

An aerial photograph showing a large number of ships, including cargo vessels and tankers, docked in a harbor. The water is a deep blue, and the sky is clear. The ships are arranged in rows, with some larger vessels in the foreground and smaller ones further back.

Reliable solution for your needs

A close-up photograph of a yellow industrial structure, likely a crane or a large piece of machinery, with a complex lattice of beams and supports. The structure is set against a clear blue sky.

LIGHT INDUSTRY SOLUTION

COASTAL SOLUTION *(Non –IMO)*



4 main things for today..



The markets



**The insights,
products and
benefits**



The solutions



The tools

The markets

Understanding our opportunity!



What is Light Industry?

Less capital intensive & light duty market



What is Coastal market?

Non – IMO vessels

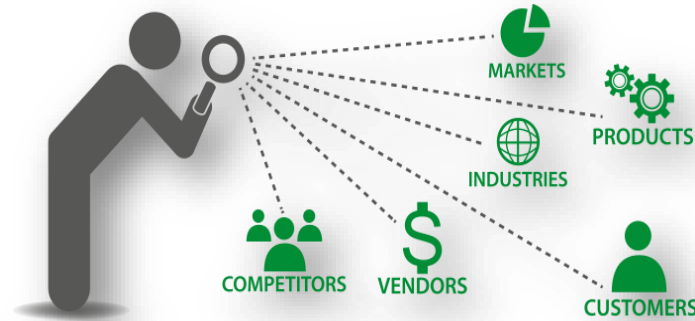


Opportunities to grow more!

Opportunities to grow more through..



Collective experience



**Understanding of the
markets**



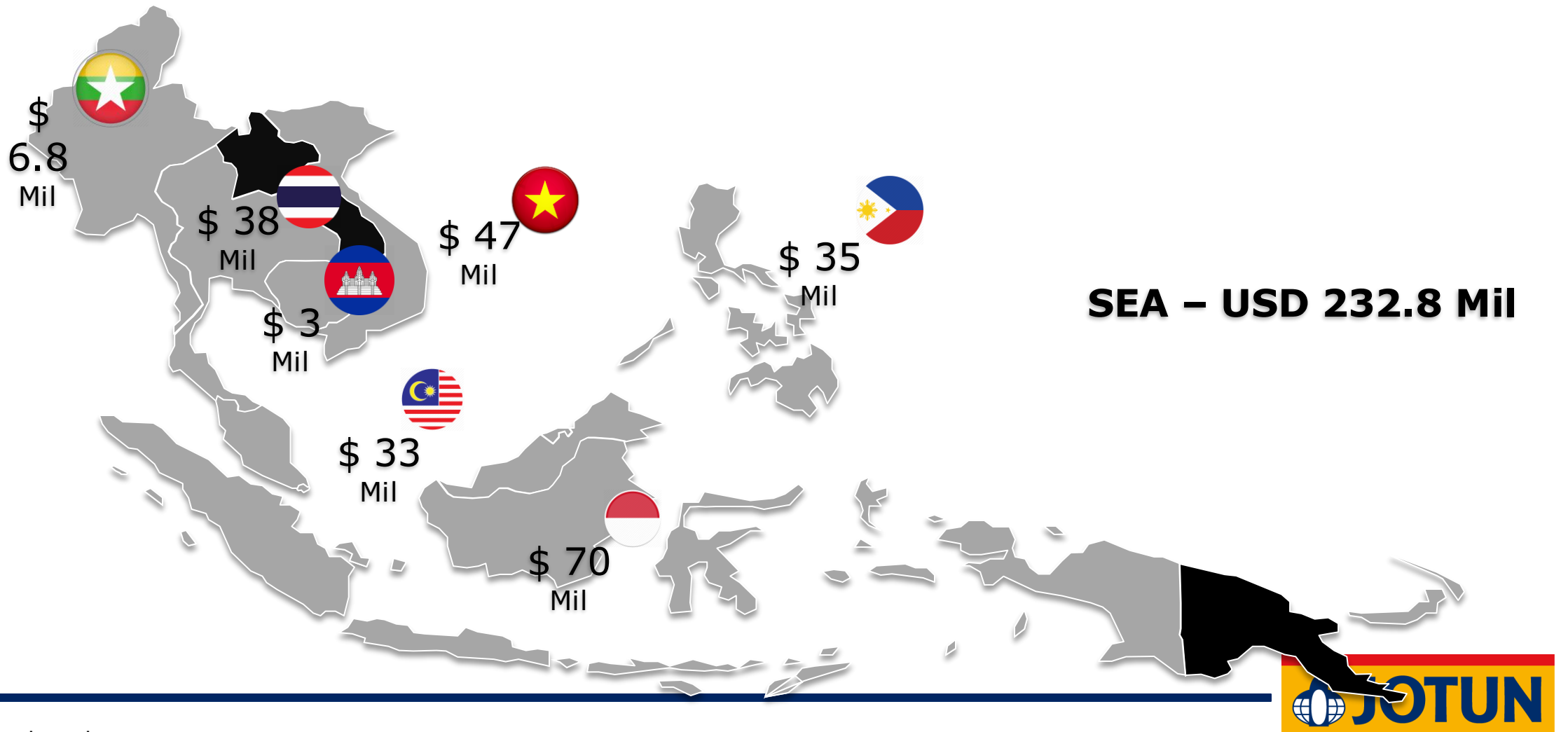
**Innovative products &
solutions**

And..

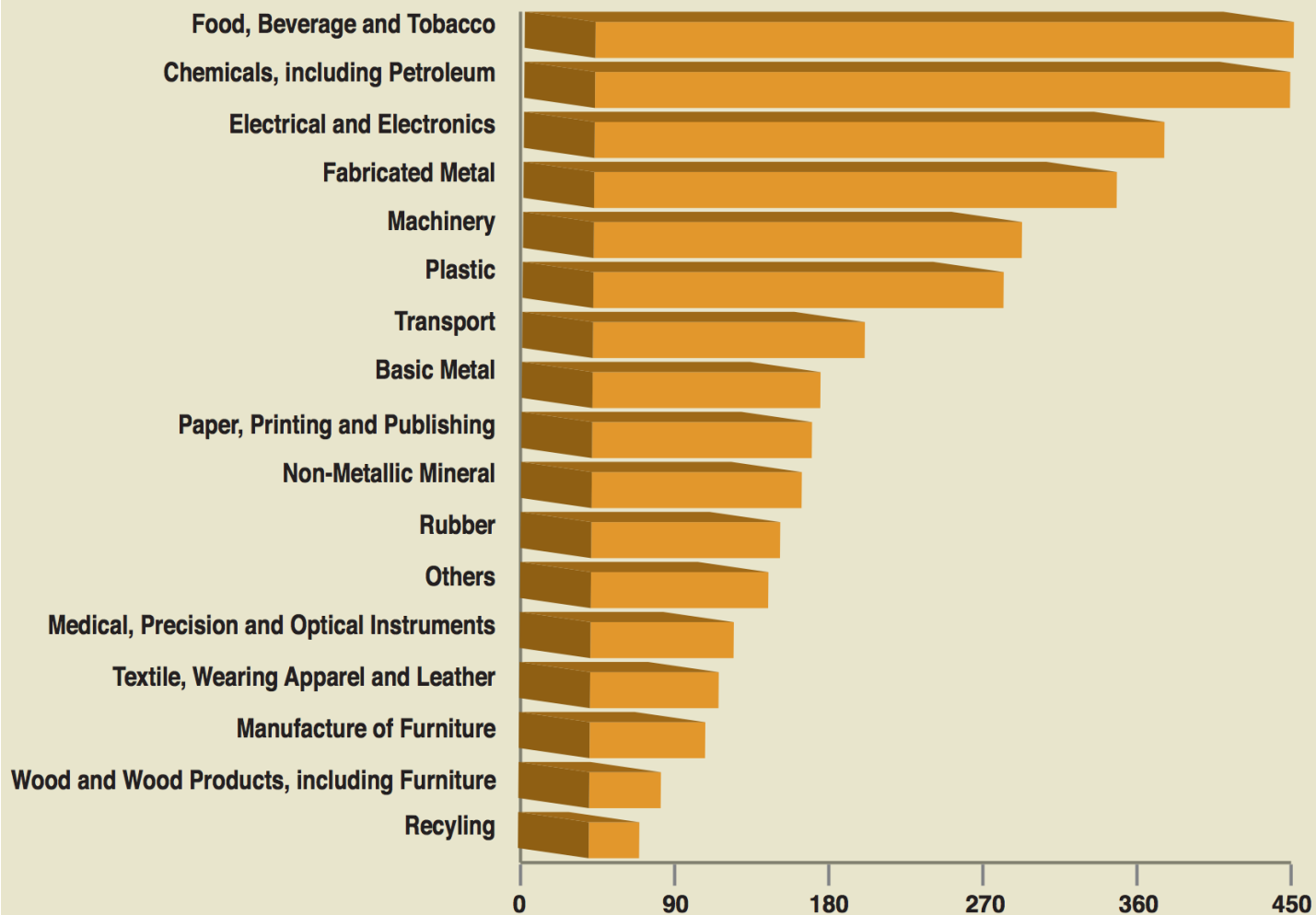


Big market to grab!

Market Size – Light Industry / General Maintenance



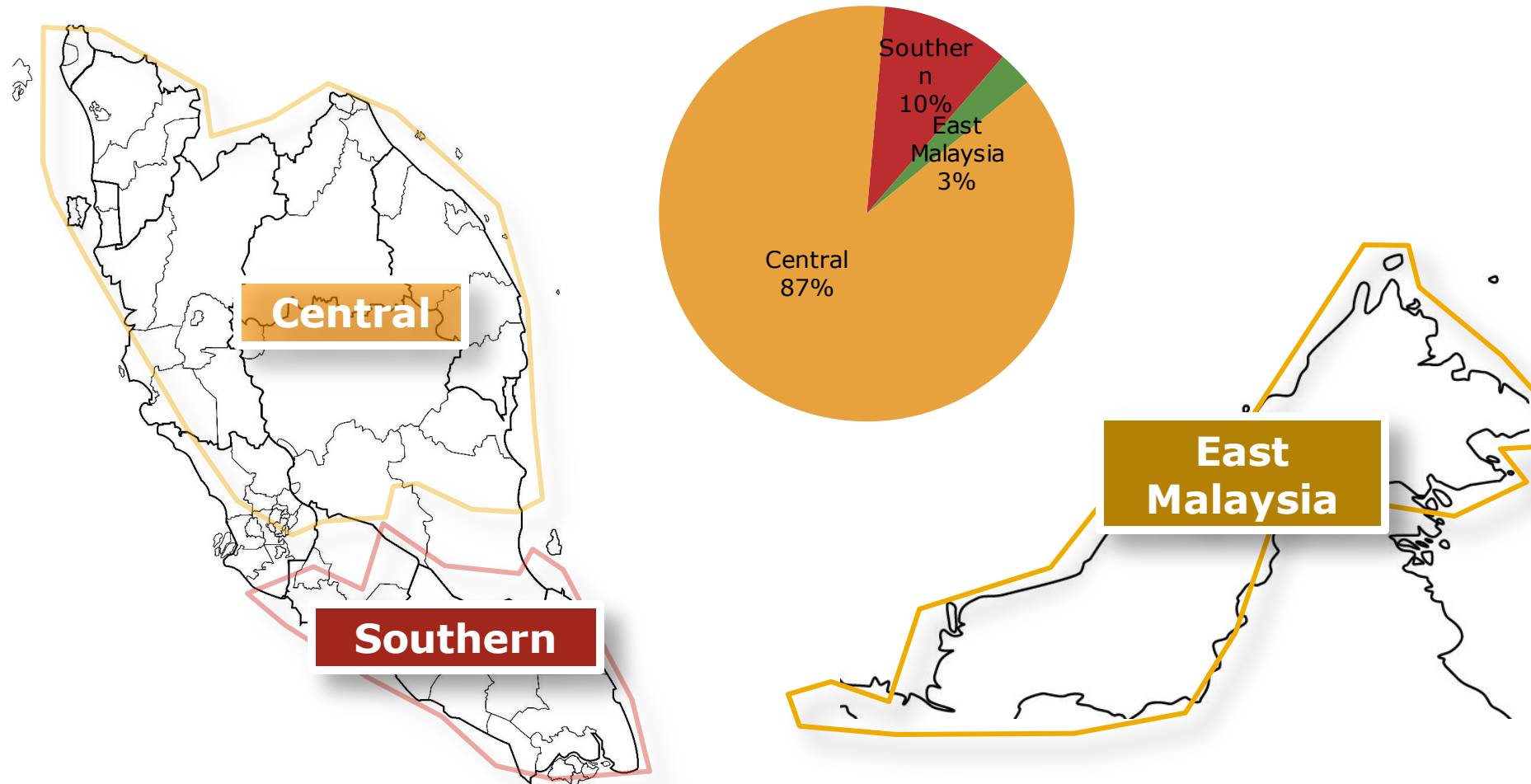
*Jotun internal study



Targeted Sector

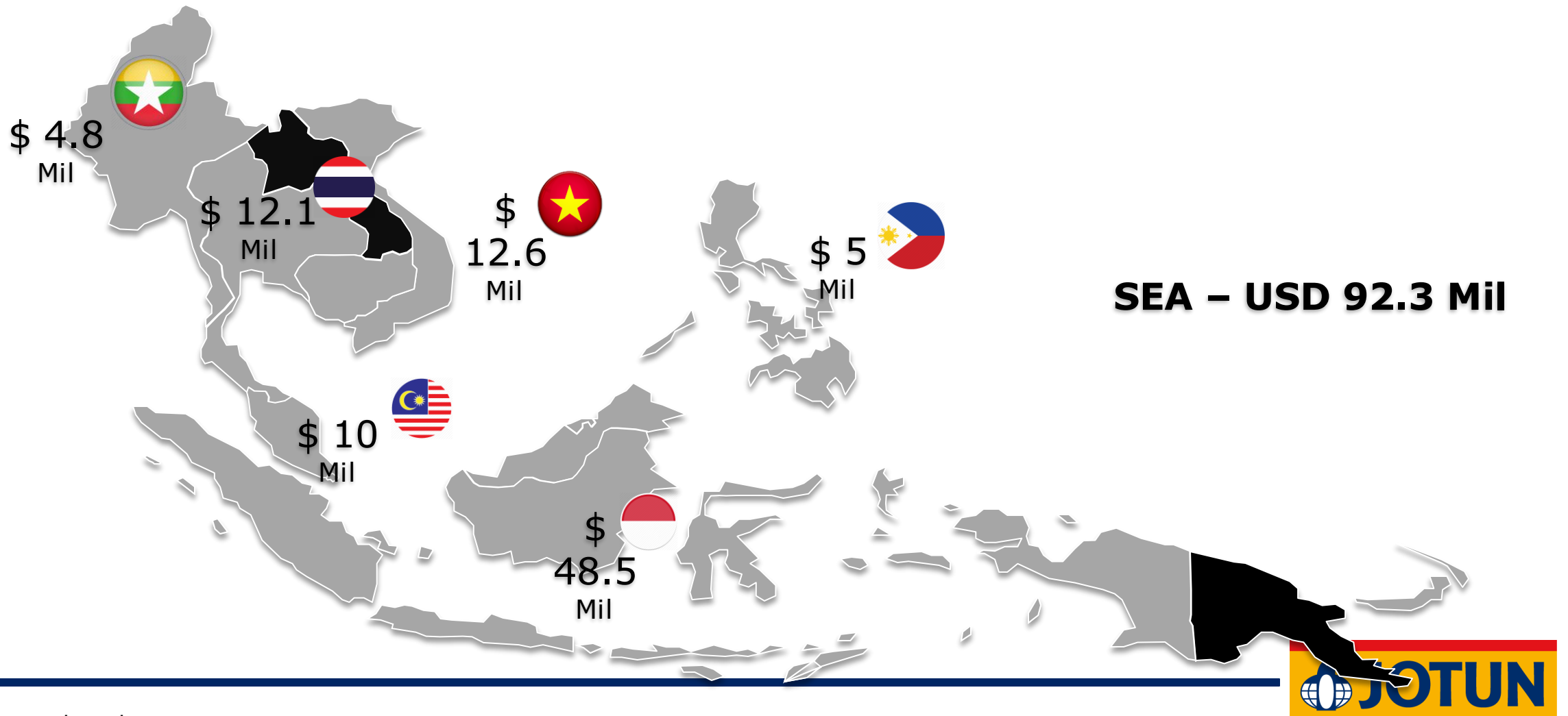
- Food, Beverage and Tobacco
- Chemicals, including Petroleum
- Electrical and Electronics
- Fabricated Metal
- Machinery
- Transport

Total: 2000++



Majority industries been set up at **Central Region** which is more than 50% in Malaysia

Market Size – Coastal (*Non-IMO vessels*)



*Jotun internal study

* Sumber: Sistem e-Pengisytiharan LKIM

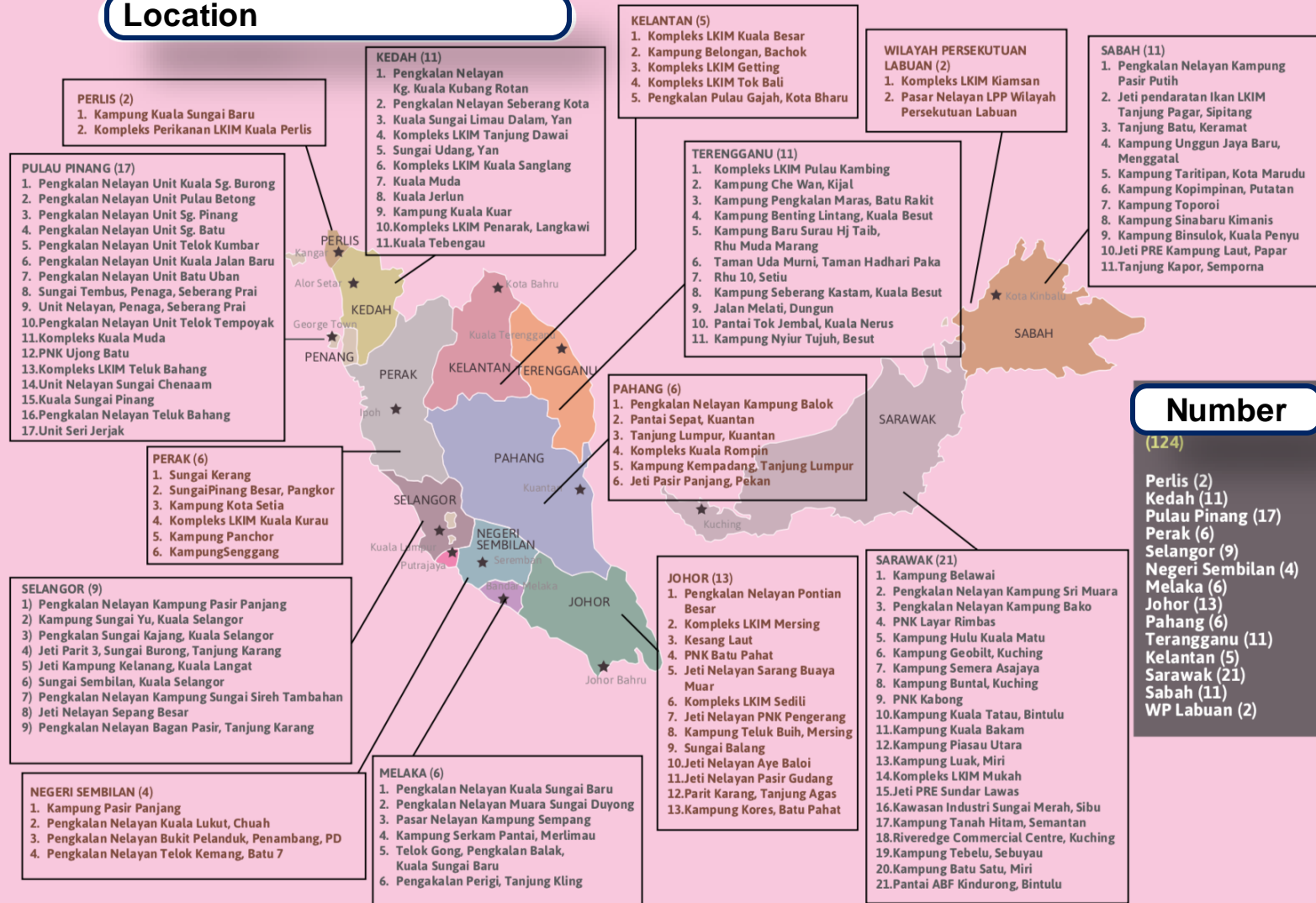
TREND PENGISYTIHARAN PENDARATAN MENGIKUT NEGERI

Negeri	Bil. Vesel	Kuantiti (TM)	Peratus	Nilai (RM)	Peratus
Perak	5,168	256,622	30%	627,141,765	25%
Sabah	6,477	138,650	16%	406,927,857	16%
Pahang	1,516	97,810	11%	294,473,640	12%
Selangor	3,078	76,731	9%	160,721,378	6%
Kedah	3,047	74,670	9%	234,471,699	9%
Sarawak	4,165	68,428	8%	225,394,531	9%
Kelantan	1,469	35,712	4%	100,655,317	4%
Johor	3,729	26,763	3%	150,190,874	6%
Perlis	717	26,318	3%	72,266,508	3%
Terengganu	2,132	21,787	3%	115,273,183	5%
Pulau Pinang	2,366	18,811	2%	91,830,988	4%
W/P Labuan	301	7,222	1%	21,170,526	1%
Melaka	719	1,193	0.1%	13,719,101	1%
N. Sembilan	323	498	0.1%	5,757,781	0.2%
Jumlah	34,670	851,217	100%	2,519,995,147	100%



OFFICIAL PORTAL
FISHERIES DEVELOPMENT AUTHORITY OF MALAYSIA
Ministry of Agriculture & Agro-Based Industry Malaysia

Location



Number

(124)

Perlis (2)
Kedah (11)
Pulau Pinang (17)
Perak (6)
Selangor (9)
Negeri Sembilan (4)
Melaka (6)
Johor (13)
Pahang (6)
Terengganu (11)
Kelantan (5)
Sarawak (21)
Sabah (11)
WP Labuan (2)

The insights, products and benefits

Turning insights into products!



**“If you're not listening
to your customers, your
competitors are.”**

CMO, SurveyMonkey

Leela Srinivasan



We focus on insights!



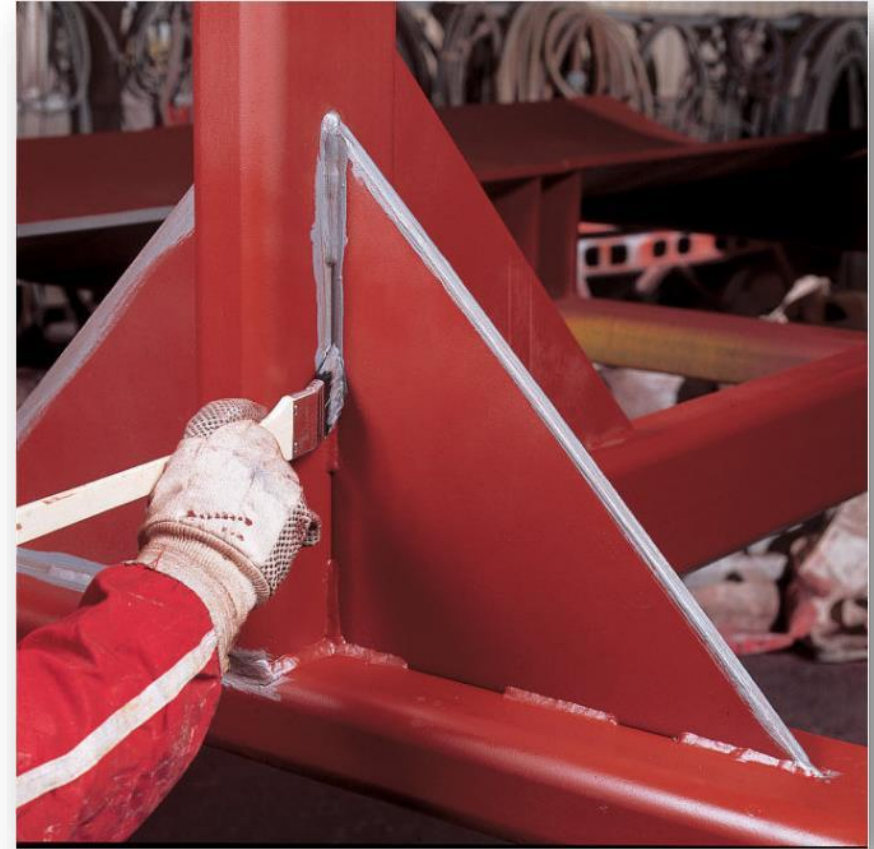
UNIQUE and **SOLVING**
customers' challenges



Dealers to **SELL MORE**
and **BETTER PROFITS!**

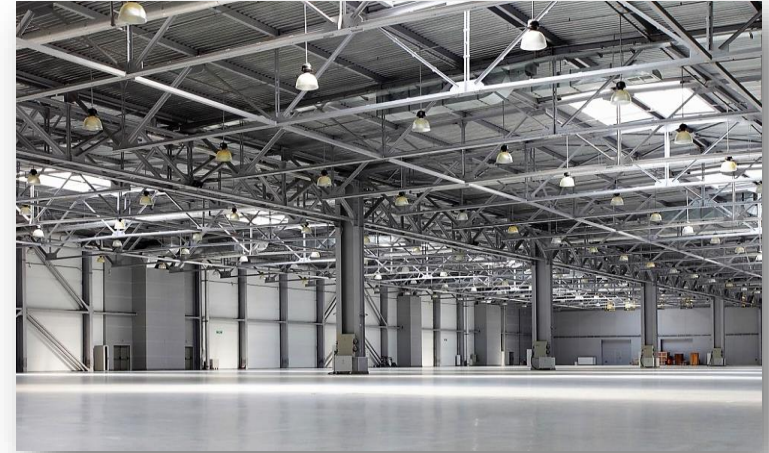
Fabricators / applicators insights – simplicity and efficiency

- Wrongly mixed 2K products especially for small to medium maintenance job
- Efficiency is important for them as it saves them the time
- The need to source different brands for different usage sometimes



Owners insights – trusted brand and their asset is maintained longer

- They like their assets to look cleaner longer and shiny!
- Durability is quite important for them as repainting can be troublesome



Dealer insights – Additional Avenue of Profit!

- Confusion on which products to sell / specified
- Ability to offer products rightly and fast to customers is important



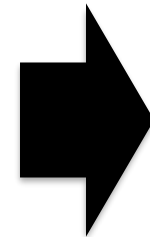
Leaner assortments, less complexity & confusion!

Jota Series

JOTA QD MIO
JOTA QD PRIMER
JOTA QD TOPCOAT
JOTA TC GLOSS
JOTA EP MASTIC 66
JOTA EP MASTIC 88
JOTA EP TOPCOAT
JOTA PU TOPCOAT

Coastal Series

COASTAL PRIME QD
COASTAL GLOSS
COASTAL EP MASTIC
COASTAL EP FINISH
COASTAL UNIPRIME



New Products

ALKYDPRIMER QD
ALYKD HIGH GLOSS
ALKYD HIGH GLOSS QD
EASYPRIME
UNIPRIME QD

13

5

The new products address the market needs!

New Products

ALKYDPRIMER QD
ALYKD HIGH GLOSS
ALKYD HIGH GLOSS QD
EASYPRIME
UNIPRIME QD



HIGH GLOSS FINISH (*for alkyd topcoat*)

BETTER YELLOWING RESISTANCE (*for white color*)

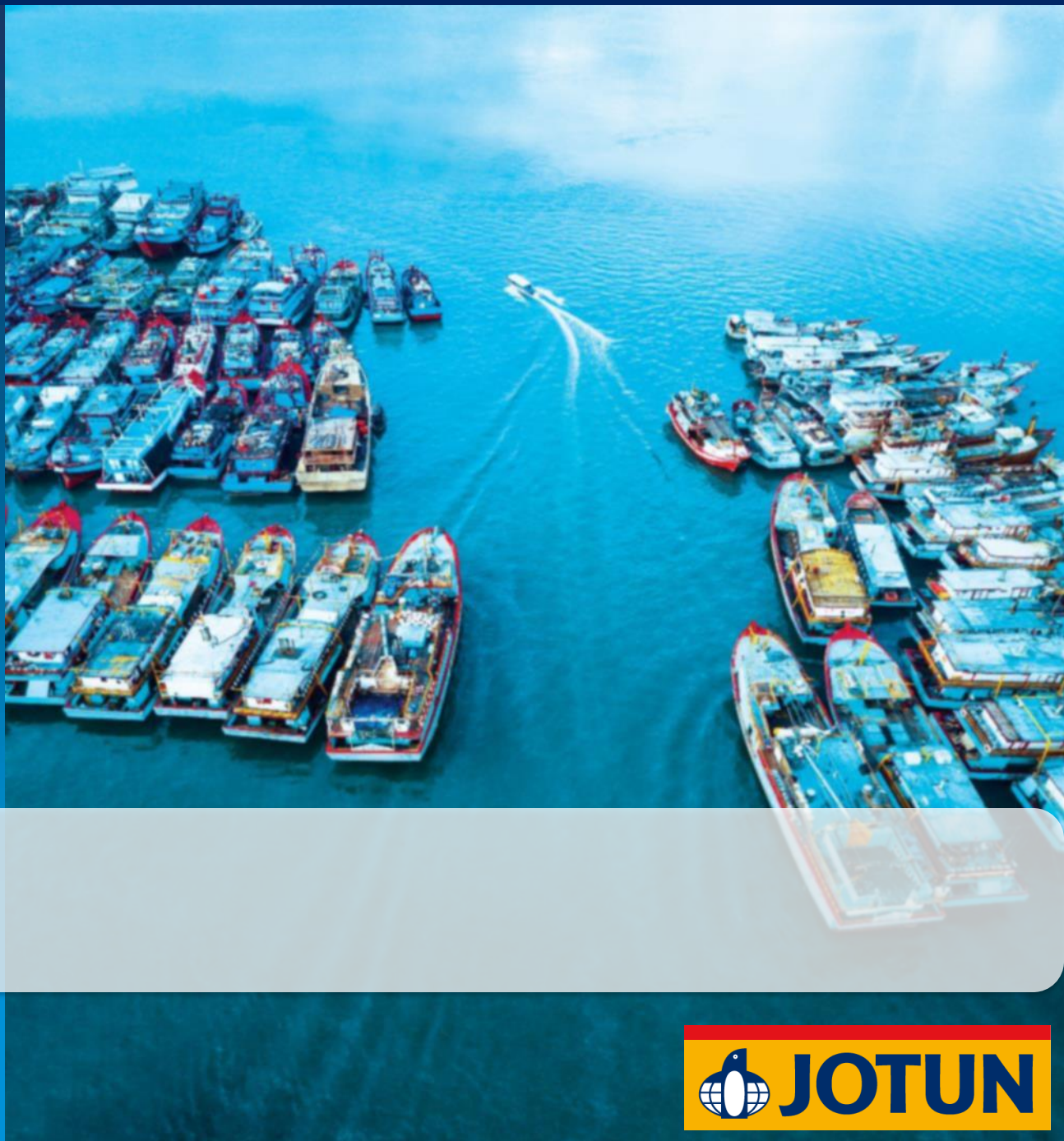
SIMPLICITY

EFFICIENCY

ZINC ALKYD PRIMER



ALKYDPRIMER QD





ALKYDPRIMER QD

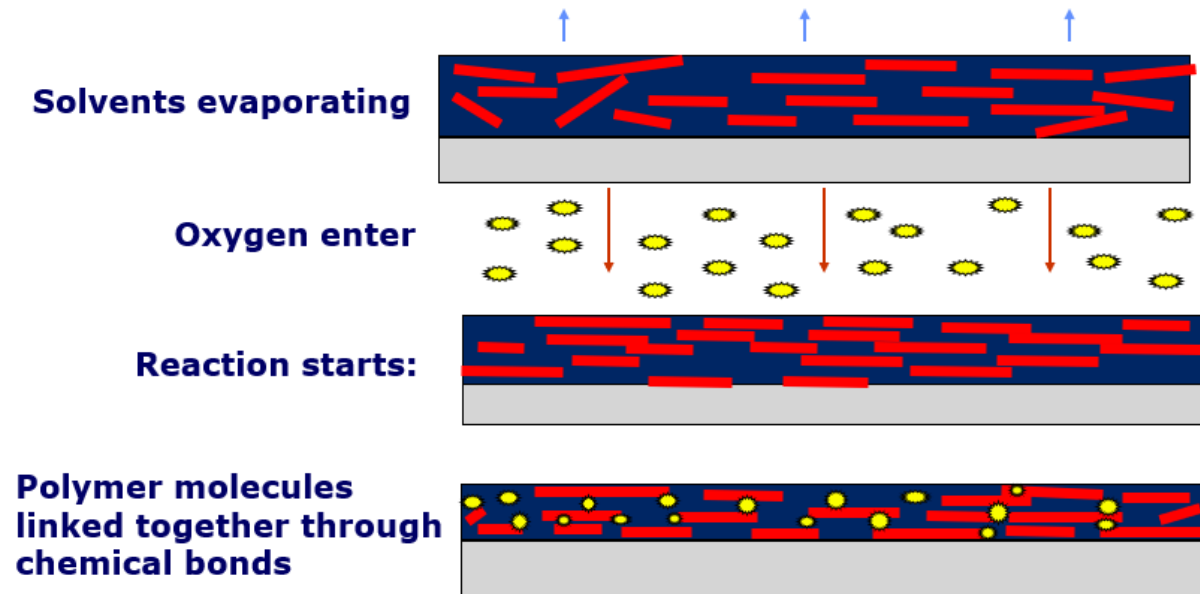
- Fastest recoating time!(*3.4x faster)
- Zinc Phosphate reinforced
- Application friendly

*Average recoating time compiled from top competitors in 4 countries



Alkyd paint curing mechanism

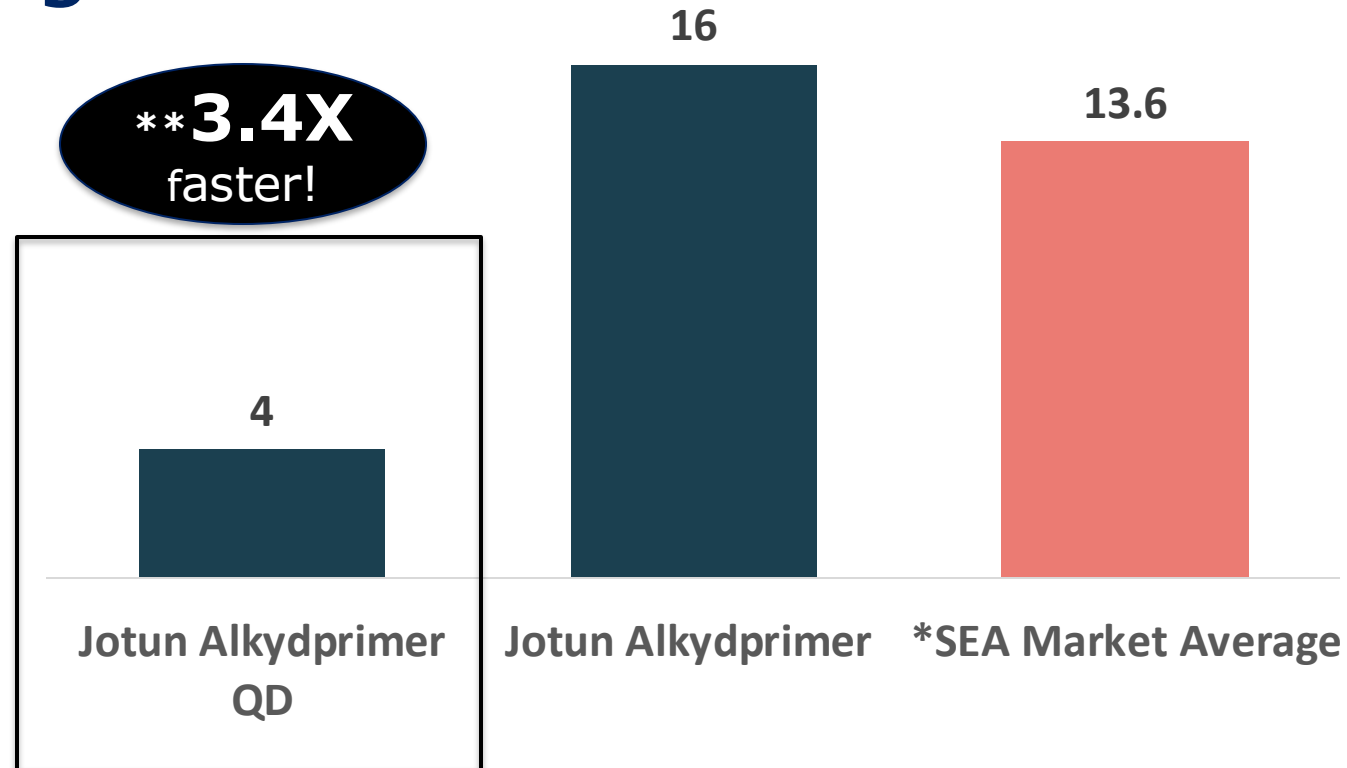
Curing (drying) through oxidation



Factors that affecting drying speed:

- Environment, ventilation
- Applied thickness, number of coats
- Type of alkyd

Fastest recoating time in the market. 3.4x faster than average

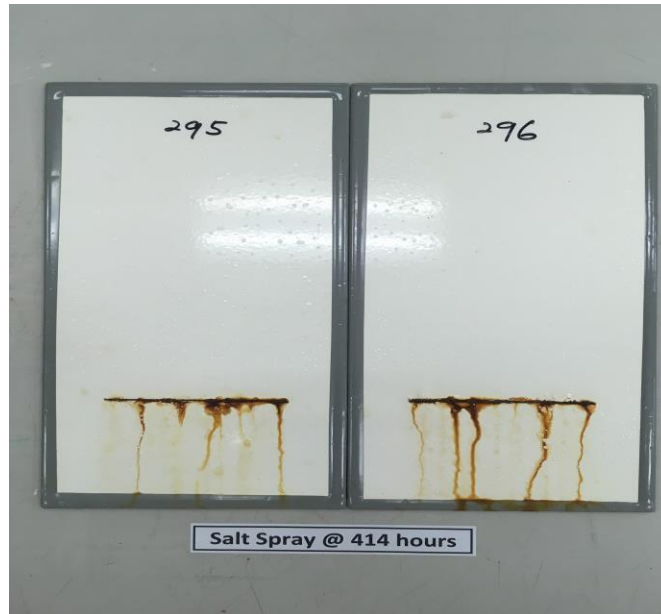


*SEA market -> tested against selected top competitors from 4 countries

**Compared to the SEA market average @25C

Zinc Phosphate reinforced performs comparable with top competitors

2 coats of primer + 1 coat of topcoat system



2 coats Brand A Undercoat White
+
1 coat Brand A White



Liger
2 coats Alkydprimer QD
+
1 coat Jotun Alkyd High Gloss QD White

*AC Test (400 hours)



ALKYD HIGH GLOSS

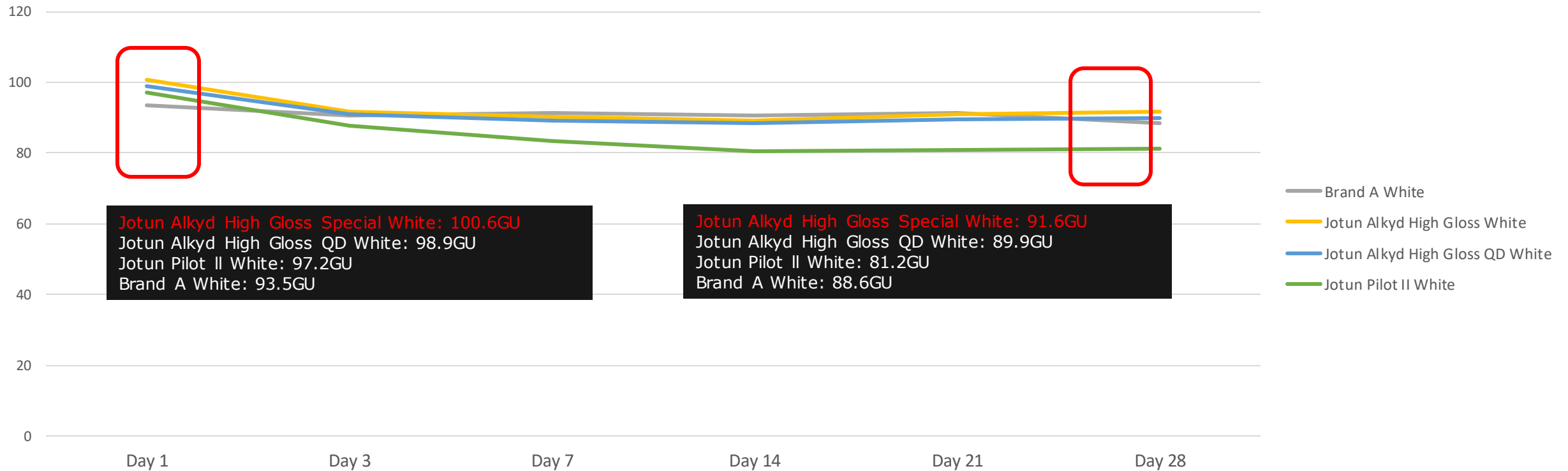




ALKYD HIGH GLOSS

- High Gloss finish
- Good gloss retention
- New white colour "Special White"

Good initial gloss level!



Measured based on Gloss Meter

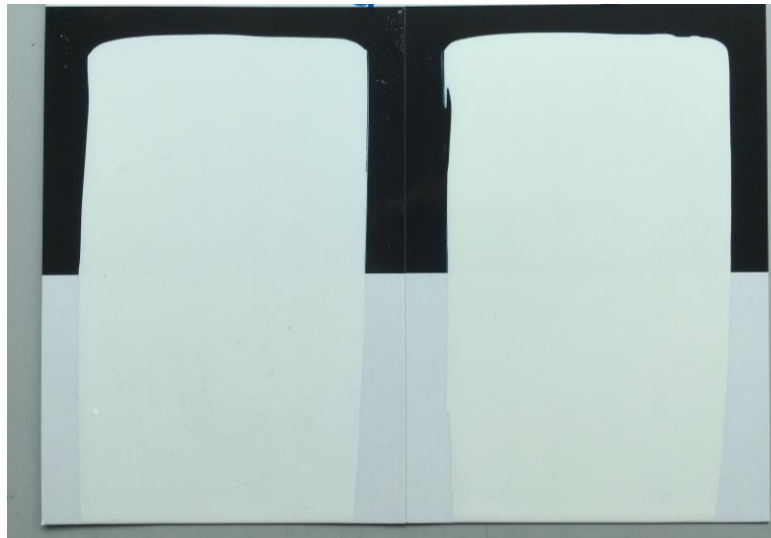
Why we need “Special White” ?

Alkyd Paint yellowing is common concern



The cause of alkyd paint yellowing is a **Photochemical** reaction that occurs. In the presence of Sunlight, it retards the yellowing process; In areas of low light, the yellow effect is enhanced.

Better yellowing resistance and hiding – look cleaner longer!



Normal Condition

Dark Condition

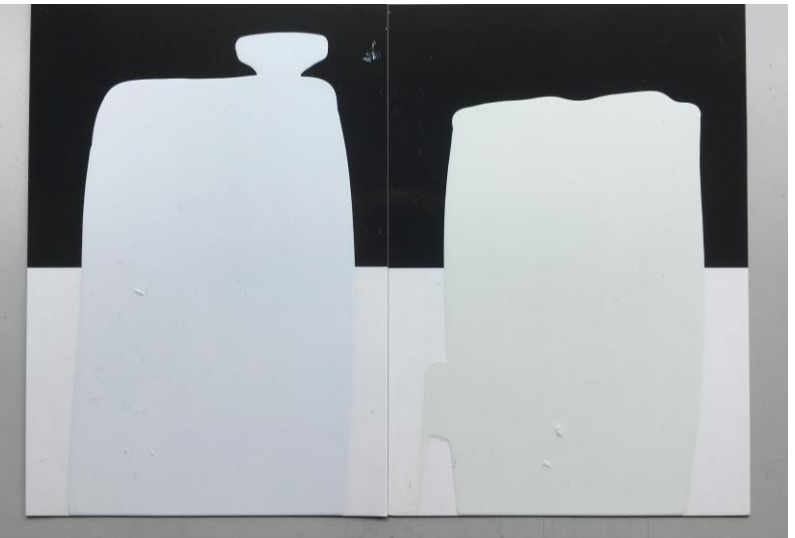
**JOTUN STANDARD WHITE
COLOR**



Normal Condition

Dark Condition

**Alkyd High Gloss / High Gloss QD
SPECIAL WHITE**



Normal Condition

Dark Condition

**SELECTED TOP COMPETITOR
PRODUCT**



ALKYD HIGH GLOSS QD

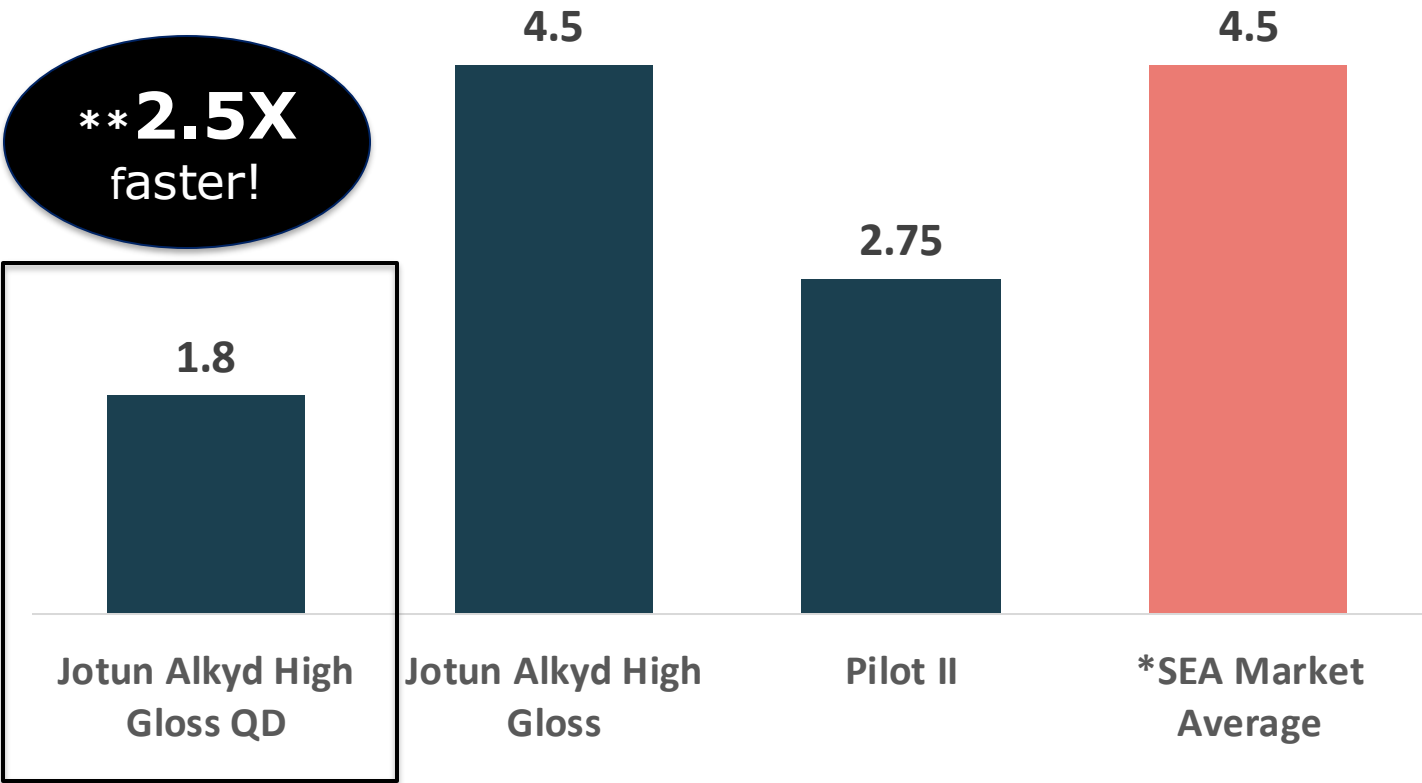




ALKYD HIGH GLOSS QD

- *Fastest drying time!
(2.5x faster)
- High Gloss finish
- Good gloss retention
- New white colour "Special White"

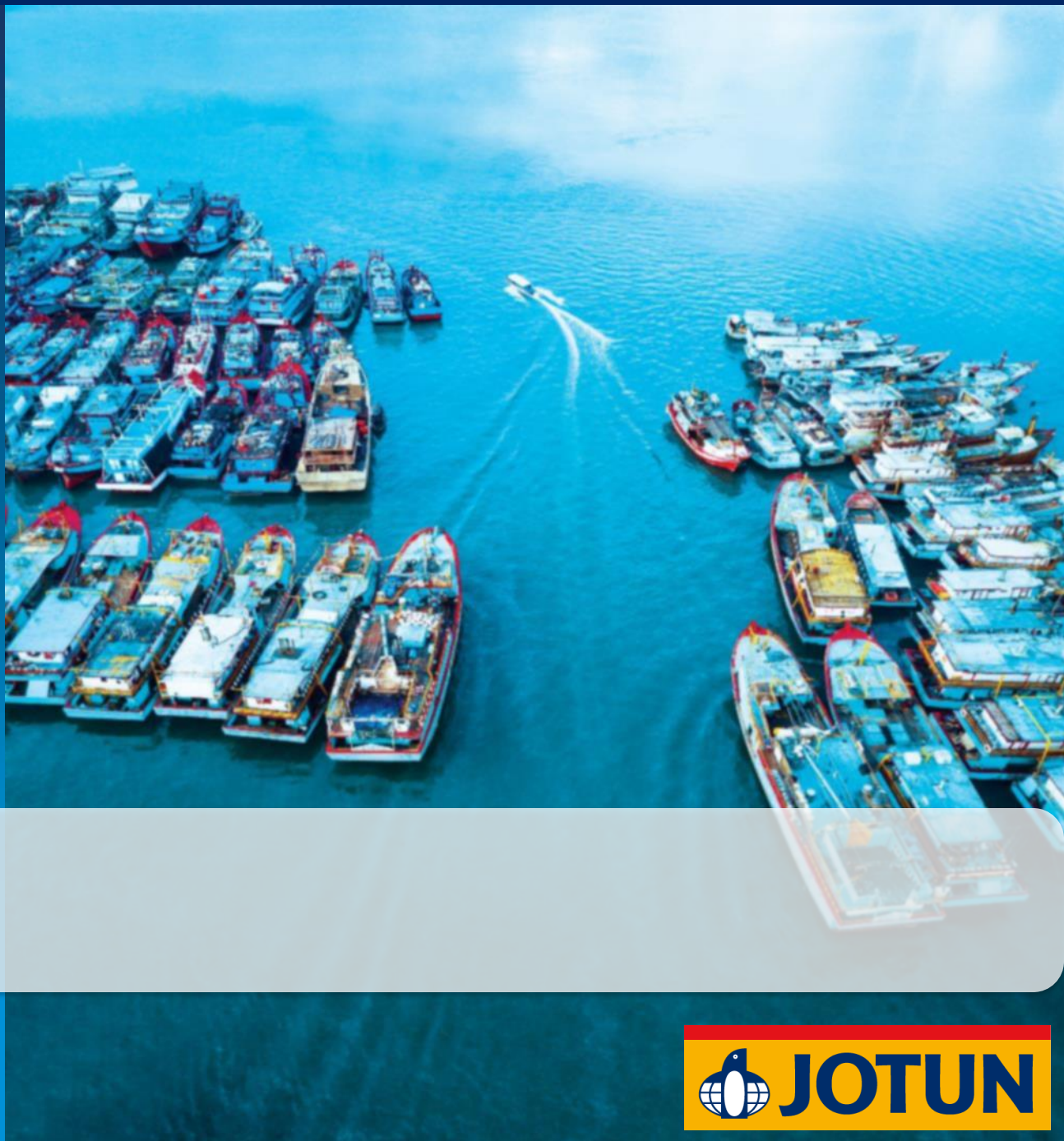
Fastest Drying time in the market!



*SEA market -> tested against selected top competitors from 4 countries
**Compared to SEA market average @25C (touch dry)



EASYPRIME





EASYPRIME

- 1:1 Mixing ratio
- Epoxy mastic technology
- Brush and roller friendly
- Immersion and atmospheric

Conventional mixing ratio



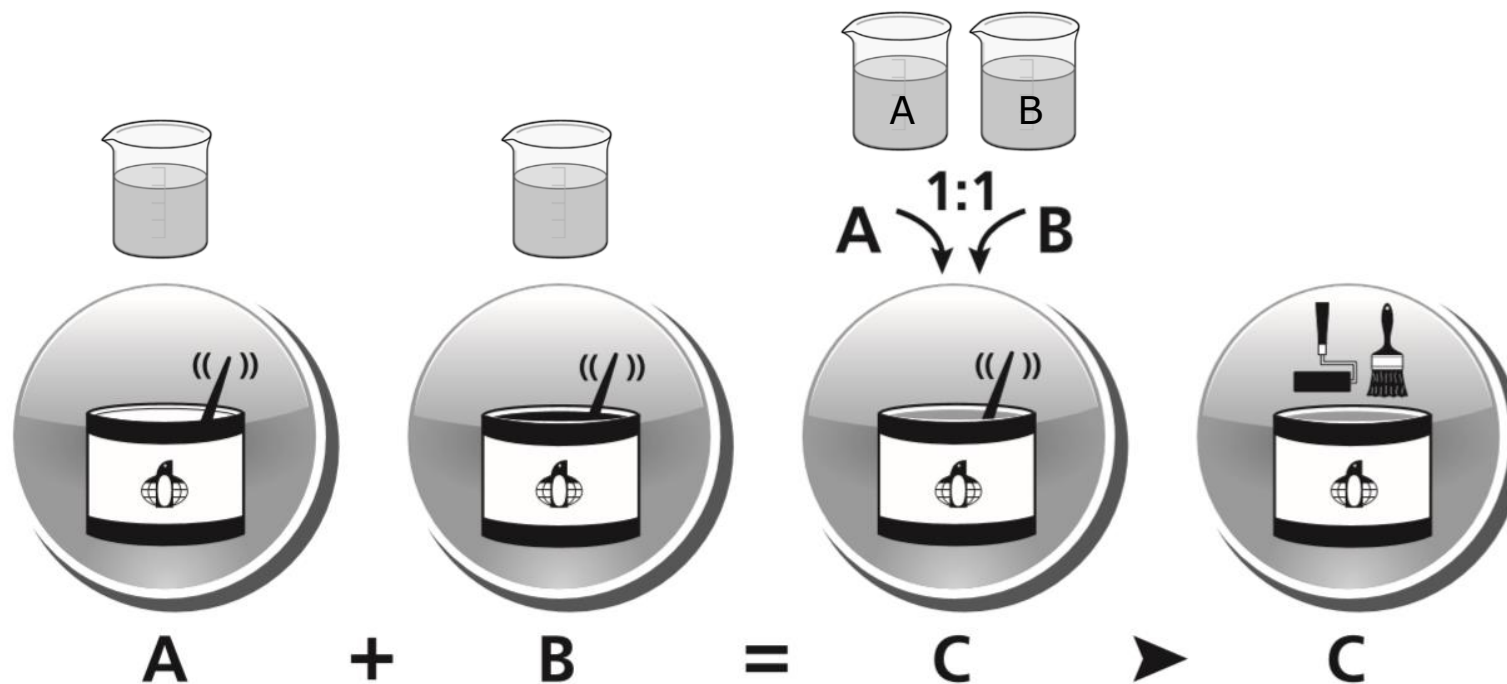
Example:

JM70	5	:	1
JM80	7	:	1

Challenges:

- If required small amount, not able to withdraw accurate amount of comp A & B for good mixing at site.
- More difficult if mixing ratio go higher.
- Introduce waste

NEW!! 1 : 1 mixing ratio



1:1 mixing ratio



Comp A

5 L



Comp B

5 L

- **10 L volume offering**
- **65%** volume solid
- **Simplicity** – no hassle in mixing ratio!
- No wastage!

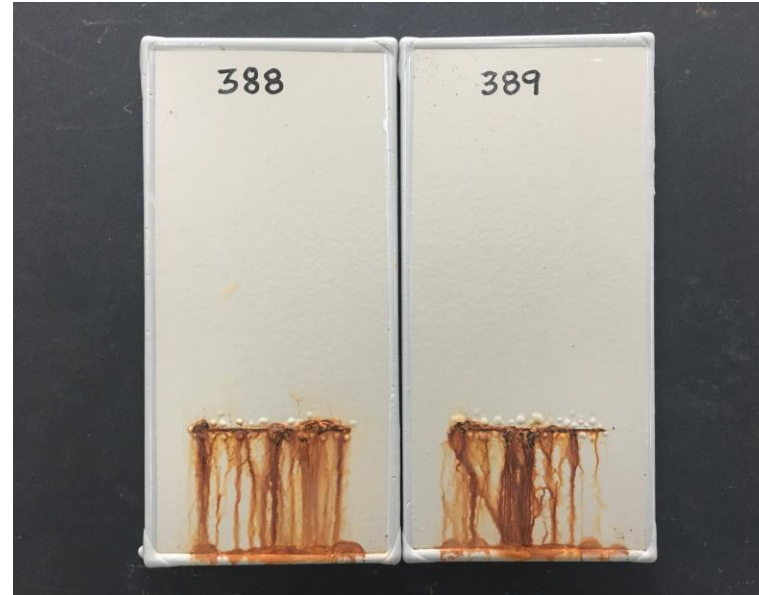
Good anti corrosive performance!

1500 hours, 2x100µm

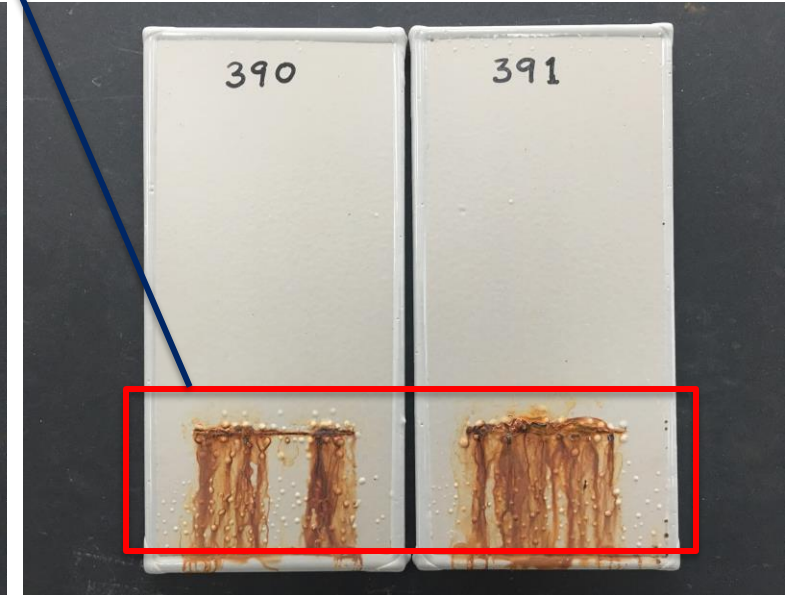
Small blisters but no rust observed on non-scribed area



Jotamastic 70



Jotamastic Smart Pack



EasyPrime

Brush and roller engineered – easy to apply

*Light and easy to apply. Good flow on the paint!

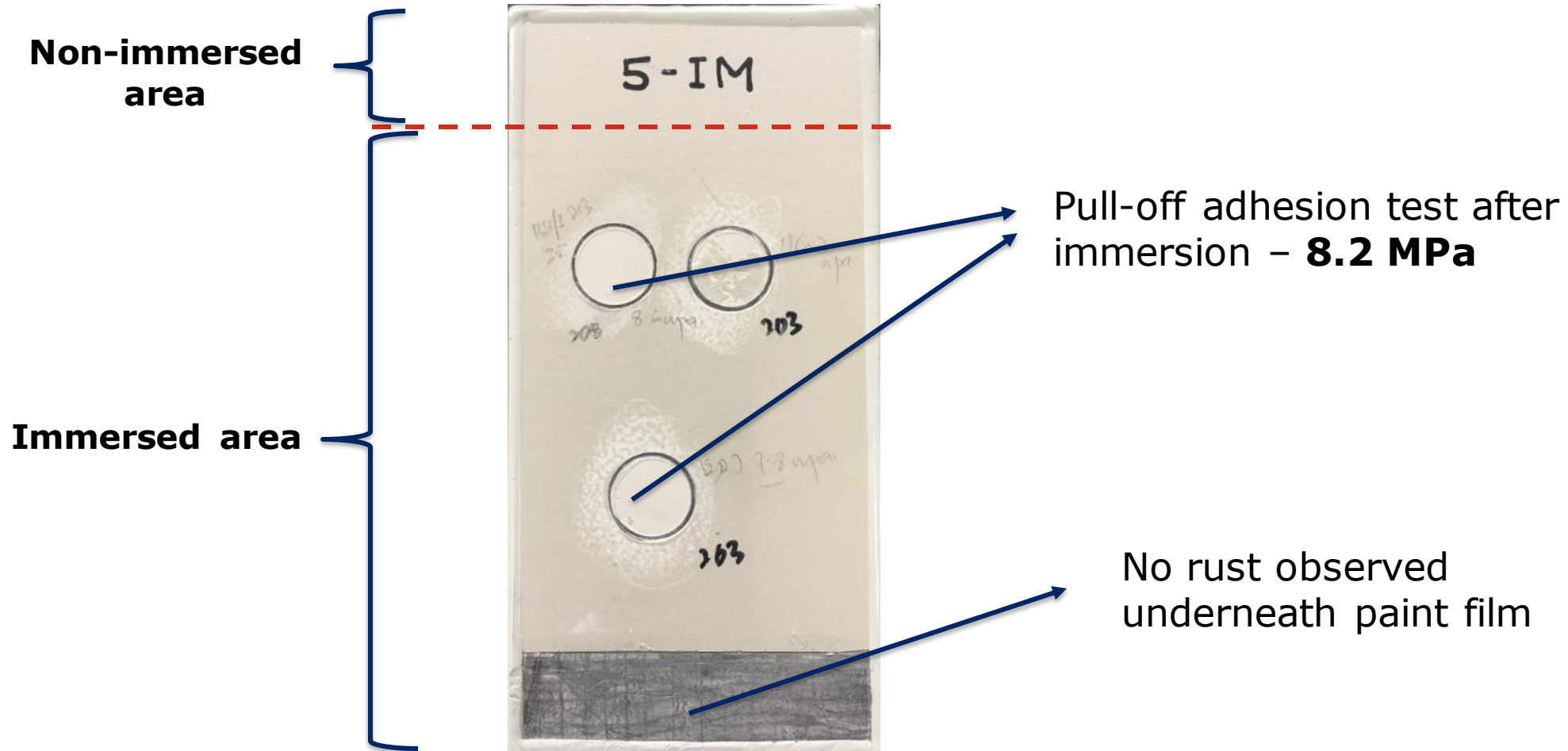
EASYPRIME

JOTAMASTIC 70

**JOTAMASTIC SMART
PACK**

*Easy to apply and not sticky compared to JM 70. Good overlapping properties and flow

Suitable for immersion usage!



*Water immersion test (4200 hours @35 °C)

Two distinct products for two different target markets and requirements.

↙ **PREMIUM**

Key features / parameters	EasyPrime	Jotamastic Smart Pack
Target market	Light Industry & Coastal Market	HPI, Offshore, Infrastructure and Sea Stock Concept
Coverage and efficiency	13 m2 coverage / liter used to achieve 50 micron DFT	Close to 20% more coverage / liter used compared to EasyPrime to achieve 50 micron DFT – more efficient and better film thickness build up.
Color variants and options	3 colors – grey and red	5 colors options + aluminum version – more versatile!
Certificates	No certificates / approval under Norsok and IMO	Passed Norsok M-501 Edition 6, IMO FTPC Part 5 / IMO FTPC Annex 2, ISO 20340 with recommended systems



UNIPRIME QD



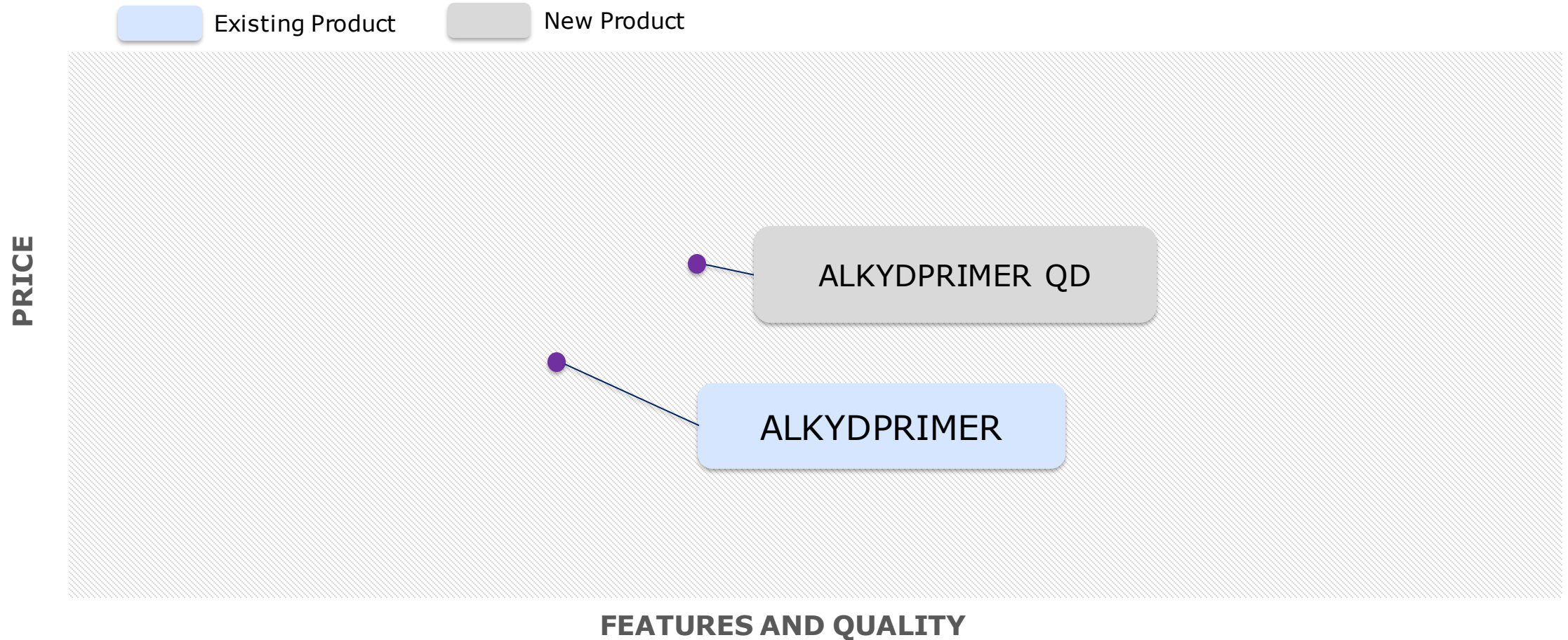


UNIPRIME QD

- Fast recoating (2 hours @23C)
- Roller friendly
- Direct to wood as tie coat for AF

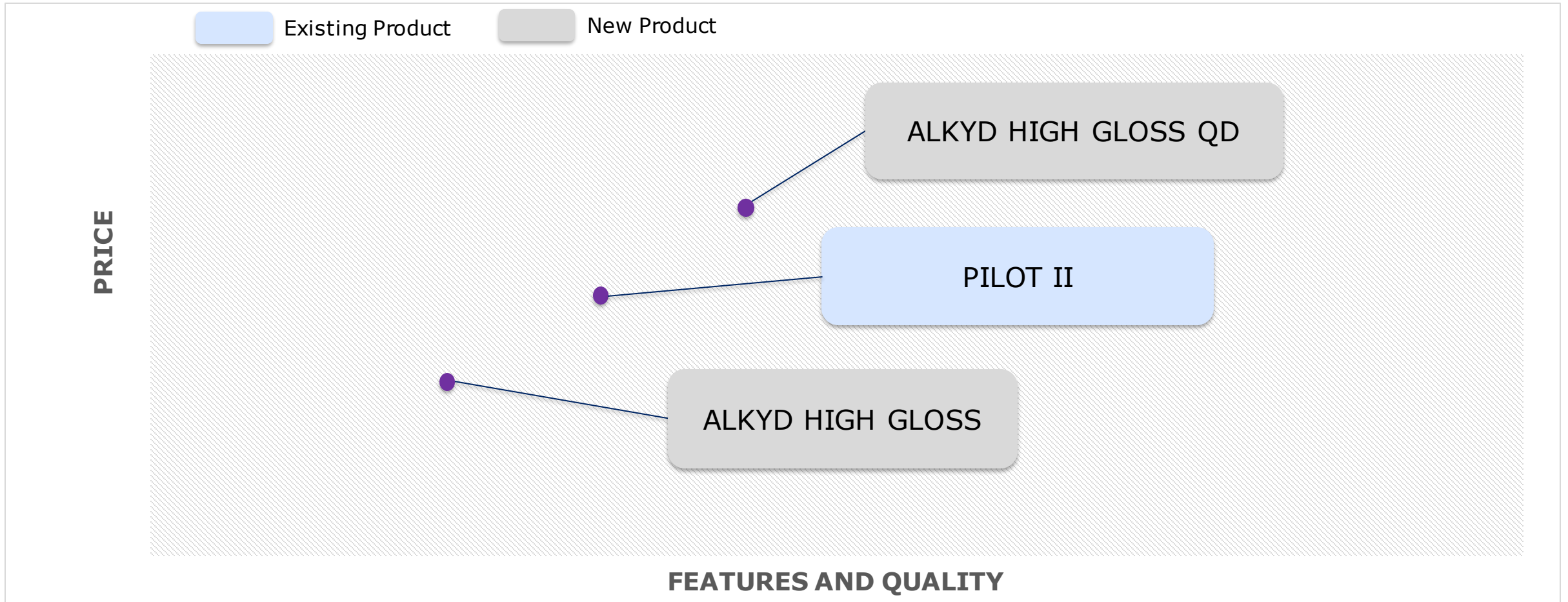
Product positioning Guideline

Alkyd primer positioning guideline



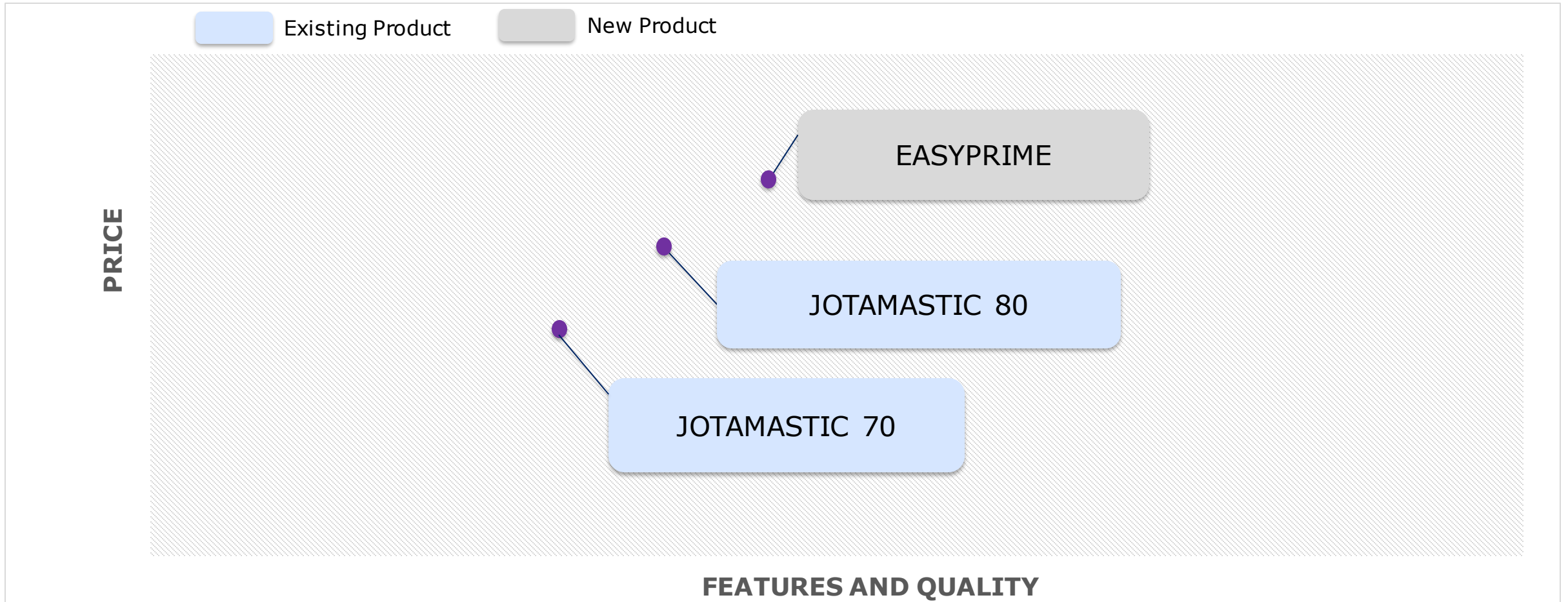
Price and features scale is just for illustration purpose

Alkyd topcoat positioning guideline



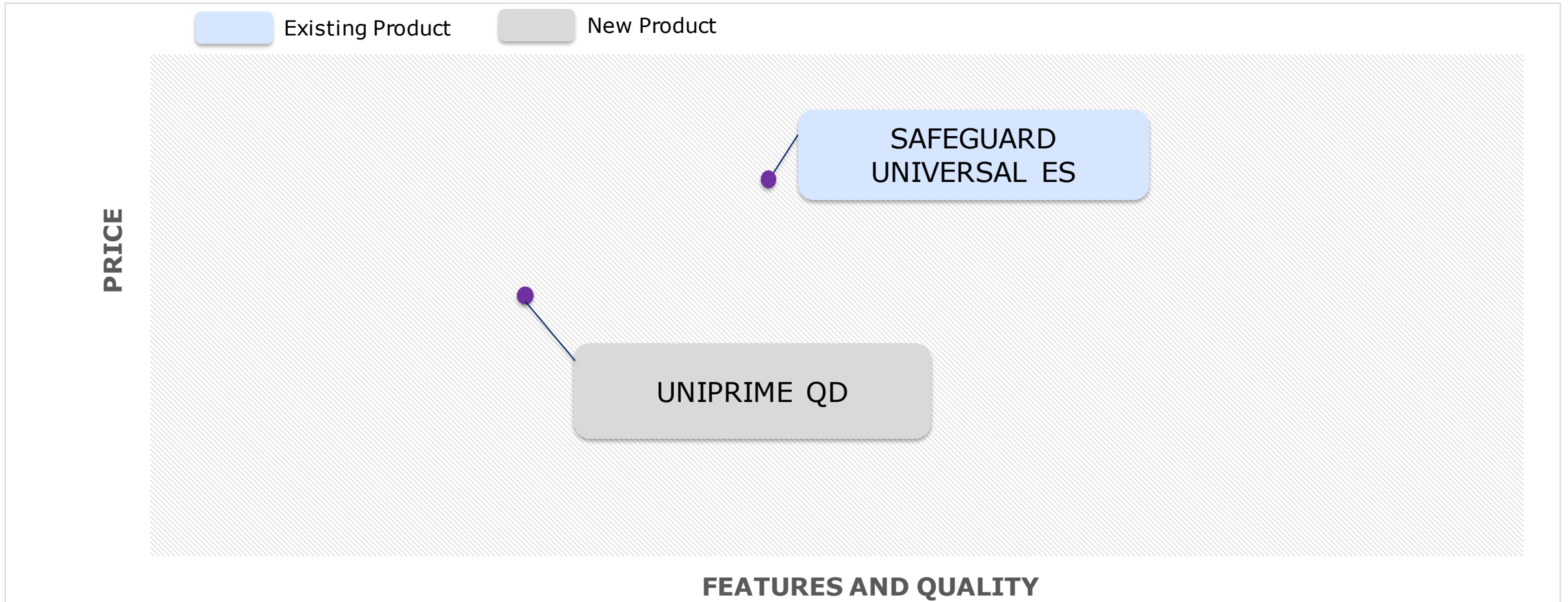
Price and features scale is just for illustration purpose

Epoxy Primer positioning guideline



Price and features scale is just for illustration purpose

Tie Coat positioning guideline



Price and features scale is just for illustration purpose

The solutions

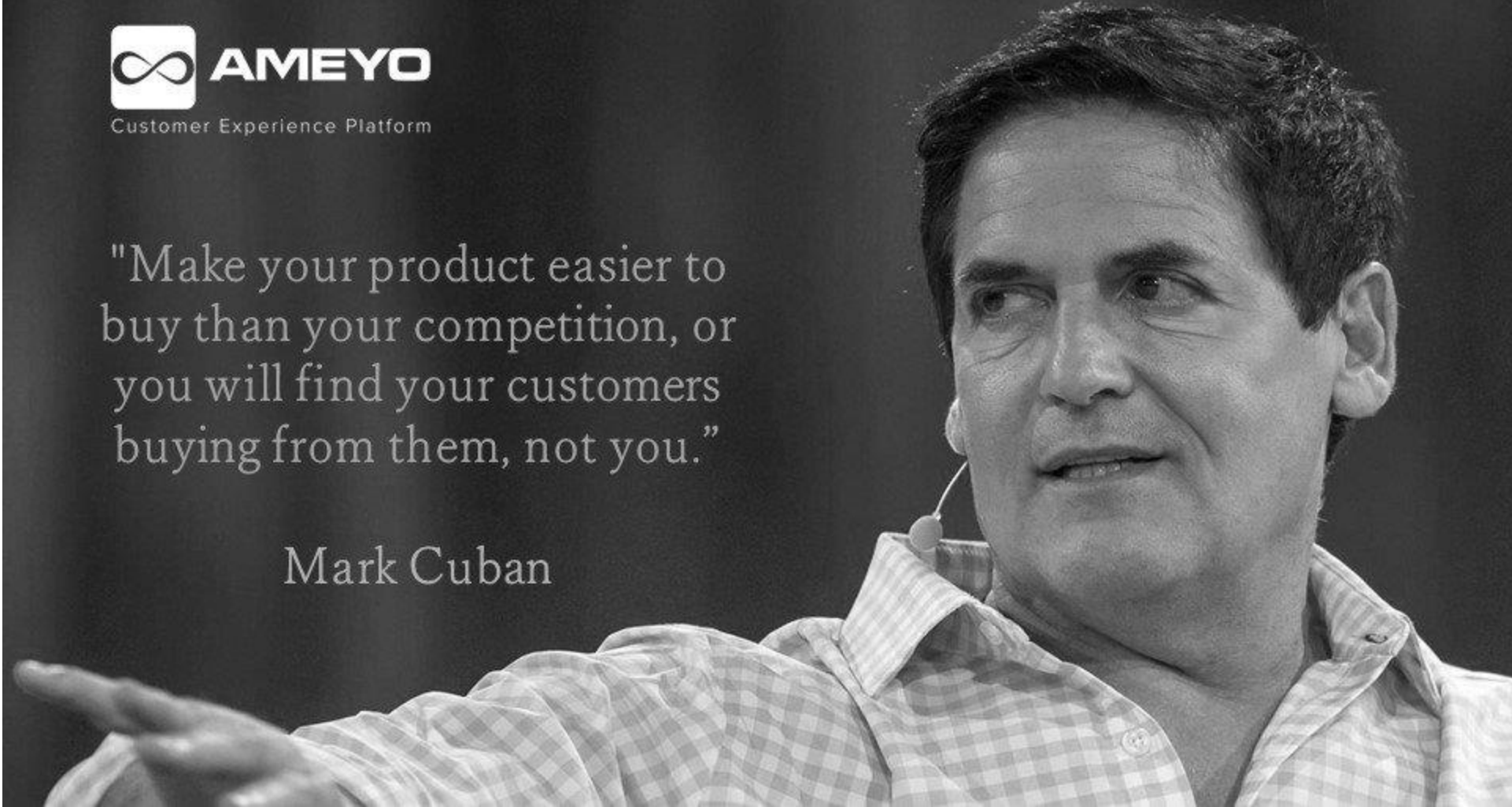


Robust offerings and simplest solutions lead to better profitability for the dealers!



"Make your product easier to buy than your competition, or you will find your customers buying from them, not you."

Mark Cuban



Fill in the product gaps, make the offering stronger!

New Products

ALKYDPRIMER QD
ALYKD HIGH GLOSS
ALKYD HIGH GLOSS QD
EASYPRIME
UNIPRIME QD



Existing Products

ALKYDPRIMER
PILOT II
PIONER TOPCOAT
PENGUARD TOPCOAT
JOTAMASTIC 70
JOTAFIX PU TOPCOAT
FUTURA CLASSIC
JOTAPRIME 500
SAFEGUARD UNIVERSAL ES
COASTAL AF SERIES



Light Industry Solution

The most reliable and simple solution for your asset protection and maintenance

10 strong and robust products to meet the customers' needs!

PRIMER (P)

Alkyd

ALKYDPRIMER

ALKYDPRIMER QD

Epoxy

JOTAMASTIC 70

EASYPRIME

TOPCOAT (T)

Alkyd

PILOT II

ALKYD HIGH GLOSS

ALKYD HIGH GLOSS QD

Acrylic

PIONER TOPCOAT

Epoxy

PENGUARD TOPCOAT

PU

FUTURA CLASSIC

Existing Products

New Products



Solution for standard alkyd system

Standard Alkyd System & Glossy finish (70-85GU)

- ALKYDPRIMER + PILOT II



Standard Alkyd System & High Glossy finish (>85GU)

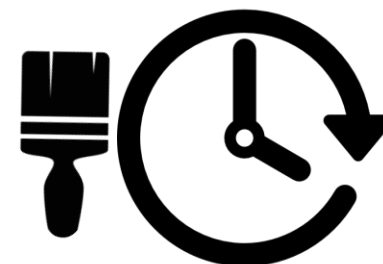
- ALKYDPRIMER + ALKYD HIGH GLOSS



Solution for faster completion time

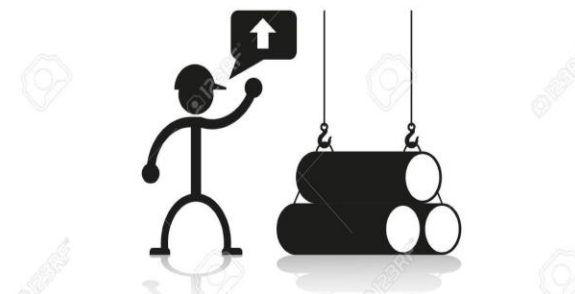
Shortest recoating time in the market (4 hours – primer @23C)

- ALKYDPRIMER QD + ALKYD HIGH GLOSS



Fastest Handling on your assets (6.5 hours @23C)

- ALKYDPRIMER QD + ALKYD HIGH GLOSS QD



Solution for NB and ultimate simplicity (**Epoxy, Polyurethane, Acrylic**)

Design for new building projects!

- JOTAMASTIC 70 + FUTURA CLASSIC



Ultimate Simplicity for maintenance – B&R

- EASYPRIME + PIONER TOPCOAT





Coastal Solution (*non-IMO*)

The most reliable and simple solution for your coastal vessels protection



Wooden Vessels

7 robust products for wood vessels protection!

PRIMER (P)

Alkyd

ALKYDPRIMER

ALKYDPRIMER QD

TIE COAT (TC)

Vinyl

UNIPRIME QD

TOPCOAT (T)

Alkyd

ALKYD HIGH GLOSS

ALKYD HIGH GLOSS QD

AF

Ion Exchange

COASTAL AF 38

COASTAL AF 48



Alkyd system offering from normal to fast handling!

DECK AND TOPSIDE

Standard Alkyd System & High Glossy finish (>85GU)

- ALKYDPRIMER + PILOT II



Fastest Handling on your assets (6.5 hours @23C)

- ALKYDPRIMER QD + ALKYD HIGH GLOSS QD

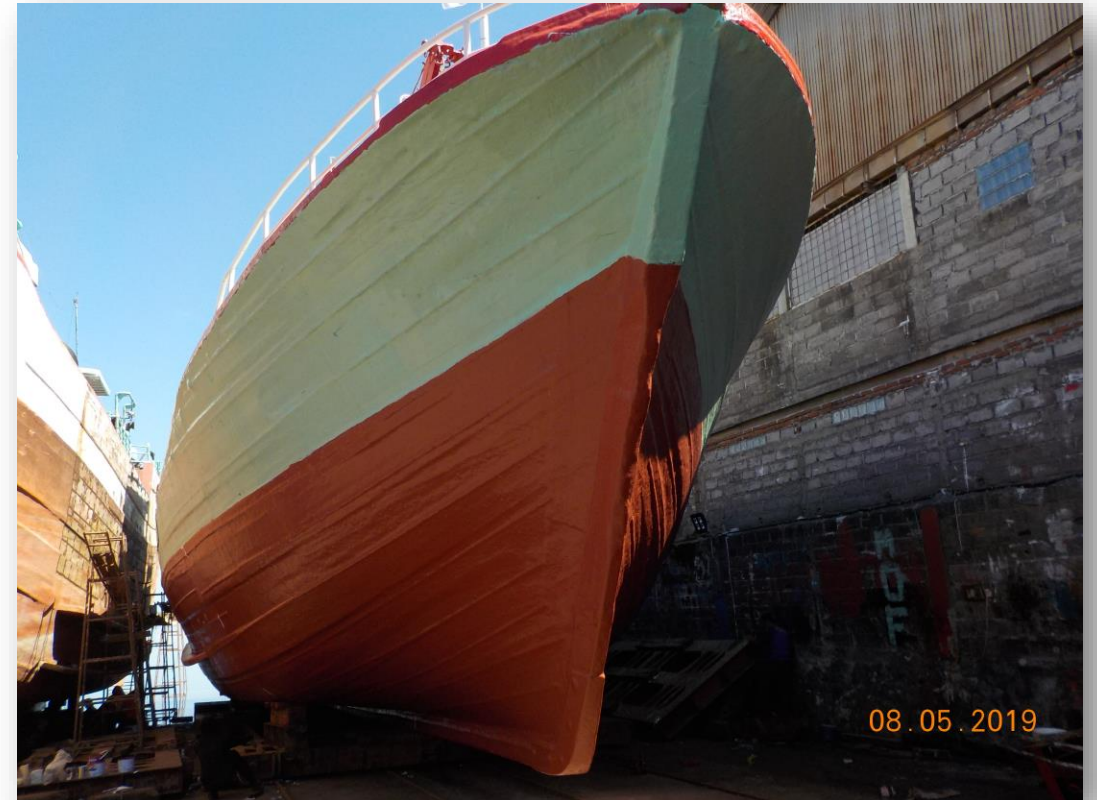


Preferred wooden vessel hull solution

HULL

For your hull protection up to 24 months

- UNIPRIME QD + COASTAL AF 38 / AF 48 (*premium*)



Steel Vessels



12 robust products for steel vessels protection!

PRIMER (P)

Alkyd	ALKYDPRIMER	ALKYDPRIMER QD
Epoxy	JOTAPRIME 500	EASYPRIME

TOPCOAT (T)

Alkyd	ALKYD HIGH GLOSS	ALKYD HIGH GLOSS QD
Acrylic	PIONER TOPCOAT	
PU	JOTAFIX PU TOPCOAT	
Epoxy	PENGUARD TOPCOAT	



12 robust products for steel vessels protection!

TIE COAT (TC)

Vinyl Epoxy

SAFEGUARD UNIVERSAL ES

AF

Ion Exchange

COASTAL AF 38

COASTAL AF 48



Solution for new building and maintenance

DECK AND TOPSIDE

High solid epoxy system with thousand of color options!

- JOTAPRIME 500 + PENGUARD TOPCOAT

Ultimate simplicity for maintenance – B&R

- EASYPRIME + PIONER TOPCOAT



Preferred coastal steel vessel hull solution

HULL

For your hull protection up to 24 months

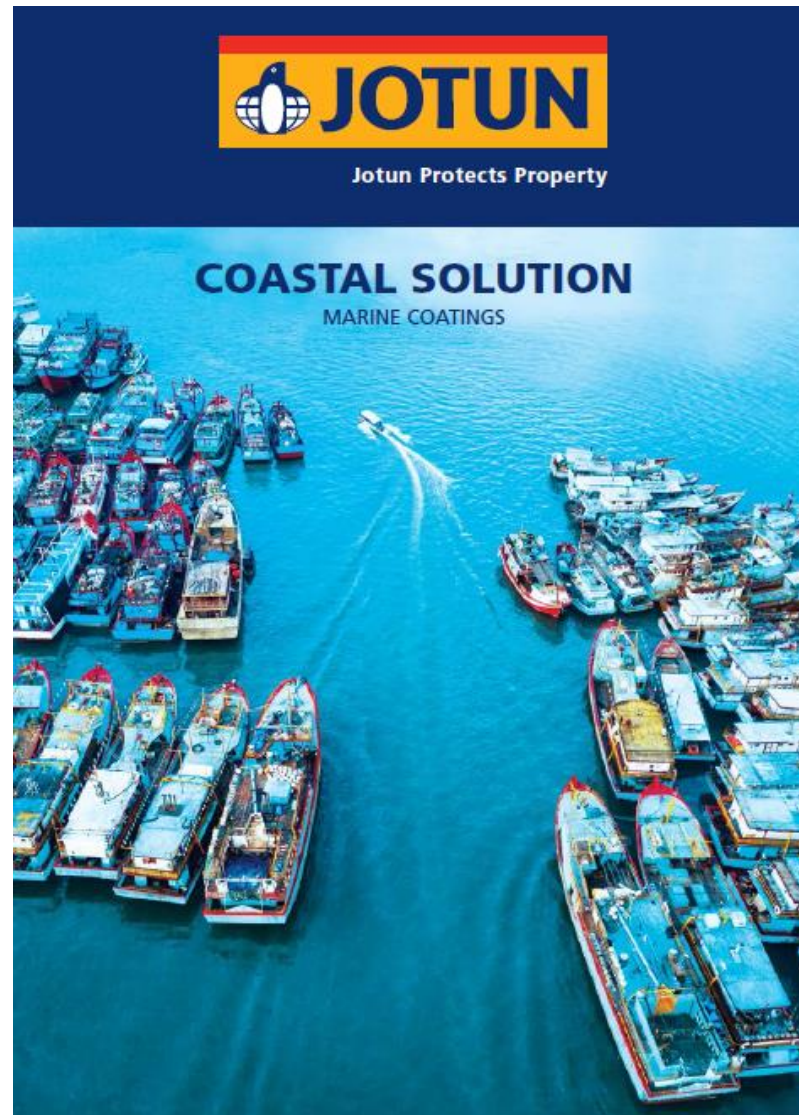
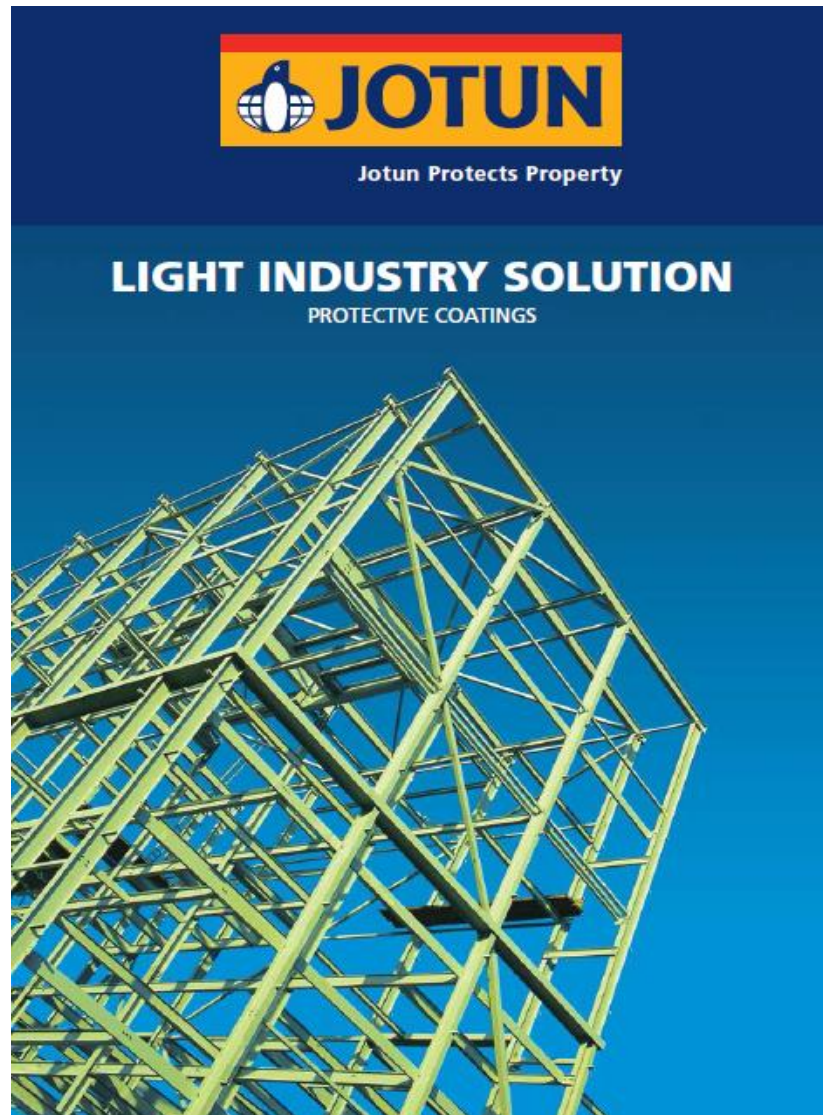
- JOTAPRIME 500 ALU + SAFEGUARD UNIVERSAL ES + COASTAL AF 38 / 48 (*premium*)



The Tools



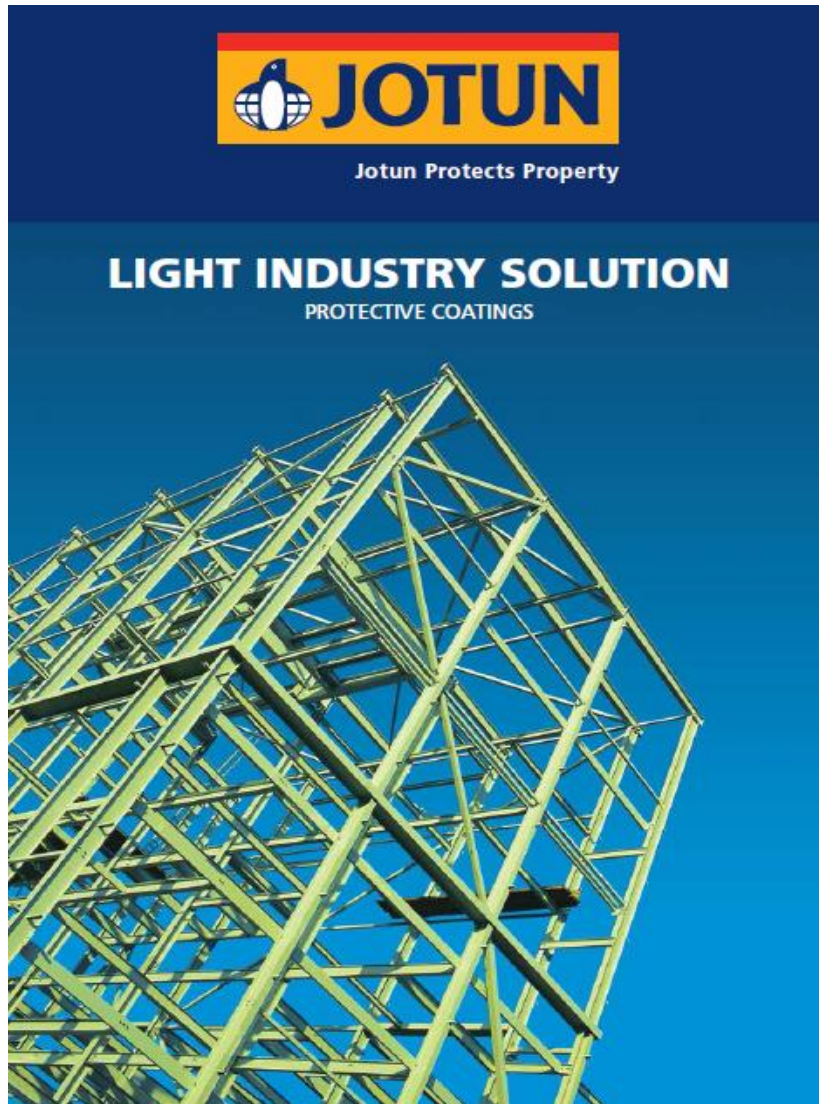
Focus on simplicity, product features and solution selling!



2-fold brochures



Front page



Inner pages

WHY JOTUN?

GLOBAL COMPANY

64 companies,
40 production sites,
9789 employees worldwide.

SINGLE SOURCE SOLUTIONS

We offer total solutions to
both protect and decorate
your assets.

INNOVATION FOCUSED

10 R&D centers worldwide
to develop the best quality
products for global customers.

TECHNICAL SERVICE

Over 1000 coating advisers
worldwide to help achieve
the best results.

JOTUN PAINT SCHOOL

Jotun's product specialists
are ready to give you
valuable training.

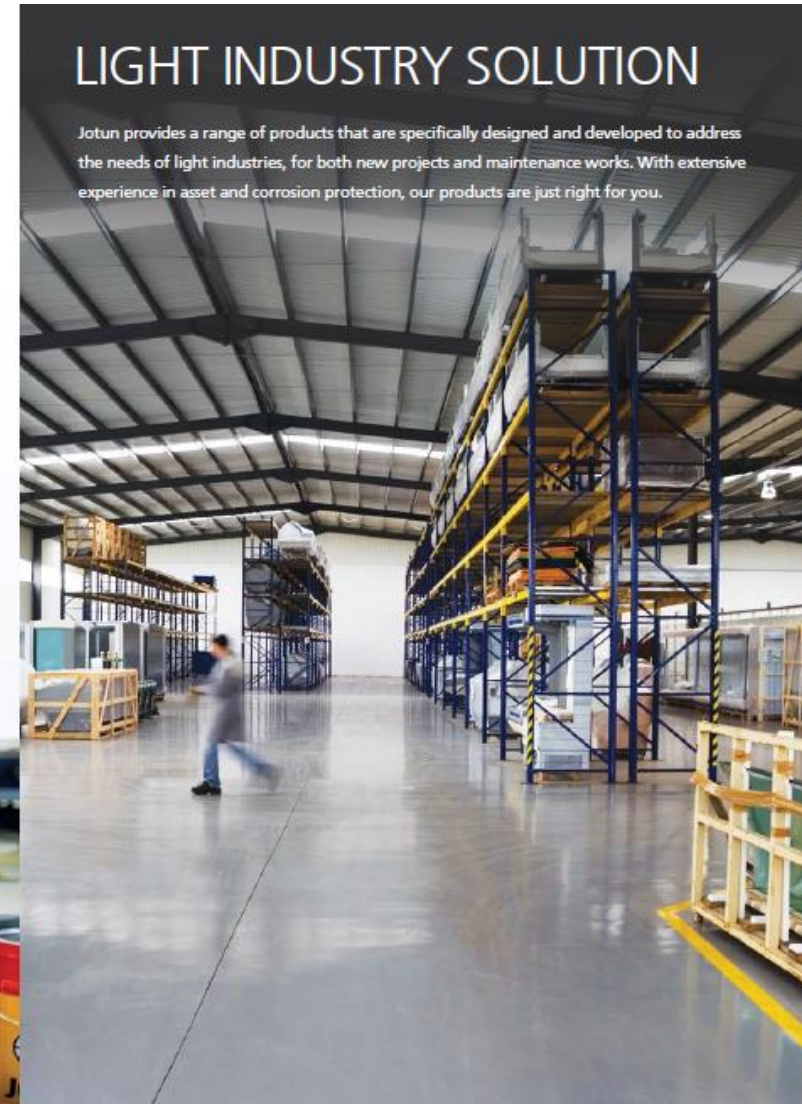
JOTUN GREENSTEPS

Jotun take continuous steps to
protect your property and
even greater steps to better
protect our environment.

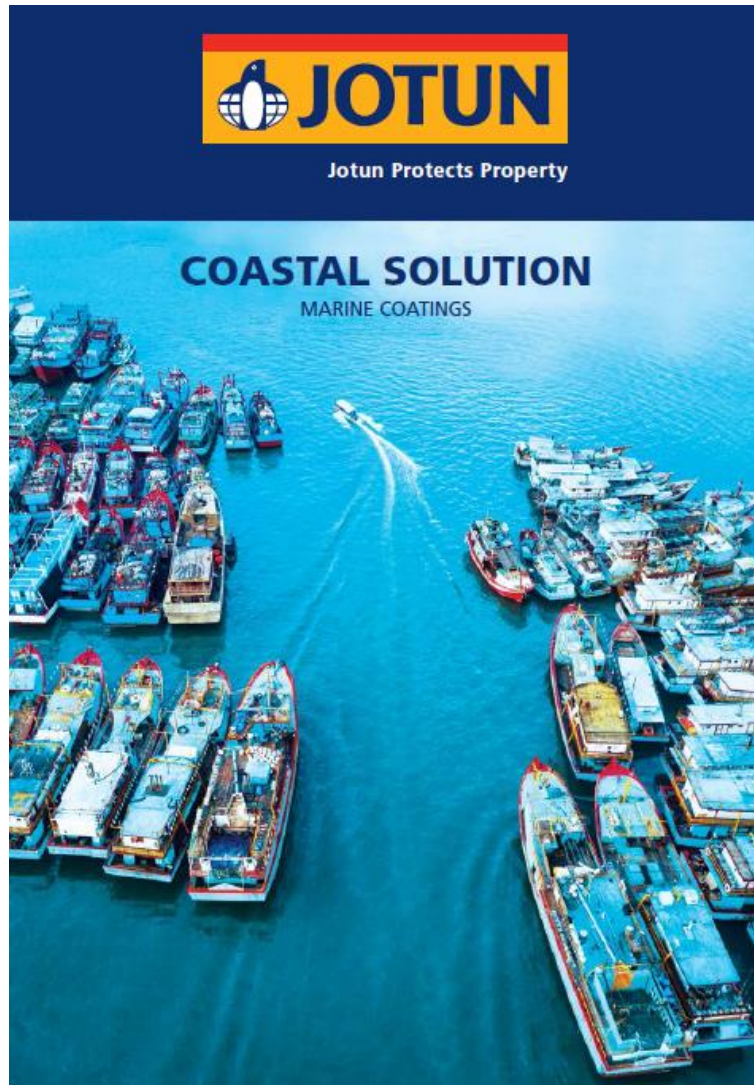


LIGHT INDUSTRY SOLUTION

Jotun provides a range of products that are specifically designed and developed to address the needs of light industries, for both new projects and maintenance works. With extensive experience in asset and corrosion protection, our products are just right for you.



Front page



Inner pages

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JOTUN GREENSTEPS

Jotun take continuous steps to protect your property and even greater steps to better protect our environment.



COASTAL SOLUTION

Jotun is a leading provider of coating solutions to marine fleets globally. Our solutions are proven to protect your assets from corrosion while giving maximum commercial benefits. With the expertise and experience we have, we are proud to offer a range of products to meet the needs of coastal vessels.



Content pages

A SELECTION OF OUR MAIN COASTAL SOLUTION PRODUCTS

PRIMER

ALKYD BASED

ALKYDPRIMER

- Standard Alkyd Primer
- Engineered for new build and maintenance

Also available in black & white

ALKYDPRIMER QD*

- Zinc Phosphate Primer
- Fast drying (4 hours recoating time)
- Ultimate efficiency and handling

Also available in black, white & green

* For Alkydprimer QD only

Light Grey

Grey

Red

Green

EPOXY BASED

JOTAPRIME 500

- Pure epoxy
- High volume solid (72%)
- Suitable for new building and repair
- For atmospheric and immersion usage

Aluminium

Aluminium Red Tone

Grey

Red

EASYPRIME

- Epoxy mastic technology
- 1:1 mixing ratio
- Brush and roller engineered
- Suitable for maintenance purpose
- For atmospheric and immersion usage

Also available in black

Grey

Red

All colours reproduced are shown as close to actual paint colours as modern printing techniques allow. All colours are in matt finish. There will be some differences in visual glossiness. Where colour matching is critical, an applied sample is recommended.

TIE COAT

EPOXY BASED

SAFEGUARD UNIVERSAL ES

- Vinyl epoxy based coating
- As tie coat between primer and antifouling product
- For atmospheric and immersion usage

Plum

VINYL BASED

UNIPRIME QD

- 1K vinyl based coating
- Fast drying (2 hours recoating time)
- Can be applied directly to wood substrate

Grey

ANTIFOULING

COASTAL AF 38

- Self-polishing antifouling product based on ion exchange technology
- Protection up to 24 months when complete system applied

Dark Red

COASTAL AF 48

- Self-polishing antifouling product based on ion exchange technology
- Protection up to 36 months when complete system applied

Dark Brown

TOPCOAT

ALKYD BASED

PILOT II

- Glossy finish
- Good gloss retention
- Suitable for new build and maintenance

ALKYD HIGH GLOSS

- High gloss finish
- Good gloss retention
- Suitable for new build and maintenance

Available in Special White color

ALKYD HIGH GLOSS QD

- High gloss finish
- Fast drying
- Good gloss retention
- Suitable for new build and maintenance

Available in Special White color

ACRYLIC BASED

PIONER TOPCOAT

- Semi gloss finish
- Good gloss retention
- For new build and maintenance

EPOXY BASED

PENGUARD TOPCOAT/ PENGUARD ENAMEL**

- Glossy finish
- Reasonable gloss retention
- Suitable for indoor usage

Approval / certificate FDA title 21, Part 175.300 for dry solids

**Thailand Only

POLYURETHENE BASED

JOTAFIX PU TOPCOAT

- Glossy finish
- High volume solid (61%)
- Good colour retention
- For indoor and outdoor usage

You can choose your desired colours from Jotun General Topcoat colour card



COMPREHENSIVE PRODUCT COMBINATIONS TO SUIT YOUR NEEDS!



DECK / TOPSIDE

• ALKYDPRIMER	• PILOT II	Good anti-corrosive protection, glossy finish.	■ ■
• ALKYDPRIMER	• ALKYD HIGH GLOSS	Good anti-corrosive protection, high gloss finish.	■ ■
• JOTAPRIME 500	• JOTAFIX PU TOPCOAT	High volume solid, airless spray optimised, good colour retention, thousands of colour options.	■
• ALKYDPRIMER QD	• ALKYD HIGH GLOSS	Shortest intercoating time, high gloss finish.	■ ■
• ALKYDPRIMER QD	• ALKYD HIGH GLOSS QD	The fastest drying products in the market, for ultimate efficiency.	■ ■
• JOTAPRIME 500	• PENGUARD TOPCOAT/ PENGUARD ENAMEL	Ultimate epoxy system, high volume solid, glossy finish, thousands of colour options.	■
• EASYPRIME	• PIONER TOPCOAT	Ultimate simplicity for maintenance, semi gloss finish, thousands of colour options.	■

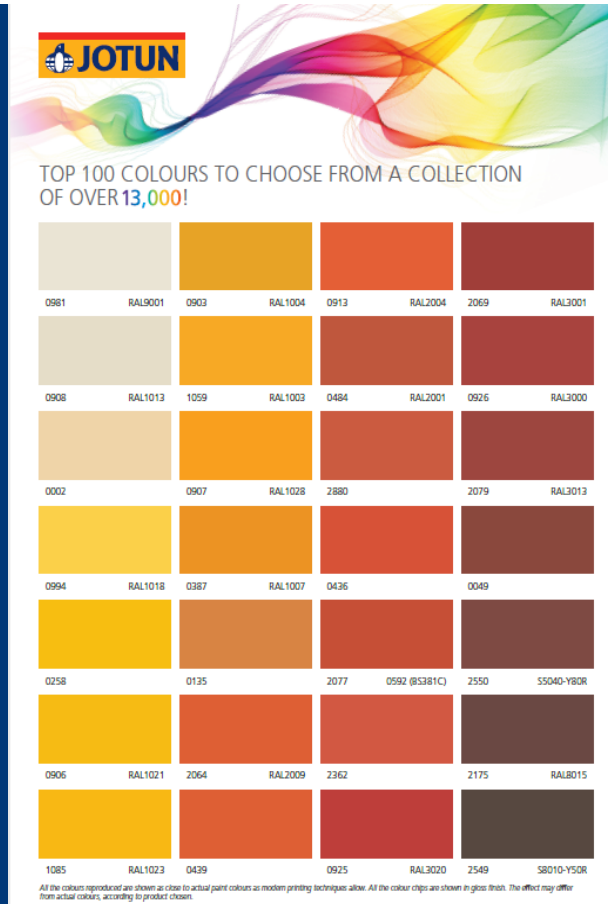
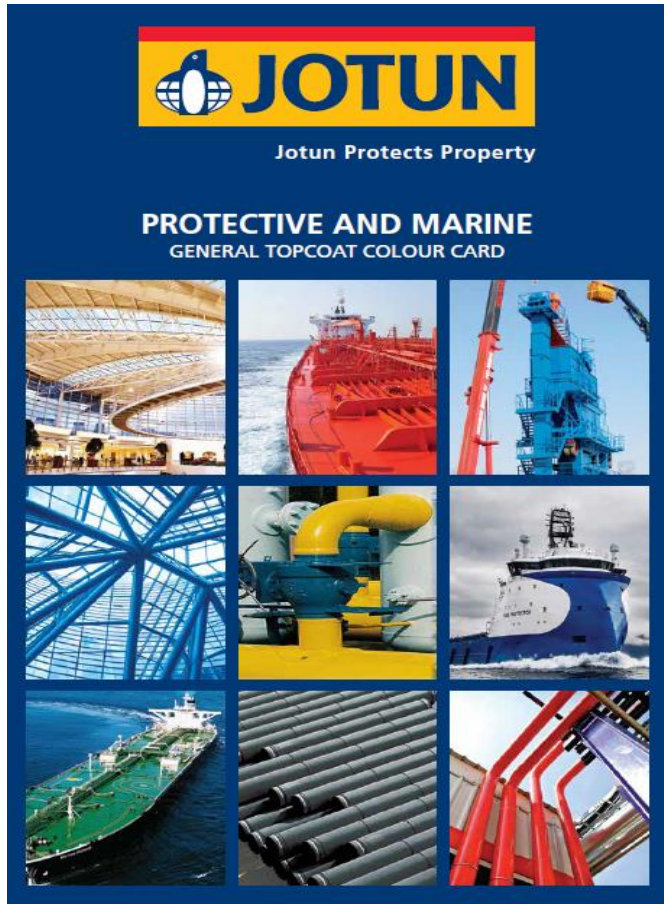
HULL / UNDERWATER

• UNIPRIME QD	• COASTAL AF 38/ COASTAL AF 48 (PREMIUM)	Designed for Wood substrate for fouling protection up to 24-36 months.	■
• JOTAPRIME 500	• COASTAL AF 38/ COASTAL AF 48 (PREMIUM)	Designed for Steel substrate for fouling protection up to 24-36 months.	■
• SAFEGUARD UNIVERSAL ES			

■ For wooden boats ■ For steel boats



Protective and Marine Topcoat color card



To conclude..



The markets



**The insights,
products and
benefits**



The solutions



The tools

Any Questions?

An aerial photograph showing a large number of ships, including cargo vessels and tankers, docked in a harbor. The water is a deep blue, and the sky is clear. The ships are arranged in rows, with some larger vessels in the foreground and smaller ones further back.

Reliable solution for your needs

A close-up photograph of a yellow industrial structure, likely a crane or a large piece of machinery, with a complex lattice of beams and supports. The structure is set against a clear blue sky.

LIGHT INDUSTRY SOLUTION

COASTAL SOLUTION *(Non –IMO)*





When you try it yourself, you will feel confident!



Technical booths overview

1

Alkyd
Series

Jotashield
meeting room

2

Easyprime

R&D Lab

3

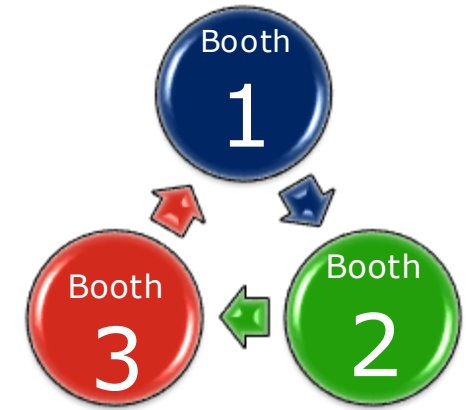
Application

- Alkyd
- Easyprime

Car park area

Technical Booths Rotation

	10:15am – 10:45am	10:45am – 11:15am	11:15am – 11:45am
Group A	Booth 1	Booth 2	Booth 3
Group B	Booth 2	Booth 3	Booth 1
Group C	Booth 3	Booth 1	Booth 2



Application – PPE are compulsory



*** Please put back the safety goggles and blue jacket to their designated location before leaving the application booth*

Grouping

Group A	Group B	Group C
Camcote Industrial	Permission Power	Marquis Oil
Logam Sunwares	DRL	Singamas
Pantai timur	Marinerswork	Motorship
UNF		Sung Mee
Marintec		
KC sunshine		
Simon	Yong	Thian

Enjoy and have fun!!



An aerial photograph showing a large number of ships, including cargo vessels and tankers, docked in a harbor. The water is a deep blue, and the sky is clear. The ships are arranged in rows, with some larger vessels in the foreground and smaller ones further back.

Reliable solution for your needs

A close-up, low-angle shot of a yellow industrial structure, likely a crane or part of a ship's superstructure. The structure is made of a complex network of metal beams and supports, creating a geometric pattern. The background is a clear blue sky.

LIGHT INDUSTRY SOLUTION

COASTAL SOLUTION *(Non –IMO)*

