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Dazzler

Innovation Technology for Paints



COMPANY

PROFILE 2019

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📍 Factory:
Seventh Industrial Zone Sadat City
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Mission:

Dazzler company produces and sells all the types of construction and decorative paints and put them up in local, regional and global markets.
Dazzler company meets the requirements through the existence of products which are unavailable in any company worldwide.
Dazzler hires qualified employees with high competency and uses the best technology to produce and sell its products.
As Dazzler aims to create the value and variations in its products to meet the market requirements.

Vision:

Dazzler seeks to be a leading company in producing all the types of paints worldwide. Also, creates a permanent satisfaction and trust to our customers.

Principles

Principles:

- Commits the highest quality levels in providing the product for its customers.
- Spares no effort in meeting our customers' requirements and to be above their expectations level.
- Seeks to build a strong professional and personal relationship with our customers to gain their trust and satisfaction.
- Uses professional competencies and best modern technology in our factories.
- Continues Development in every new and suitable for the nature of the markets we work at.



About us

Dazzler aims to be a major trademark of high quality paint industry in Egypt and Arab world.

Dazzler has been established in Italy year 2000 by international experts in paints field on the principles of (Innovation – Excellence – Advancement).

Dazzler has entered paint packaging field in Egypt in 2015 to be a unique company with its products in this industry in Egypt and Arab World.



Dazzler products is characterized by great diversity with its four families:

1. Decorative paints Family.
2. Stamps Family.
3. Natural colours Family.
4. Hand tools and instruments Family.



Decoration

Decoration



Stamp

Stamp



Tools

Tools



Colors

Colors

Through studying the Egyptian and Middle East markets for more than a year, Dazzler could innovate an unprecedented products in Egyptian and Arab markets to solve existing problems related to the product and cost in which the user was suffering from to solve many customers' problems in implementation quality.

To establish Dazzler Academy rules for teaching the principles of paints and Decoration fields to contribute in adding technicians at the highest level in implementation and solving customers' problems.



Innovation: By developing and manufacturing new products continuously.

Excellence: By providing non-existent products in the market.

Advancement: By the paints and decoration fields level which consist of (Products – Design – Implementation).

After we adopted in Dazzler the caring policy to satisfy the success partners (Merchant – Technician – Customer)



1. Dividing products to families suits all the market needs and requirements.
2. Providing non-existent products in the market, and solving problems suffers from it both Egyptian and Middle East markets.
3. Marketing and Selling plans taking into account the serving of (Merchant – Technician – Customer).
4. Technical support represented by Dazzler Academy to raise the implementation level.

Dazzler Families:

Dazzler families are divided into four main families as the following:

1. Decorative paints.
2. Stone Stamps.
3. Natural colours.
4. Hand tools.

01

Decoration Family

The family of greatness, brilliance, creativeness and uniqueness in decorative paints world worldwide.

Dazzler Decoration Family is characterized by innovating international decorative paints not existed in the Middle East or the Arab World.

Suitable paints for all tastes, ages and social levels are in this family.

Dazzler Decoration Family contains more than 35 decorative product with hundreds of designs and thousands of styles which accomplished by Dazzler.



02 Plastic Family

The company has four families and there is no family for plastic paints or putties.

The Answer is: Art Dazzler

Which includes all the families inside, so all the plastic paints and putties will have the main company's name Art Dazzler and not the families' logo such as:

- Plastic paints inside the decorative paint family.
- Plastic paints inside the natural colours family.
- Putty inside stone stamps family.
- Putty inside the decorative paint family.



We have chosen the natural colours family with this name as it is really from nature inspiring all beautiful matters in natural colours.

After studying the market and the problems facing the Egyptian and Middle East paints market, this special family from Dazzler colouring centers is characterized by the following features:

1. Uniqueness and challenge of the colouring systems in Egypt and middle east, all colours in this family are applied in one coat due to its high coverage.
2. High spreading ratio excel all companies.
3. Providing partitions inside colouring centers for both technician and customer to pick favourite colours with the latest technologies considering the principles of colours harmony.
4. Providing colours unavailable in the Egyptian and Middle East markets, with technician giving technical support for colouring machines.
5. Regarding the creation of formulas with special features and benefits, high quality, coverage (concealment) and suitable prices.
6. Painting centers have the priority in marketing and sales in Dazzler.
7. Four products are available in this family to suit all tastes and customer requirements;
 - a. Speero semi-gloss for the people who prefers dazzling and beautiful gloss.
 - b. Filo quarter-gloss for the people who prefers quietness and high taste.
 - c. Layspeedo silk gloss like bright magnificent classic and quiet taste.
 - d. Rofedo high quality matt for the people who prefers modern quiet taste.

All products are divided into A, B, C.



04

Stamp Family

Our company (Dazzler) is succeeded in creating a group of stamps which made us the first company in Egypt and Middle East possess a great stamp groups with high quality and affordable prices.

This stamps give beautiful appearance of bricks, rocky stone and prominent stone, also it can be applied on both walls and floors.

When the company (Dazzler) studied the Egyptian and the Middle East markets it is found that the markets need these stamps which are not available or very expensive, so the company provides these stamps with high quality and suitable prices.

Here are examples for stamps:

- Internal house decor
- External house decor
- Corridors decor
- Platforms decor
- Garden fences decor
- Hotels decor
- Restaurants decor
- Parking areas decor
- Swimming pools decor
- Shopping malls decor



A-501



A-502



A-503



A-506



C-601



05

Tools family

The company is keen on success partners; trader, technician and customer.

This family is one of (Dazzler) company special families which supplements the trader and the technician with their needs.

The company has provided this family with high quality and suitable price for both trader and technician. (Dazzler) is the first Egyptian painting company that makes hand tools, although all other companies are importing it.

So we have to provide it with international specifications and standards and suitable price.





Dazzler Academy

Dazzler has experts with long history in training and development of human resources.

Out of the company keenness of providing a special bundle of services to its customers in Egypt and Middle East, and keep pace with advances and all that is new in paints field, eager to contribute in society development Dazzler academy was founded for providing educational courses, trainings and intensive skills development to anyone connected with the company and its products, this includes Dazzler employees, technical distributors, project engineers and consultants.



Technical Support

A team from decorative technical support department consists of professional specialists are sponsoring the company's special occasions, they travel to cities and different places in Egypt and Middle East to provide unique information about the product and direct practical training.



Technical Support Team:

- There is a team of professional experts to support, respond and solve problems for technicians and customers.
- Preparing a professional technical staff to perform projects with customers directly.
- Pursuit special courses at distributors with the arriving of the first order and continuation of technical support.



special needs people

On the basis of social responsibility exclusively, Dazzler has made special courses for special needs people of deaf and dumb, also has recorded all its videos attached with sign language to support this category from the society.



 **YouTube** Art Dazzler

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