

DEUTSCH COLOR



Market

Deutschcolor as part of the Delta Group, is a success story in a strong evolution, due to its farsighted vision. It takes special care for the today's reality, by being responsible for a better future in perfect harmony with the environment.

Deutschcolor, the company with many years of activity in the wall paints, has chosen in 2012 Delta Group as the partner for the Albanian market, following the strategy of the group to introduce leading brands from the world, to assure the quality by presenting ecologically friendly products that cannot be competed. To be close to the local and to the area market needs, Deutschcolor has started building a new factory for the wall paint production that will meet the highest requirements of the quality and will be one of the most modern in the area, with the newest technology installed.

Achievements

Deutschcolor was one of the most import-

ant, exclusives contracts that Delta Group signed with companies, products of them are world widely known, by offering to the clients coherent designs and best prices ever in the market.

The German world leader, Deutschcolor has made possible to produce its products in Albania due to an exclusive contract between parts. The range of the products, the quality and the notorious of the German group, has made Deutschcolor to be well accepted by the clients and the most demanded products in terms of the wall paints.

History

Deutschcolor has appointed Delta Group for having the leading mentality, introducing in the market new concepts. The presence of the Delta Group in the Albanian market and in the area, is the proof of the potential possibilities of the group to answer to the market demands with range of products, affordable prices and quality.

During the March of the 2012, to the portfolio

of the company is added the Deutschcolor a.c, as one of the well-known worldwide companies.

Deutschcolor is originated in Berlin, Germany, during the 1914 and the company and the brand has become famous not only in Germany. Today the company is a worldwide leader in the following materials: well paint interior and exterior, silicones, foams and primers. Deutschcolor is exercising his leading position by offering products that are in perfect harmony with the environment. They are present, as leaders in the following countries: Germany, Austria, Canada, Switzerland, Dutch etc. As part of the Albanian commitment the factory is ready not later than the end of the 2016.

Products

Deutschcolor brings in the Albanian market what everyone requires. This makes its products unique and special as the seal of quality offered to the customers every day. Deutschcolor is offering the transformation of the communities through the power





of the colours, coming closer with the Deutschcolor products, with a multitude of colours and with products for the interior and exterior, destined for the wooden and iron treatment, decorated colours easy to be applied and eco-friendly. The trust that the German leader has put on the Group, year after year is turned in number of happy clients and most of it, in a dedicated academy, only to pass these traditions to each end every collaborator of the company. Deutschcolor is the company with the best engineers in the region, qualified staff and countless certifications, which makes the whole staff Deutschcolor as the precious asset of the company. Their wide range makes that each client has the satisfaction of their choice in the context of what they require.

Recent Developments

Deutschcolor, has a unique standard that is at the basis of the daily tasks, it's Vision. This Vision makes the unique profile of unification of Deutschcolor itself. This



Vision makes the difference with the competition and define the relationship that they want to build up. Each and every one is conscious of the tasks and duties to accomplish during the day, that at the end of the day should be in line with the company's vision, so each client knows what to aspect from the Delta Group. This vision is more than sales targets or other parts of the market it's about you, acting in a way that allows people to know that they can rely on it to do the right thing.

Promotion

Thanks to a well-studied marketing and implementation strategy Deutschcolor, through the years has become a fully consolidated name in the market. Deutschcolor is present in indoor and outdoor marketing in every client who trades their products by raising an iron army for everyone competitor that wants to penetrate in to this market. A novelty brought by Deutschcolor as part of the marketing group is a tool of mobility training center which in quite modern conditions makes possible the development of training seminars wherever professionals and product's users of Delta Group are.

Brand Value

Arriving in such a short time, in a single name, and so great as Deutschcolor as part of Delta Group, was not by chance, but as a result of a huge increase in the number of investments, import-export, the expansion of the customer portfolio, etc.



The experience throughout the years, the newest technology introduced, and the coherent designs, has made possible to Delta Group to fulfil any increased need of the industrial and consumers market.

THINGS YOU DIDN'T KNOW ABOUT

DELTA GROUP

Deltagroup is among the first and the only Groups in Albania that can offer a wide range of products, starting from the building materials, ending at the designed personalised elements to decorate the inner living end working spaces.