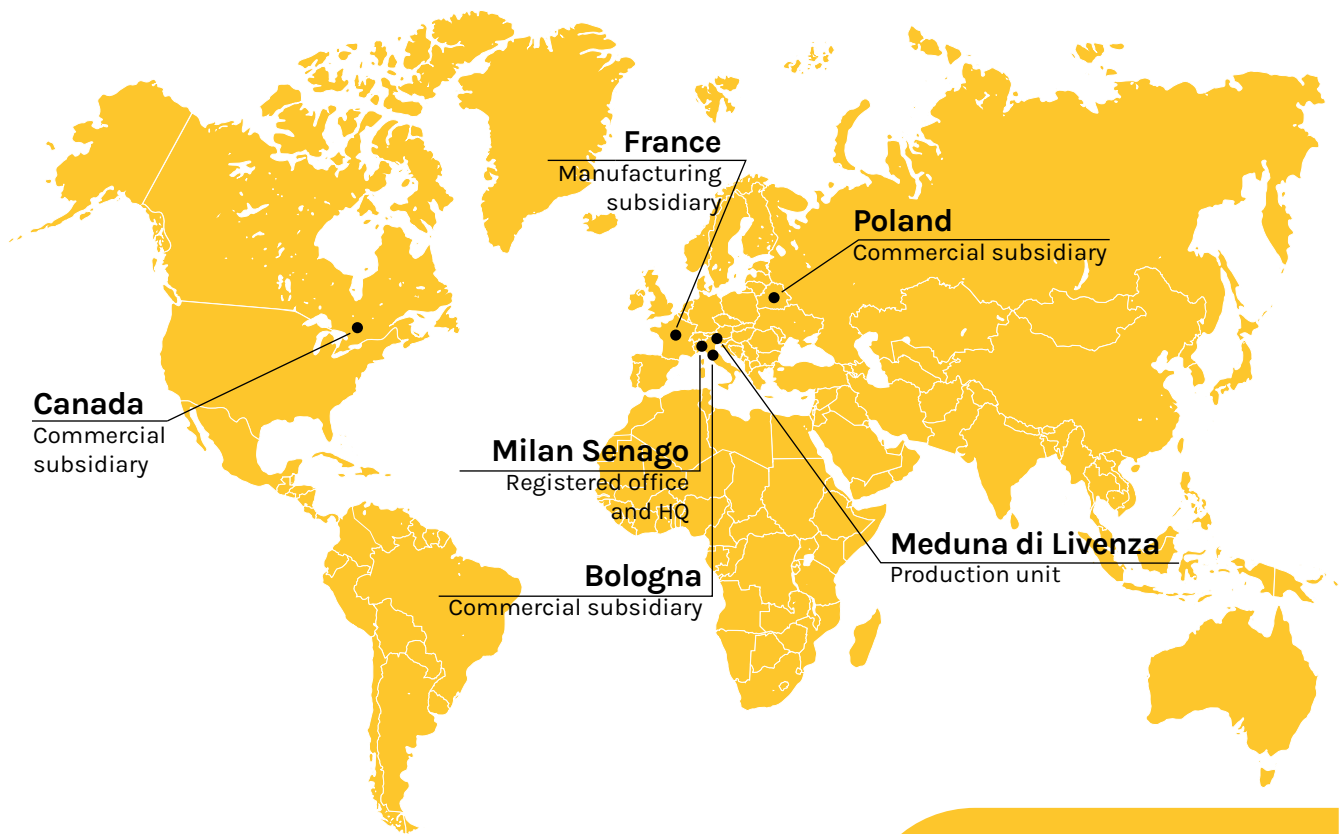


*Welcome to a company
that for 90 years has made color
a mission,*

a world

a challenge





THE ALCEA STORY

Is the story of the Parodi family, four generations of which have made colour their business, in an adventurous exploration of the chemical formulas and chromatic technical applications for a wide range of sectors, while at the same time building up a company in a constant state of evolution.



THE MISSION

Taking care the world through colour: ALCEA colours are created in a situation of absolute respect for the people and the natural world which inspire their infinity of shades.



RESEARCH

We're always looking towards the future, and everything we do is aimed at promoting the development of safe, new, high performing and sustainable technologies.



THE SENAGO FACTORY

This is regarded as one of Europe's finest production plants for the manufacture of paints and related products, due to its architecture and highly automated industrial installations and its construction aimed at maximum protection for the environment and the health and safety of the workers.

an area of 35,000 m², of which 18,000 m² are covered. 3.300 m² of Laboratories and Offices, 14.700 m² of Production and Logistics.



OUR VALUES

Quality

Quality in the raw materials, semi-processed products, chemical formulations, the production process from start to finish, the electronic tinting machinery and software. Quality of the sales network, logistics, commercial and technical after-sales assistance. Quality in everything we do, with no compromises.

Specialisation

ALCEA has always specialised in colour and has taken on brand names capable of enriching its know-how and application technologies, to ensure that it always has the most effective and safest response to the specific requirements of a wide range of industrial sectors.

Flexibility

On the basis of its continuous research activities and a flexible, efficiently organised company structure, ALCEA is able to manufacture type tested and certified industrial enamels and paints in real time, to offer a range of over 23,000 shades for the 100 and more products it manufactures, and to guarantee rapid supplies of large and small quantities.

Sustainability

Our environmental safeguards are based on concrete decisions whose effects are clearly visible, such as our policy of using research to identify technologies and painting cycles aimed at reducing the impact on the environment and human health, with no negative consequences for the quality of the products.





Tinting

ALCEA is a leader in tinting systems and is one of the pioneering companies in this technology, with its GEOCOLOR® and SMALTOSISTEM®, water and solvent-based systems, which are designed to respond to all the colour measurement and performance requirements of expert users. The ALCEA professional tinting systems offer our distributors the security of knowing that they can supply their customers with a high quality colour service guaranteed by constant quality control processes.



Industry

ALCEA has always occupied a leading position in the industrial sector, with its consolidated experience, continuous research and day-to-day contacts with the increasingly complex requirements of its major international specialist customers.

ALCEA offers reliable, avant-garde products, certified production cycles, full technical assistance and an ongoing training programme. And now, following our acquisition of a distributor in Emilia Romagna, ALCEA has further reinforced its capability of supplying tailor-made solutions and precise, careful service, whenever and wherever it's needed.



Wood

Wood painting products are one of the major areas of specialisation at ALCEA, to which we dedicate our avant-garde laboratories and high technical and production capacities.

Our Meduna di Livenza plant, which is specifically dedicated to this sector, is also able to supply sample shades on a just in time basis which satisfy the most complex requirements of the refined furniture and design market.



Retailing

For more than 90 years, this has been the sector in which ALCEA expresses the very best of the qualities that have made it so successful, as its constantly increasing base of loyal customers can testify.

ALCEA offers each retailer a full range of products and services, in this way guaranteeing that the shades can be reproduced to perfection at all times and the constant quality of the industrial painting products which our factories manufacture in large quantities.



Construction

For the light construction and DIY sectors, ALCEA has developed an innovative range of enamels and water-based paints which satisfy the most versatile and sophisticated colour, creativity and performance requirements.

The products are easy to apply and designed to minimise their impact on the environment and the health of the user.



CPS Industry

For several decades, the ALCEA Group has been a specialist partner of the companies operating in the areas of civil and industrial engineering.

For the CPS sector, ALCEA offers technologically avant-garde products and systems for resin-based flooring and the waterproofing and protection of structures exposed to aggressive environmental conditions.



Coil Coating

ALCEA dedicates innovative technical know-how to the coil coating sector, with a complete line of primers, basecoats and finishes, including polyesters, polyurethanes, polyamides and PVDF fluorides specifically formulated for the construction, domestic appliance and transport industries.

With the ALCEA tinting systems, our modern coil laboratory is able to formulate specialist products within a reduced time scale, to satisfy the needs of this extremely modern and technologically advanced market.

CERTIFICATION

We're precursors in quality and environmental certification.

- 15** products certified by official bodies (corrosion/fireproofing)
- 21** products type tested by international customers
- 50** cycles certified
- 115** cycles type tested





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