

Multilac Goes Beyond Boundaries

Posted on

Multilac moved beyond boundaries at the Architect Exhibition 2014 organised by the Sri Lanka Institute of Architects (SLIA).

Multilac was present at the exhibition with their elite range “Multilac Platinum”. The ‘Multilac Platinum Multicolour’-an addition to the Multilac’s Platinum range of paints was introduced for the first time. It is a water based paint which can be sprayed using a spray gun or a specialty brush to create your own masterpiece on your wall according to your imagination. It’s a user-friendly product where you could mix any amount of colours you wish and spray at once.

The company used the exhibition as a platform to display their high quality products and service excellence. At the exhibition customers were given the opportunity to participate in live demonstrations and interact with Multilac’s service personnel while purchasing the best quality paints.

The pioneering invention of Multilac-the Multilac Platinum range of paints, Multilac Ital Wood and the 2K Water Proofing Sealer were highlighted in Multilac’s portfolio of products that will be featured at this year’s exhibition.

Multilac Platinum range includes a range of decorative paints under its five main categories-Aqua Gloss, Shimmer, Uber Cool, Couture and Omnis. Hence, the paint will bring exclusive designs to any interior with the right dose of creativity and imagination. The unique workability proportion of these water-based paints facilitates the effortless decoration of walls through unlimited design options. Couture is sure to add artistry to any interior with its amazing colour options and the ability to create different designs.

Ital Wood, the premium wood care range from Multilac presents an innovative approach in caring for wood with its three core products-Colour Exterior Impregnating Paint, Ital Wood Water Based Lacquer, and Wax Impregnating Paint. Available in four colours-Mahogany, Burma Teak, Larch Teak, and Walnut- Colour Exterior Impregnating Paint provides protection to all kinds of wooden furniture and other wood based decorations such as doors, windows, bathrooms, kitchens, and many more. This high strength and high build coating applies smoothly on to the surface of the wooden product by penetrating into the wood, providing the ultimate protection that your furniture deserves.

Gigantic projects like Colombo Town Hall, Slave Island Defence School, Magam Ruhunupura International Conference Centre, Mahamewuna Asapuwa in Polgahawela, Kandey Viharaya Statue, Trinco New Vishnu Kovil and many more was touched with colours of Multilac.

Having a very strong retail network and a dedicated professional sales force backed by a well engineered R and D team, together with a strong factory operational team, Multilac has achieved its elite stance as the proactive leader in the paint industry.

Multilac has correctly identified the endless colour schemes of the Sri Lankan consumer. Being the country's largest paint exporter, Multilac has contributed to the national economy by protecting consumer's hard earned currency. By moving to its vision 'To deliver the consumer's colour dream by creating value and make a difference', Team Multilac has now embarked on a mission to enhance the colour choice of a consumer by providing the quality centric innovations.