



SERVICE BROCHURE

PAINT OPTIMIZER

2025 - 2026

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Optimize

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Optimize Coating Costs with Locally Produced Paint – High Quality, Lower Expenses

Reduce your reliance on imported paint while keeping the same quality standards. Lower paint expenses by using Vietnam-made paint and increase your competitiveness.



DEVELOP

SERVICE GUIDE

SUPPORT FOR DEVELOPING VIETNAM-MADE PAINT



We partner with local paint manufacturers to create high-quality paint inspired by leading overseas brands, helping you reduce paint costs and meet your factory needs.



Co-Development for Quality

We adapt top-tier overseas paint technology with Vietnamese partners to develop unique formulas. This ensures consistent quality and easy application.



Optimizing Paint Costs

We compare performance with existing imported paints and calculate costs. Our goal is to offer a paint solution that meets required standards at a lower price.



Local Supply for Fast Delivery

By manufacturing in Vietnam, we reduce transport and customs delays. This local system shortens delivery times and ensures a stable supply for your production schedule.



50+ YEARS OF PAINT DEVELOPMENT EXPERIENCE

With over 50 years of experience in industrial paint development at our Tokyo headquarters, we have a strong track record in creating paints for diverse markets. Working closely with Vietnamese manufacturers, we incorporate the advantages of imported formulas into locally produced paint. We also conduct on-site testing, manage quality assurance, and help control costs. Our integrated approach optimizes your entire coating process for reliable results.



Post-Implementation Assistance

After adoption, we regularly monitor your coating process and run sample tests to maintain quality. If problems arise, we identify the causes, manage paint batches, and propose swift solutions. We also help manage costs and delivery schedules, providing broad support for your production site.



Pre-Implementation Consultation

We assist from the early planning stage, helping you select or customize paint based on production size. We also advise on local regulations, transportation conditions, and development timelines in Vietnam. We offer cost estimates and clarify quality requirements so you can adopt our paint solution with confidence.

A Wide Range from Vietnam-Made to Specialty Coatings, Supporting Cost Reduction High Costs and Supply Instability of Imported Paint: Why Switching to Vietnam-Made Paint Is Crucial

We offer products that balance cost and quality, from standard Vietnam-made paints to high-grade coatings with special functions. Whether in automotive, home electronics, or construction materials, we pick the best match for your needs. Compared to importing overseas paints, you save on shipping and tariffs, achieving more efficient procurement.

Relying on foreign paint leads to high shipping fees, tariffs, currency fluctuation risks, and possible import delays. These factors can disrupt production plans, raise costs, and lower customer satisfaction. By sourcing paint locally, you gain stable procurement and reduce expenses simultaneously.



Our mission is to help customers save on coating-related costs while maintaining high quality. "Paint Optimizer" reflects this philosophy for the Vietnam market, providing both cost reduction and a stable local paint supply.

50 YEARS IN TOKYO, EXPANDING IN VIETNAM

We have delivered paint solutions for major manufacturers worldwide for over half a century. Now, in Vietnam, we continue developing local paint with proven results.



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."

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.

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.

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.

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