

Focus on high quality and good advice



Leif Andersen Slot is R & D Manager at Iso Paint. He is responsible for developing the business and for seeing to it that product development, quality, and demand all come together. Here Leif Andersen Slot takes stock after the first year as fully integrated part of Tikkurila.

What are the advantages of Iso Paint now being fully integrated with Tikkurila?

I am very positive after the first year and I see several advantages. One of the most important advantages is the fact that we now have more colleagues in the group which means that we can draw on each other's knowledge and experience. If we face a challenge, we can ask our experienced colleagues and get their input – which is of high value. Furthermore, we have much better access to suppliers of raw material qua being a big group now. Formerly, we had agents at various places, but now we have much better collected access to the market and to the big suppliers. This means that we get products of the best quality, when all comes to all.

Can you mention a specific example of advantages relating to the incorporation?

At the stage of development, it is very advantageous for us that we are part of the group now. We can draw on a big central laboratory in Finland where we can test our products and coatings. This gives us a quick, unlimited and very flexible access to the carrying out of the necessary tests which give us the quality control for our technical data sheets. Formerly, this was more difficult and cost intensive.

Another example is the fact that the development in the whole group is managed centrally, and, thus, more structured. In order words this means that we do not sub-optimize at different places in the group and develop the same solutions. The development is directed into one direction, enabling us to profit by our colleagues' experiences while concentrating on being the group's centre for roof coating.

What does all this mean for the customers?

First of all, this means that the customers get the best products on the market. We focus on improving the quality all the time, as it is important to us that we can vouch for it.

Over the last year, we have simplified our product range and focused on the best products in the group. Moreover, we optimize the existing products, while all the time keeping an eye on the development of new solutions that meet the requirements of the market.

Generally, we want our customers to have a good experience - when they co-operate with us and when we advise them. We want to be a good partner for our customers - a partner they can rely on and whose advice they can trust.

Can you unveil some initiatives you are planning and developing right now?

We are working on several initiatives relating to our roof coating, but we cannot quite unveil them, yet. When the projects are prepared thoroughly and documented, we will present them to our customers later this year.