For over 60 years, Valspar has supplied John Deere green to manufacturing locations around the world.
No matter the product being coated, the size of the job or the performance required, Valspar is dedicated to bringing you the latest technology innovations, the finest custom coating options and the best customer service in the industry. Our focus is on you. To help solve your most challenging application problems, to better manage total cost, and to meet your toughest environmental targets.

Throughout history, innovative Valspar paints and coatings have protected and enhanced many of the best-known brands and landmarks in the world – from Lindbergh’s Spirit of St. Louis and the Hong Kong Convention Center, to the red on a can of Coca-Cola or the green that defines John Deere.

For more than 200 years, Valspar has been a leading global supplier of industrial coating solutions. “If it matters, we’re on it.”

Protecting goods and brands since 1806

In 1927, Valspar varnish travels nonstop across the Atlantic with Charles Lindbergh on The Spirit of St. Louis.
Mirror

Valspar is a specialty supplier of chemical solutions and protective coatings for the mirror industry. With a history of innovation, we’ve driven new technologies that include lead-free paints, copper-free mirrors and highly durable solar mirrors. The Valspar product line includes coatings and solutions used in the manufacture of interior mirrors for both residential and commercial construction.

Coil

Coil technology applies an organic coating to rolled metal strips on one or two sides. Valspar Coil coatings are warranted for use on aluminum, hot-dipped galvanized steel and galvalume. Flat coil stock or sheet metal is often used in the manufacture of roofs, column covers, wall panels, pre-engineered metal buildings and components, and other consumer products.

Automotive

When it comes to refinishing, you deserve the highest quality and the best value. That’s why we are continually working to improve the performance of every Valspar product. It’s also why Valspar Refinish is the most cost-effective brand on the market.

Consumer

Since 1806, Valspar has been dedicated to bringing customers the latest innovations, the finest quality, and the best customer service in a wide range of do-it-yourself retailers.

Packaging

Valspar is a global supplier of packaging coatings with the broadest product line in the industry. We provide internal and external packaging coating systems for food and beverage, cosmetic and pharmaceutical applications such as aerosols, cans, caps, tubes and monoblocs.

Protective

Valspar delivers more than 50 years of proven anti-corrosion performance, protecting over 100,000 kilometers of pipeline in some of the most demanding environments on earth. Designed for a wide variety of oil & gas and water pipe sizes and wall thicknesses, Valspar coatings assure consistent field performance with outstanding resistance to cracking, cold flow and softening over a wide temperature range. With exceptional chemical resistance, Valspar helps protect pipelines and valves from exposure to a wide range of corrosive elements.

The Valspar portfolio of coating solutions

Industrial

Valspar is a leading global supplier of industrial coatings including: heavy machinery, transportation, architectural, furniture and thousands of different industrial applications and finishes. Valspar understands each of your unique requirements. Our global color technology team develops custom formulas for exacting match and long-term retention in tough environments that demand maximum protection. Our technical experts help you maximize production throughput from startup support to process improvements. From next generation powder technology to waterborne liquid solutions, Valspar delivers products that don’t compromise performance while meeting sustainability goals and providing a safer working environment.
A complete range of industrial coatings

Valspar offers a wide range of standard and, particularly, custom options and technologies to support all your industrial and protective coating needs. We can help you achieve your desired finish and durability standards with the precise combination of coating technology and application expertise.

We'll work closely with you to understand both your product requirements and operational environment to deliver the most cost-effective solutions for your production lines. From custom formulations and paint application training to line design and modifications, our team of technical consultants will help you get the lowest possible cost of application with the highest possible quality out of your operation.

Production range

From small batches of 1Kg to big batches up to 20,000 Kg, we’ll deliver whatever quantity you need, whenever you need it.

Your global partner with a local distribution network

We continue to innovate around the clock developing custom solutions for every customer challenge. And with a wide distribution network across Europe, Valspar is able to continuously improve customer service with quick delivery, no matter the size of your order.

European Group

Production Plants
Representative Offices
Headquarters
Distribution Network
Invercolor Network
Innovation

The modern coatings industry is in a state of constant transformation. Customer preferences and government regulations are ever-changing. This impacts brand owners and industrial manufacturers every day, making the Valspar legacy of innovation even more critical than ever before.

Valspar invests heavily in research and development to meet new rules and regulations for better environmental protection, and to meet customer demands for improved coating performance. This commitment has resulted in a new generation of low VOC coatings, proprietary materials and technology platforms that address each customer industrial segment.

Valspar can work with you to meet the ever-evolving market challenges of today and for years to come.

Products performance

• Customized solutions
• New technologies and improvements
• Designed specifically for application method

Environmental care

• Eco-responsible coatings
• Low VOC, zinc-free content
• Complete regulatory compliance

Customer value

• Best total cost solution
• Integrated technology and productivity improvements
• Global customer service network

A legacy of innovation and protection

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Valspar can work with you to meet the ever-evolving market challenges of today and for years to come.
We put the science of color into the art of coatings
Valspar is a European leader in waterborne coatings, with sustainable technologies such as primers, top coats and additives available throughout our distribution network. Valspar was the first company to fully commercialize a zinc-free water-based system with near-zero VOC content that protects metal substrates from chemicals and corrosion in the most demanding environments. Waterborne coatings offer bright, dense and clear finishes in two components or lightweight direct-to-metal formulation that extends outdoor durability to keep equipment in service longer with less refurbishment.

Historically, the solventborne coatings have offered both higher performance and greater application flexibility for a wide range of protection with the aesthetics of automotive paints and the rugged performance of industrial coatings. Custom technologies include urethane, acrylic, polyester, epoxy and alkyd coatings that don’t require adjustment at your painting facility. A wide range of formulas have been developed for specific markets such as heavy machinery, transportation, rail, HVAC and other industrial finishes markets.

A new generation of solventborne coatings, containing more than 60% of solids in application, were developed to meet government regulations requiring the reduction of Volatile Organic Compounds (VOCs) released into the atmosphere.

E-coat solutions give excellent long-term protection in demanding environments, especially when it’s difficult to access all coated areas during application or edges are vulnerable to early corrosion. Valspar Vectrogard 950E is specifically designed to provide better edge coverage, which enhances the long-term durability of your products. Available as a one-coat system, or only as a primer, Vectrogard 950E is compatible with a wide range of liquid and powder top coat solutions for even greater operational flexibility.

Eco-friendly solutions help protect the environment and the health of your workers.
Powder coatings feature the lowest application cost in the industry because, in many cases, a single coat can be used instead of the traditional two-coat process. This technology generally emits zero or near-zero volatile organic compounds (VOCs) and produces less hazardous waste than liquid coatings. It also lets you recycle nearly 100% of overspray. The ability to control particle-size distribution, combined with unmatched batch-to-batch consistency, ensures the quality appearance and durable performance you demand.

Powder coating manufacturing process

- Resins
- Pigments
- Fillers
- Additives

Generic application of a powder coating:
- Pretreatment
- Application
- Curing

Powder coating manufacturing process

- Heavy machinery
- Furnitures and Fixtures
- Architectural buildings
Market segments

- Industrial Finishes
- Heavy Machinery
- HVAC
- Furniture
- Pipe
- Transportation
- Architectural
- Transformer
In 1994, Valspar established a Global Safety Program that has reduced the injury rate by 77%.

Customized coating solutions

Your Valspar technologists will work with you to fully understand your coating process and precisely define your coating requirements in order to create the best possible ready-to-use products. From customized formulas and onsite training, to line design analysis and improvement, our team of product and service experts will make sure you are using the most efficient and sustainable methods to apply the most protective and decorative coatings in the world.

Quality

All Valspar production sites in Europe are certified according to QM-System ISO 9001. This ensures that product quality is consistent and workflows are traceable. Valspar employees work in a Lean Six Sigma (LSS) environment to promote cultural excellence, leadership development and business results. Our Quality Department works closely with Research & Development, Purchasing, Customer Technical Service and Production to be sure incorporate customer requirements are incorporated into consistent, high quality products and services.

Services

Large or small, the quality of the service, not the size of the order, is always our top priority. The Invercolor distribution network was developed specifically for smaller quantities and faster delivery with dedicated teams strategically located in key regions across Europe. Invercolor can quickly manufacture and deliver specific coating solutions, starting from 1Kg, for small and medium industrial distributors.
Performance that counts. Speed that matters.