

## Company presentation

After the acquisition of Mercalin AB in 2009 from the French group Technima SA, **TECHNIMA NORDIC** was founded in 2015 when the group decided to **merge the brands MERCALIN as well as SOPPEC** and have become the **market leader in Scandinavia** for marking paint in aerosols. It has been the first subsidiary of the group that has been created with the aim to distribute the entire product range of Technima in Scandinavia through its central warehouse in Gothenburg.

All trademarks, products and Scandinavian customers of the group are managed by a local team dedicated solely to the specific needs of the aerosol marking market. A logistic platform is born with a capacity of several hundred pallets, allowing a maximum delivery in 24 - 72 hours in all countries.

Since its acquisition, **MERCALIN** has been regularly developed and improved. All their aerosols of marking paint have been equipped with **a security cap and a 360° nozzle**. This security cap has been revised in a more modern, stronger and glossy design, which allows professionals to open it using only one hand and prevents accidental release.

The brand constantly aims to respect **human needs and to protect the environment** and focus its commitment to a clean and safe working conditions. All these efforts have been rewarded since the top seller, the **Mercalin Marker**, has recently been upgraded and approved by the **Swedish certification BASTA** in 2019. **BETA, NSF, SundaHus...** are others renowned certifications that approved the Mercalin product range.

On part of, **SOPPEC** has also developed a **patented safety cap (the TP cap)**, which is more resistant and safer for professionals especially from the civil engineering and survey business. Next to the marking paint range and in the aim to answer to different market needs, the brand started to diversify its products. For instance, the **industrial paint** in alkyd and acrylic with a wide range of different RAL codes has been created to meet the diverse needs of professionals working in the industrial sector or the hire of agricultural or construction machinery, and the **Technical Sprays** range has been developed to keep professional equipment in good working condition, with 3 main functions: protect, clean and lubricate.

Nowadays **MERCALIN** and **SOPPEC** are the most famous and well-known brands of the group in the Scandinavian countries and in its core business: the marking paint. Innovation is one of the major parts of the company identity. TECHNIMA is constantly working on its product's improvement in the aim to develop products and services with **"zero impact" on both people and environment**, and up to the expectations of its customers.

