

**THINK**



**Worldwide  
preview,  
Alfa presents  
the biggest  
technological  
innovation in  
the world of  
DIY decorative  
paints for points  
of sale**

In THINK Vol.1 written back  
in 1998, Edoardo Rossetti  
presented his vision  
about the future of paint, which  
today has become a reality.  
To request a copy, contact  
[info@alfadispenser.com](mailto:info@alfadispenser.com)

In business, there are not  
prophets, but only people able  
to anticipate the future  
with their own visions,  
enlightened people who,  
by thinking differently  
have made innovation  
the purpose of their lives.

"The important thing in science  
is not so much to obtain  
new facts as to discover new  
ways of thinking about them."

William Bragg  
(Nobel Prize in Physics 1915)



## Introduction by Umberto Marazzi

## The technology: Decorative Paint Evolution

A major shift in the approach to the conventional production process, which leads to the realization of MASTER PAINTS, representing the substantial simplification whereby the entire process, can be brought inside the point of sale. Everything accompanied with the necessary tools for a real and direct promotion of the product towards the final consumer through the widespread dissemination of COLOURED PAINT TESTERS.

Not a random assembling, but a skillful and careful integration of the various technological components of the entire value chain: processing of raw materials - chemicals - dosing - homogenization and control, to achieve the best balance for the final solution: COLOURED DECORATIVE PAINT.

As in all winning ideas, content is never overturned, it simply evolves thanks to an important remodeling in order not to affect the perception of the same content.

## The leader: Edoardo Rossetti

Forever beyond... always beyond... continuously beyond. A man projected toward tomorrow, constantly looking at the future but still remembering the past.

A man eating the "bread of yesterday" to reach the future of tomorrow, envisaging what does not yet exist and many times able to demonstrate that little things can make big things happen.

A man who sails over ideas, may returning to harbor with some disappointment, but setting sail immediately after, for chasing new raising wind gusts.

A man who constantly evaluates ideas swirling and suffered, but cultivated for entire seasons, until they become mature, creative and able to generate solid visions, which thanks to his tenacious consistency can reach... the limit!

Respect for those who can always go further: THE FUTURE IS THEIRS.

## Forever beyond... always beyond... continuously beyond.

*Umberto Marazzi  
(Corob Cofounder)*



## Edoardo Rossetti

borned in Modena, Italy, has always had a natural affinity with innovation. The following is a timeline of the events that have surpassed over the last 50 years, detailing both his extensive career within the world of color and his achievements elsewhere.

1963 - Rossetti founds **ROSSETTI VERNICI E IDEE**, which soon becomes one of the major paint producers within the Italian market.

1970 - Rossetti begins to invest in what would become one of the biggest innovations in the world of color, the tinting system, and in 1972, he patents the first tinting machine, the **COLORTRONIC**.

1983 - Rossetti founds **COROB**, which becomes the leading global provider of tinting machineries, offering a full range of products, from dispensers to mixers.

1992 - Rossetti founds **SPETRA**, the first company to produce decorative water-based paint effects and in 1993, he acquires **MATHERSON**, a leading supplier of color cards.

1995/1996 - Rossetti sells all of his businesses which results in The Finnish company **TIKKURILA CPS** acquiring the tinting equipment division. Mr. Rossetti joins TIKKURILA CPS as a partner. However, in 2000 he leaves the board due to certain indifferences.

1998 - Rossetti founds **ITEA**, one of the most dynamic European players in providing high energy- recovery solutions.

2003 - Rossetti founds the investment company **FINROSS** and becomes member of the board of several private equity firms.

2006 - Rossetti becomes a partner of **NIT**, now HERO Europe, designing new technologies and products. He leaves the group a year later as he did not share the strategic decision made by his partners.

2011 - Rossetti founds **EMYS**, designing and producing small recreational ships constructed entirely of steel, which leads to the winning of numerous awards.

2014 - Rossetti decides to bring to life **ALFA** in order to introduce to the market the greatest technological innovation the world of color has yet to see.

To date, Edoardo Rossetti has filed **185 patents** and has **13 patents pending** for Alfa's innovation.

For more information, please visit [www.edoardorossetti.com](http://www.edoardorossetti.com)

# ER

IS BACK TO CHANGE THE RULES



# The evolution

## Producing paint in function of the colour

Optimizing the production process by shifting the finishing of the products at point of sale, using neutral paints called MASTER, customized upon request with colorants and semi-finished products stored inside the machine.

“This is the logical evolution of what is now happening in the factory, simply by moving the production into small factories-in-a-box.

” Robert Hemingway, PPG Technical Director UK & Irland



From ready mix, to bases and colorants, to semifinished products and colorants

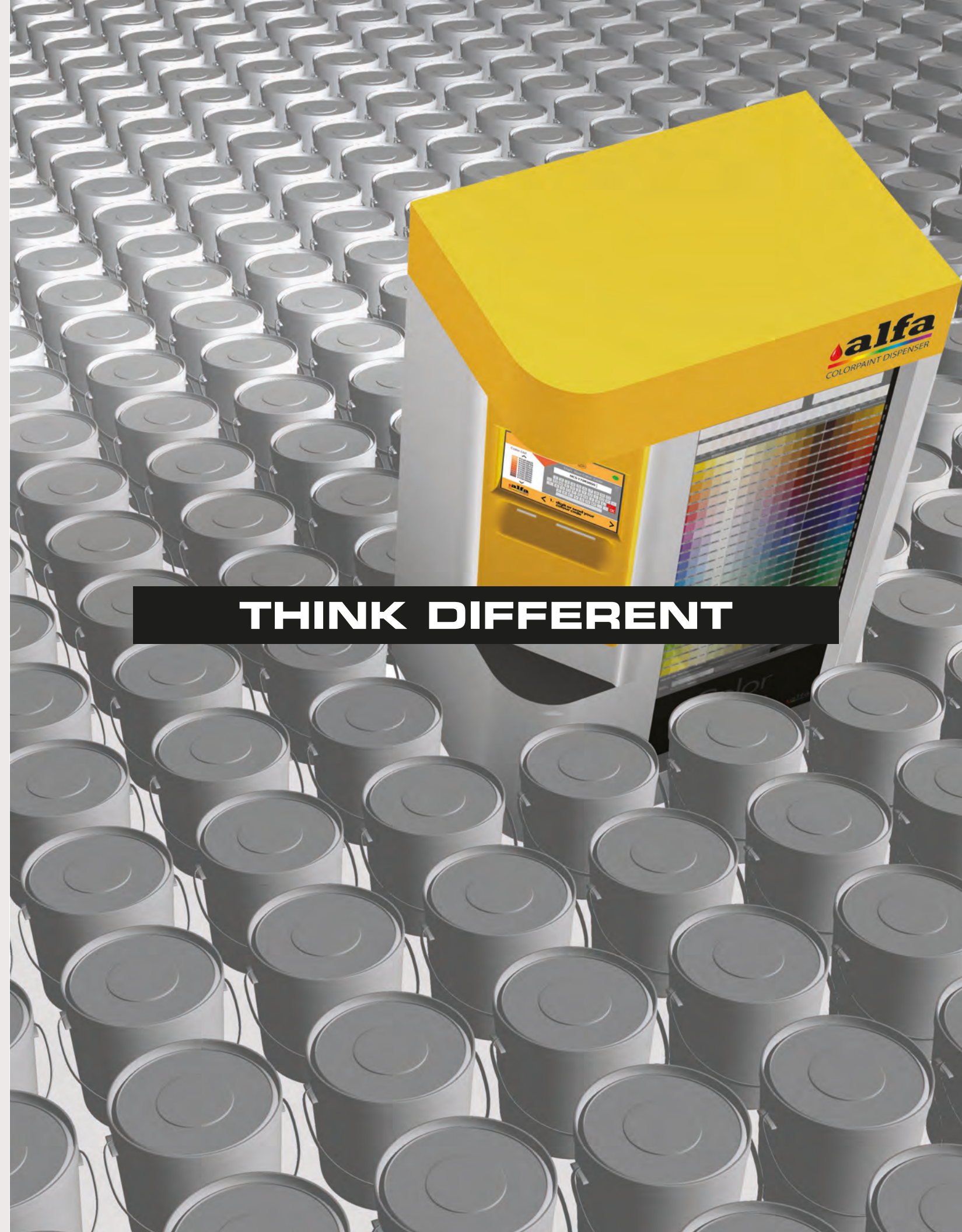


Source: THINK Vol. 1, 1998

## Mission

**Anticipating  
and interpreting  
end consumers'  
needs in order  
to offer to our  
customers, tools  
and solutions  
that meet those  
needs**

We combine knowledge of the paint market with innovations in the field of chemistry, fluid dynamics, automation and software.



**THINK DIFFERENT**



## The problems for the DIY end consumers: difficult selection of colours and qualities

Lack of knowledge and confidence often lead to indecision, which in turn leads to non-purchase, delayed purchase or compromises (on colour and price). Market researches show that purchasing drivers are in order of importance: colour, quality and finally the brand.





## The problems for producers and retailers

- High working capital
- High storage and logistics costs
- High retail space costs
- Unsold ready mix products
- Low rotation products
- Lack of brand loyalty
- Difficult differentiation from competition
- Lack of colours repeatability over time
- Difficult management of base stocks.



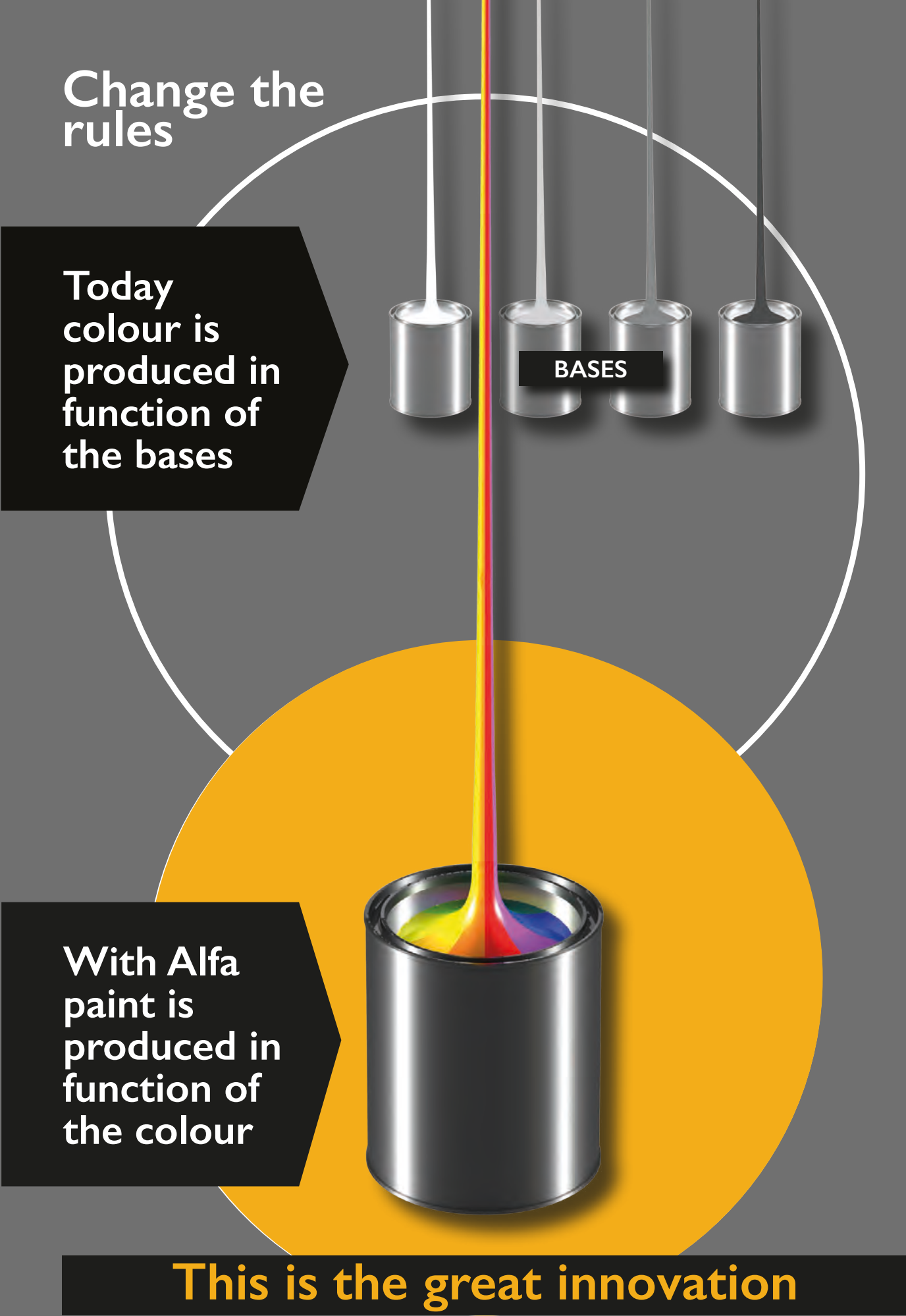
**THINK INNOVATIVE**

**“If your dreams  
don’t scare you,  
they are too  
small”**

*Richard Branson*



As everyone knows, tinting systems are a compromise between service, quality and cost of colour

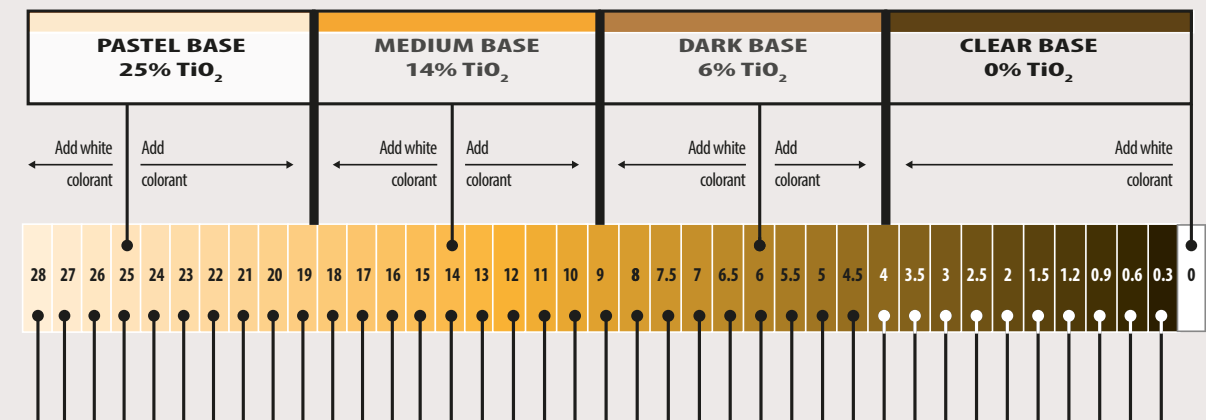


## Think about the advantages of having infinite virtual bases

If we look at the existing tinting systems, a base containing for example 14% of  $\text{TiO}_2$  is perfect only for the color area requiring this exact amount of titanium. For darker or lighter tones, it is necessary to add colorant, thus penalizing cost and quality of the paint. With our solution, you can save over 20%\* on cost of colour, simply optimizing the use of colorants.

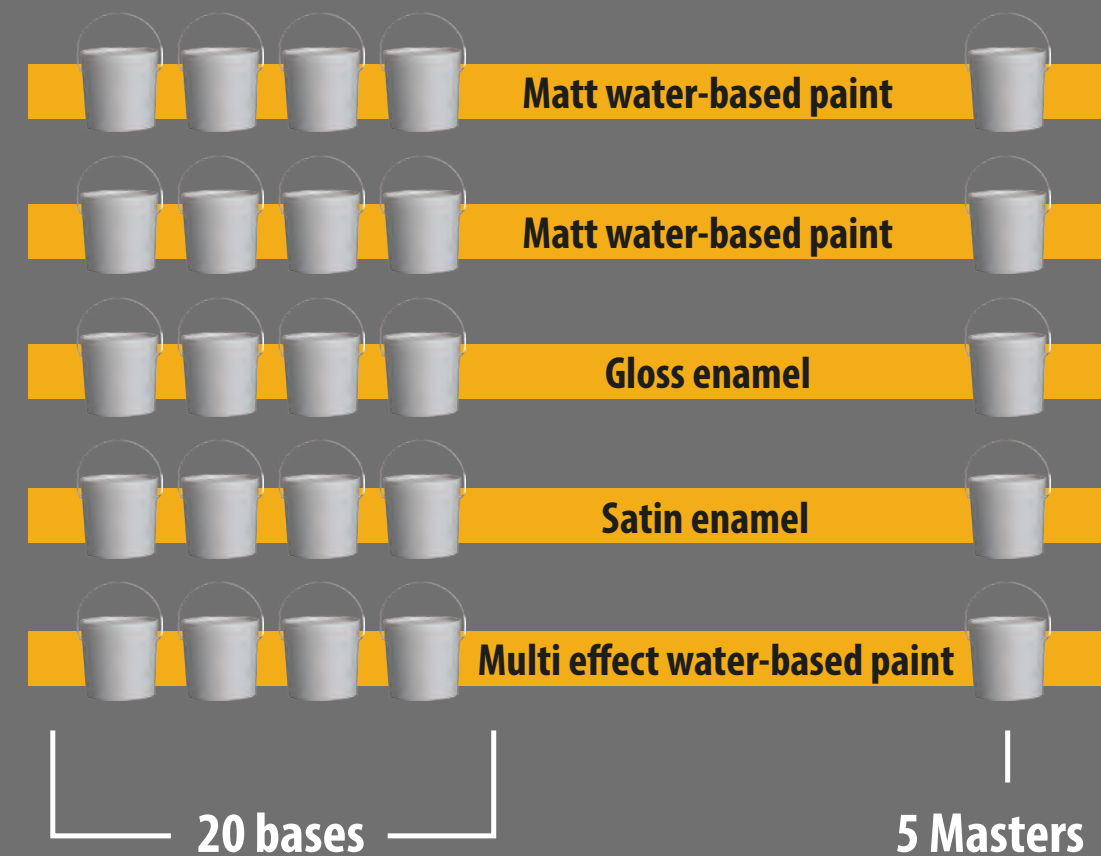
\*calculation made comparing a traditional three bases tinting system with the MASTER system.

### Example of a 4 bases traditional tinting system



**∞ Infinite virtual bases to reduce the cost of colour**

### Tinting vs Master





## Solution for colour samples of one quality of paint

By mixing **white** and **transparent bases** of a traditional tinting system, you obtain **infinite virtual bases** of one quality of paint directly at point of sale.



**INFINITE VIRTUAL BASES**

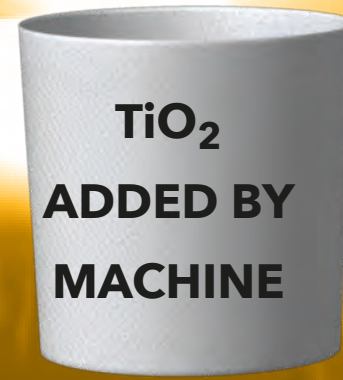


## Solution for more qualities of paint

For each quality of product, one neutral paint called Master is produced in the factory. The Master is then finished directly at point of sale with semi-finished **TiO<sub>2</sub>** and semi-finished **Filler**, stored inside the dispenser with **Colorants**.



+



**INFINITE VIRTUAL BASES**



## New patented Alfa pumps with scalable technology

- Dispense micro drops starting from **1/3840** fl oz (0,0077cc),
- High accuracy and repeatability
- Do not require calibration, only an initial set-up
- Purge the air before dispensing
- Independent units for easy maintenance
- Designed to dispense zero VOC colorants
- Suitable for semifinished products
- Digital and analogic reserve warning level.



**LENETA**

Date.....Time .....

Formula..... Applicator.....

Batch No. *1/384 1/3840*.....

Notes *FL.OZ. FL.OZ.*.....

MADE IN USA

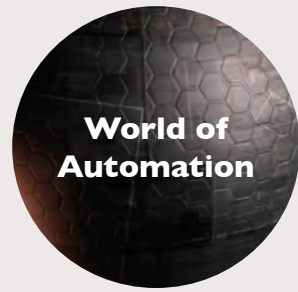
FORM 2A - OPACITY

BATCH

STANDARD

LENETA COMPANY





## Facilitate the choice of your DIY customers with self-service solutions

- Opening new sales channels
- Support e-commerce
- Offer a fast and reliable service
- Stand out from competition
- Reduce working capital
- Increase sales.





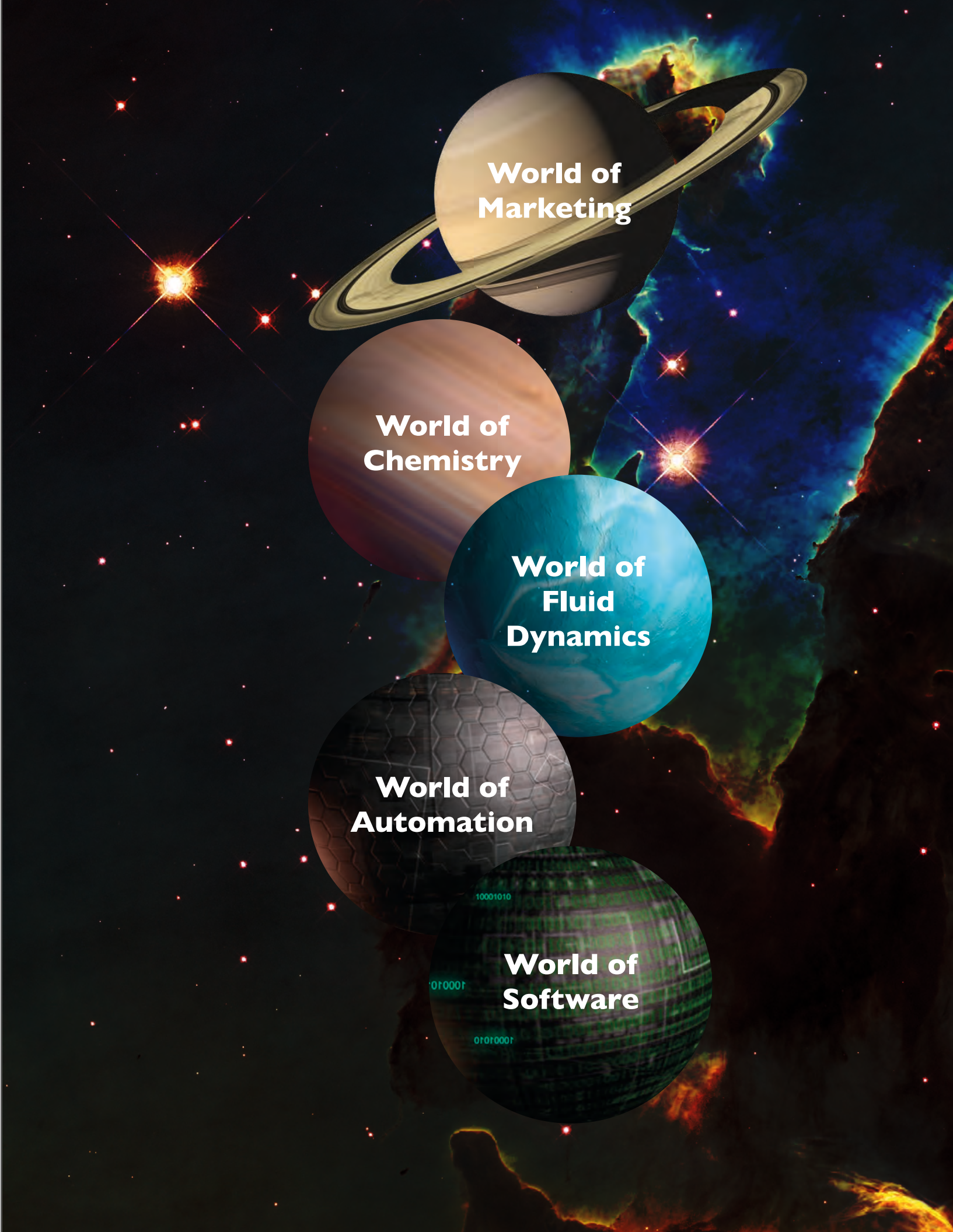
## Manage and maintain your equipment from remote with 4.0 technologies

- Laboratory  
(to upload formulas automatically, ...)
- Service  
(to perform maintenance from remote, ...)
- Marketing  
(to collect sales statistics, ...)
- Management  
(to have a global overview of equipments' status, ...)



## Five planets merged into the world of innovation

Any innovation in any field of application should draw on knowledge from different sectors, science and experiences. Only a complete and widespread proprietary know-how will enable the company to achieve the goals set by its vision.



**THINK SIMPLE**

“Design is not just  
what it looks like  
and feels like.  
Design is how it works”

*Steve Jobs*



**Unrivaled marketing tool: choosing colour has never been so simple**

## **Color Tester**

- Any color in 100 cc cans,
- Samples ready in less than 1 minute
- 280 samples in full autonomy
- 0.85 square meters of advertising opportunities
- Sales promoter

## **Mini Mixer**

- Mix up to 3 samples in 30 seconds
- Works with 100 cc cans



The perfect tool for DIY: fast, easy and fun

Self Master Color

- Self-service and easy to use
- Produce any colour in different qualities and packaging
- Product ready in 2 minutes
- Only 1 Master for each quality of paint
- 2.25 square meters of advertising opportunities.



# Solution for traditional points of sale

## Desk Master

Suitable to dispense only colorants and be upgraded with an external module for semi-finished products once the Master system is implemented. This modular technology offers maximum flexibility and allows you to get rid of the old bases, introducing gradually the Master concept. The best solution to optimize you investment.



## Compact solution for small points of sale

### Mini Master

The perfect solution to reduce stock and optimize space in small points of sale, as it works with only one Master for each quality of paint.

This modular technology offers maximum flexibility and allows you to get rid of the old bases, introducing gradually the Master concept.

The best solution to optimize your investment.



The accurate,  
versatile and  
cost-effective  
solution  
for every  
laboratories

## Color Lab

- High precision and repeatability
- Dispense colorants, bases and semi-finished
- Minimum drop **1/3840 fl oz ( 0,0077 cc )**
- Works with cans of 100 ml up to 1 L
- Interchangeable modules for maximum flexibility
- Save on paint disposal costs
- Optimize colour formulation
- No more human error.

## Mini Mixer

- Mix up to 3 samples in 30 seconds
- Works with cans starting from 100 ml up to 1 L



# Change is...

“Change is the law of market. Those who look only to the past or present are certain to miss the future”

John F. Kennedy



# Market breakthrough

Change the rules, strengthen your brand and become a market leader.

Color Tester



Self Master Color



Desk Master



Mini Master



## Attract new customers and boost sales

Color Tester is the perfect tool to **attract new customers**, when placed in new high-traffic sales channels such as shopping centers. Potential customers are frequently **exposed to you brand**, thus **increasing its visibility and recognition**. Samples **show not only the colour but also the quality** of paint and work as sales promoters for all affiliated stores and online sales.

Thanks to the positive experience of the Color Tester, consumers feel at ease using a **Self Master Color**, the self-service dispenser that produces different qualities and quantities of paint. Operators can help consumers who require additional assistance with the **Desk Master** or the **Mini Master**.

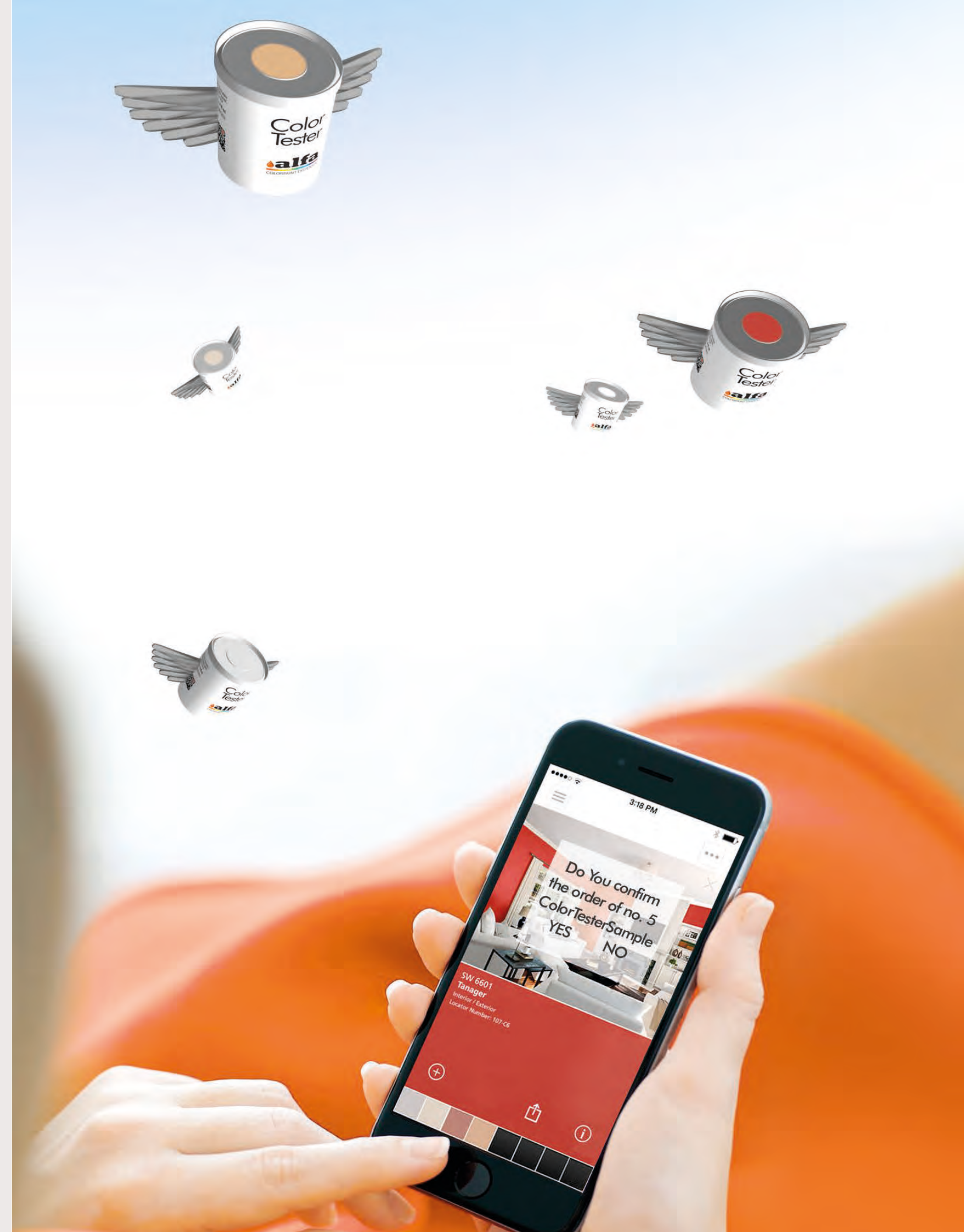
Furthermore, consumers can opt to **purchase the product online**, feeling confident that the product they order is what they will receive, thanks to the unique codes identifying each colour.



## The key for e-commerce

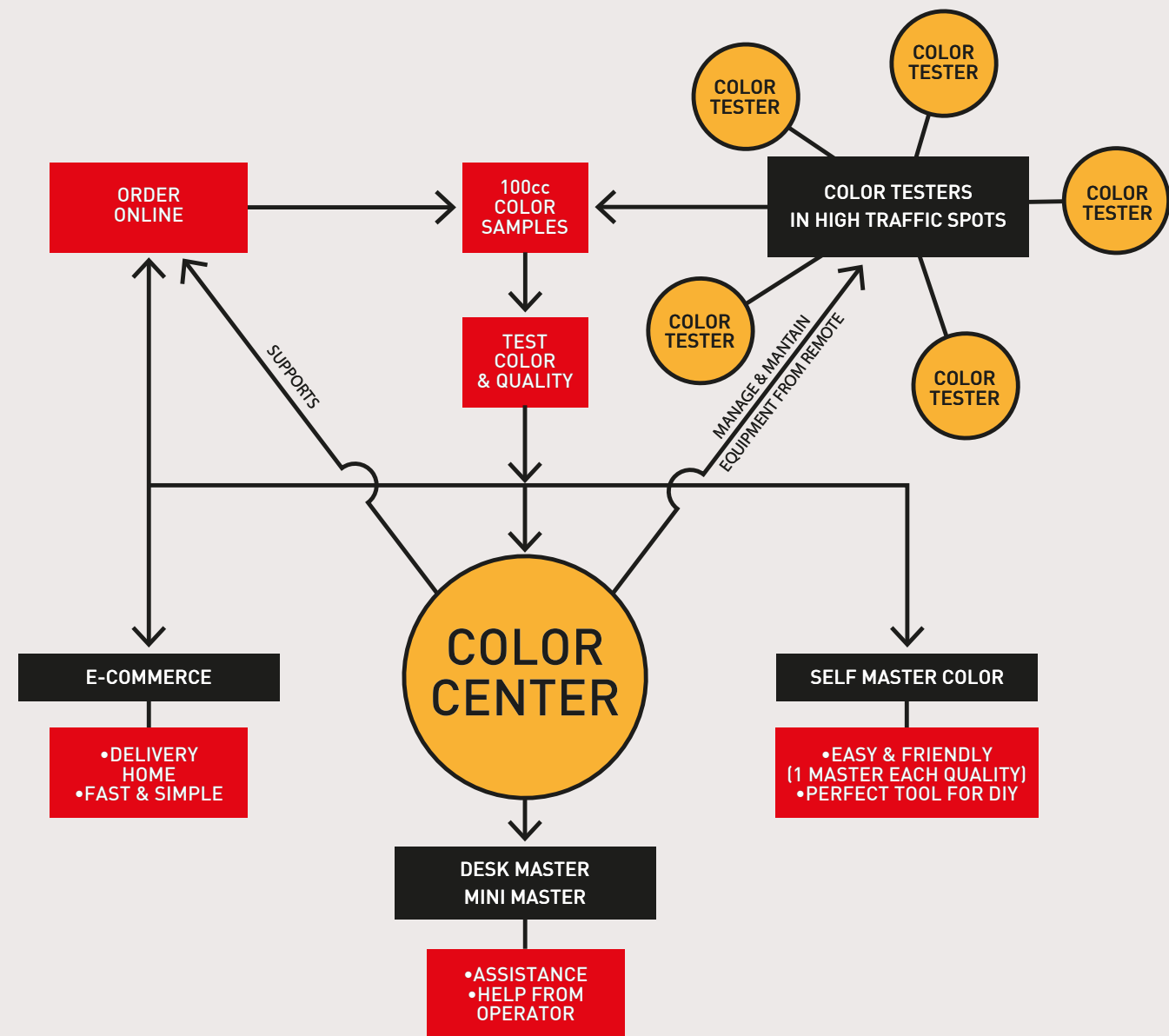
Today, with the rise of technology, significant portion of commercial activities take place over the Internet. E-commerce is taking a bigger slice of the overall retail sales pie, growing far faster than retail sales.

Colour samples allow web based ordering and deliveries directly home from the factory or from the local store. DIY consumers can test not only the colour, but also the quality of the paint without leaving their homes; simply ordering the finished product online with the unique code identifying each colour.



# The future of color

We designed solutions that take into consideration the special needs of each customer group, with tools that help them choosing the right product with the maximum flexibility.



## Alfa, your partner in chemistry and colorimetry

Alfa can support you to optimize the formulation of your colours and paints, with particular care to costs and in accordance with your commercial and marketing strategies.



## Alfa, your partner in marketing

We offer a complete service, designing modular solutions to meet the needs of different points of sale (POS) and offer a unique experience to end consumers.

1. Kiosk solution, with modular displays offers maximum flexibility.
2. Island solution, offers the advantage of separating colour selection from production of samples.
3. Compact solution, with a limited footprint and the color card displayed directly on the machine.



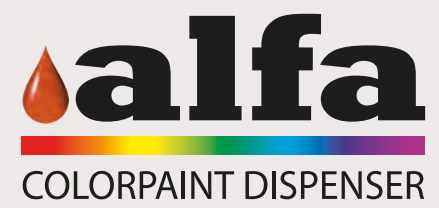
Each element has been designed to be easily shipped and assembled



# Patents

Thanks to the experience and know-how of our professionals, we have created and filed a number of patents. This is an important warranty for the continuity and safety of our customers, who can implement long-term plans in order to successfully compete in the paint market arena, protecting themselves from competitors.





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COLORPAINT DISPENSER