



SERVICE BROCHURE
COAT EXPANSION
PARTNER

2025 - 2026

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From Japan to Vietnam — A Technical Partner Supporting Overseas Expansion with a Complete Painting Process

CEP (Coat Expansion Partner) is a support service for Japanese manufacturers who aim to reproduce the paint quality achieved in Japan at their new factories in Vietnam.

From the concept and feasibility study phase to the point where the painting line is fully operational on site, Coature Material (Coature Material Japan) and Coature Vietnam work together as a unified team to provide continuous support.



SERVICE GUIDE

OVERVIEW OF PAINTING LINE IMPLEMENTATION SUPPORT IN VIETNAM



CEP supports the entire process of evaluation & decision-making, integrated design, and start-up & commissioning when establishing or transferring a painting line—delivered as a complete, structured system. Even at the very early stage—such as considering “whether the painting process should be implemented in Vietnam at all”—customers can already begin discussions with us.



Feasibility Assessment & Concept Planning

We organize the key factors required for investment decisions—quality, production volume, localization scope, and risks—and design an appropriate implementation strategy.



Integrated Design

Rather than treating paint, equipment, processes, and people separately, we design them holistically as a seamless, end-to-end process



Start-up & Acceleration

Based on the assumption that practical on-site challenges will arise during the transition from trial operation to mass production, we support issue identification and prioritize effective countermeasures.



Operational Stabilization & Localization

We support Defect reduction, Productivity improvement, Workplace environment enhancement, and step-by-step localization roadmap development



SERVICE OVERVIEW

Structuring the overall concept of the painting line in Vietnam (requirements, scope, priorities)
Comparative criteria and decision-support documentation for selecting equipment, paint, and processes
Organizing risks and countermeasures for the start-up phase (quality, safety, operations)

Detailed items such as evaluation categories, checklists, and sample deliverables will be introduced on the next detailed page.



What you will find on the detailed page

An FS-based perspective to evaluate whether painting operations should be implemented in Vietnam
A design framework that integrates equipment, paint, processes, and standardized deliverables
Common issues and failures during the start-up phase, and how to address them proactively
Report design and governance structures to support decision-making at the Japanese headquarters



Companies best suited for this service

Companies preparing to build their first production facility in Vietnam, or planning a new factory
Companies still deciding whether to include painting processes in their new plant
Companies seeking to reproduce Japanese paint quality in the Vietnamese environment
Companies unsure where to start due to concerns about local regulations, workforce, or equipment conditions in Vietnam

Starting with a “Strategic Discussion” at the concept stage

The first step is not equipment quotation, but rather organizing the key points that need to be discussed.

CEP is designed as an entry point that connects decision-making at the Japanese headquarters with on-site execution in Vietnam.



Please Contact Us First

On the next detailed page, we will introduce specific implementation methods and the full scope of deliverables.

TRUSTED 360-DEGREE COATING SUPPORT

Coature Group has built strong credibility by offering 360-degree coating support. Now, we bring that expertise to Vietnam, confident in our ability to raise productivity.



OUR CORE SERVICES

Here is an overview of the services provided by Coature Vietnam. Coature Group, Japanese paint specialists, make your products unique and competitive through a variety of services. First, please feel free to contact us with your coating concerns. We will propose the best service to meet your challenges.

Paint Voyager



"Coating with high value-added paints will transform your products into uniquely competitive ones. Coature Group, with its extensive knowledge of Japanese paints, can propose high value-added paints and deliver them to you efficiently, even in small lots."

Color Balue



Our high-value thermosetting paints revolutionize your painting productivity by preserving the durability of materials for an extended period. We meet your diverse needs through high-quality custom coloring and prompt delivery.

Coat Expansion Partner



Supporting Japanese manufacturers in reproducing Japan-level coating quality at new factories in Vietnam. We act as a technical partner throughout the entire painting process, from feasibility and concept planning to on-site launch and stable operation, ensuring a smooth and reliable transition, as well as sustainable production performance.

CT Thinner



The quality of the solvent as thinners has a great influence on the stability of coating quality. We politely propose the most suitable thinner according to the customer's paint, the coating environment, and seasonal changes. CT.thinner is manufactured entirely in Vietnam, which also contributes to cost reduction.

COATURE GROUP'S MISSION IN VIETNAM



Through our Paint Service, we want to be of service to Japanese-affiliated enterprises working hard in Vietnam. Coature Group is a partner that resolves issues with customers through leveraging its knowledge and consulting skills in paints and coating.

PRINCIPLES

Challenge	<i>Our challenge is ongoing. In all of our activities, we aim to create new value through pursuing lofty results without fear of failure.</i>
Open mind	<i>We continue to pursue the needs of customers with an untiring spirit of inquiry. Moreover, with a fair mind free of prejudice, we strive to understand diversity of cultures and values between different ethnic groups.</i>
Active	<i>We always exhibit dynamism and place top priority on the frontline. Moreover, we aim to be an enterprise that acts and evolves globally.</i>
Teamwork	<i>We join forces to act as a single team. Moreover, as a team, we seek to share information openly and communicate freely.</i>
Unique	<i>We seek to be a unique presence for society through welcoming and realizing unique ideas.</i>
Right-people	<i>We always respect societal norms, and strive diligently to refine all personalities so that we can make right judgments based on universal human values.</i>
Expert	<i>Holding a professional sense of mission, each member of Coature Group seeks to further improve his or her expertise with a view to providing value that exceeds our customers' expectations.</i>



Coating for the Future

Our sole mission at Coature Group is to be your coating partner and to keep on contributing.

COATURE VIETNAM CO., LTD



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