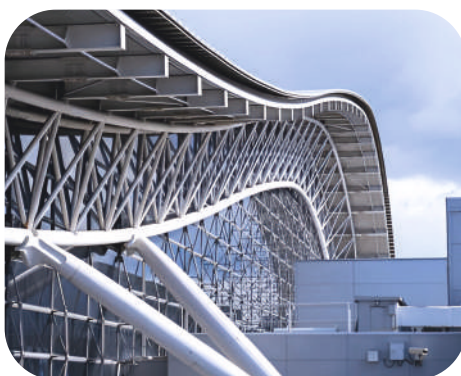




Engineered for durability



Why Kroma

Tailored Solutions

We formulate coatings to suit your exact application needs - ensuring better performance, higher coverage, and Longer durability.

Advanced Infrastructure

Spread across 25,000 sq. yards, our facility includes automated production, SAP-based operations, in-house R&D, ISO certified company and advance QC labs.

Expert & Experienced Team

From chemists to coating specialists, our team brings deep expertise to guide you from product selection to application support.

Reliable Delivery

Our integrated logistics and production systems ensure on-time, zero-defect product delivery, every time.



Our Vision

To create world-class coating solutions that add value to our clients' products across global markets.

Our Commitment

We believe in zero defect, zero compromise. Every product we deliver reflects our commitment to quality, transparency, and customer satisfaction.

SERVICE PROMISE -Beyond the Surface



Need-Based Consulting

based on client machinery
and site conditions



Custom Formulations

developed in-house
when off-the-shelf options don't work



Application Support

including training
for applicators



360° Feedback Loop

between shop floor
and decision-makers



Zero-Complaint Promise

through our quality systems



INNOVATION FIRST

Driven by Innovation. Designed for Tomorrow.

We address modern challenges - faster application, global compliance, and high durability.

Key Innovations

Low VOC Coatings
for eco-compliance

DTM (Direct-to-Metal)
one-coat systems

Airless Spray-Ready Paints
for high-speed coating

Multi-coat Systems
for extreme environments

PRODUCT RANGES

Kroma SteelGuard™ Built for India's Backbone. Engineered for Harsh Realities.

| Applications |
|---|
| PEBs, Industrial sheds, Transmission towers |
| Bridges, Airports, Power Plants |
| Refineries, Metro & Flyovers |

| Advantages |
|---|
| 7–10 Year Protection |
| Available in 2-coat, 3-coat & DTM formats |
| Fast Application, Long Repaint Cycles |

Kroma MarineShield™

Salt-Resistant. Mission-Ready.

Applications

Ports, Jetties, Shipyards

Offshore Platforms, Coastal Pipelines

Salt & Fertilizer Yards

Advantages

Withstands >
1000 hrs salt spray

Combines Zinc + MIO + PU

Trusted by EPCs &
Port Authorities

Kroma OEM+™

Speed Meets Strength. Ideal for OEM Production.

Applications

Earthmoving machinery, Panels, Fabrication

Pumps, Compressors, Enclosures

OEM Paint Shops, Cabinets, Fans

Advantages

Rapid-dry DTM systems

High resistance to oil, abrasion

Batch-ready, aesthetic
+ functional finish



PAINT SELECTION CRITERIA

1 Substrate to be Protected

Steel / Structural Steel | Needs corrosion protection (zinc-rich primer, epoxy, PU, polysiloxane)

Concrete / Masonry | Requires breathable, alkali-resistant coatings (acrylics, epoxies)

Wood | Needs flexibility and water resistance (alkyd, PU, acrylic)

Plastic | Requires adhesion-promoted paints (modified acrylic, PU)

2 Environmental Conditions (ISO 12944 Classification)

C1 (Indoor, dry)
Decorative alkyd or acrylic.

C2 (Urban, low pollution)
Basic alkyds, acrylics.

C3 (Urban/industrial, medium humidity)
Epoxy primer + PU topcoat.

C4 (Chemical/industrial, coastal)
Zinc primer + epoxy intermediate + PU topcoat.

C5 / CX (Marine, offshore, aggressive) | Heavy-duty zinc-rich primer + high-build epoxy + polysiloxane/fluoropolymer topcoat.

3 Performance Requirements

Corrosion resistance
(steel structures, pipelines, tanks)

Chemical resistance
(plants, refineries, flooring)

UV resistance & gloss retention
(topcoats, architectural finishes)

Abrasion resistance
(floor coatings, heavy equipment)

Fire protection
(intumescent coatings like Steelguard)

Hygiene / Cleanability
(food, pharma industry coatings)

4 Application Method & Site Conditions

Airless spray | High-build epoxies, zinc-rich, polysiloxanes.

Bake/oven cure | Stoving enamels, powder coatings.

Brush/Roller | Touch-ups, small areas, maintenance.

5 Film Build & Durability

| | | |
|--|--|---|
| High-build systems Fewer coats, faster application. | Long-term durability (15–25 years, ISO 12944 Part 1) Needs multi-coat, high DFT systems. | Short-term protection (2–5 years) Economic alkyds/acrylics. |
|--|--|---|

6 Maintenance & Recoating

Ease of overcoating
(alkyds & acrylics easier than epoxies).
Maintenance interval based on environment
(C3 vs C5).

7 Aesthetic Requirements

Gloss, color stability, and decorative appearance
(PU, polysiloxane, acrylic).
Texture or functional appearance
(hammer finish, MIO coatings).

8 Regulatory & Safety

VOC regulations (use high-solid, waterborne, or powder coatings if restricted).

Fire resistance / low-smoke requirements (intumescent, water-based systems).

Food & pharma compliance (FDA-approved or low-toxicity coatings).

9 Cost vs. Lifecycle Value

Lowest upfront cost: Single-pack alkyds or acrylics (short life).

Balanced cost-performance: Epoxy + PU systems.

High initial cost, long life: Polysiloxane, fluoropolymer, intumescent.

In short

Primer choice = based on adhesion, corrosion resistance, substrate.

Intermediate coat = builds barrier thickness (epoxy, MIO).

Topcoat = aesthetics + UV/weather protection (PU/Polysiloxane).

International Standards for Paint Application

- ISO 12944
- NACE / AMPP
(Now merged with SSPC)
- SSPC (Society for Protective Coatings, USA)
- BS EN 1090 / BS EN ISO 8501 / 8502 / 8503 (Surface prep)

COATING SYSTEM MATRIX (ISO 12944)

| Environment | Lifespan | Kroma Coating Systems | VOC (g/m ²) |
|-----------------------|---------------|--|-------------------------|
| C1 to C3 (Low) | Up to 7 Years | Kroma Rapid Coat 303, Armor 10/20 | < 40g/m ² |
| C3 to C4 (Mid) | 7–15 Years | Epicoat 201, 355 MIO, PureCoat 712 | < 110g/m ² |
| C4 to C5 (High) | 15–25 Years | ZincPro 100, Epicoat 355 MIO + PureCoat | < 130g/m ² |
| C5 to CX (Extreme) | 25+ Years | ZincSil 645, Epicoat 355 MIO + PureCoat | < 100g/m ² |

Certified under ISO 12944 & ASTM standards



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