

COLOUR EXPERTS, ENVIRONMENTALLY FRIENDLY



Since 1997



Colorificio Valdecia is a company specialized in the customised production of **paints and varnishes** for the maintenance and insulation of exteriors, for the protection and decoration of interiors, paints specific for wood and iron, adhesives and stuccos. The company is active in the civil and industrial construction sector, and specialised in the agricultural and sports sectors with patented products: Deciacover, a shading paint for greenhouses produced and developed for the fruit and vegetable sector, and Deciacamp, a tracing paint for sports fields.

The history - The company was founded in 1997 when Claudio Gelpi, an experienced construction painter and decorator, manages to create a line of "customisable" paint and varnishes, which immediately meet the favour of the market.

Ten years after its birth, the company developed **Decia Paint Color System**, an innovative tintometric system with spectrophotometer which allows to recreate any shade requested in a short time. Research, development and production enhancement are Claudio's keywords: in those years, further improvements were made both to the water paint production department with the purchase of a new machine, and to the powder line with the addition of a new automatic bagging machine with palletising robot.

In 2011 the facility expands and they start to expand their plant, increasing the spaces destined to the stock of raw materials and the finished products. The process of the development of the premises continues until 2014, with the complete refurbishment of the establishment used as a point of sale. The factory of via Santa Rita da Cascia, Rogno (Bergamo) becomes, in a short period of time, one of the protagonists of the sector throughout the national territory.

The business model - The company, ISO 9001: 2015 certified, is the owner of a patent for their shading agent Decia Cover, which received the Seal of Excellence of the European Union as well. The production is characterised by the high attention to sustainability and the respect of the environment.

Transparency, traceability, quality, development and research, product customization and after-sales assistance are the values of **Colorificio Valdecia**, a company that, thanks to a flexible organization and professional resources with specific skills, pays great attention to the relationship with its interlocutors and enjoys an excellent reputation in its market.

Colorificio Valdecia offers a variety of products for the construction sector, from paints for the protection and decoration of both interior and exterior wall surfaces, to special products, such as anti-mold, fixatives and wall insulating paints. Completing the range are special items all created according to customer needs for different requirements, designed and developed with an eye to user health and environmental friendliness.

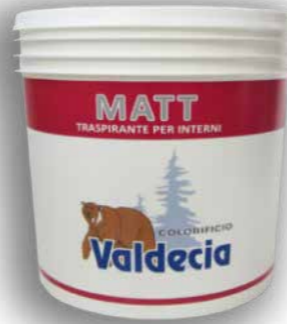


Protection and decoration of interior wall surfaces

BREATHABLES

MATT

breathable water-based paint for interior surfaces. This product is composed by vinyl resin. Matt is recommended for all environments subject to moisture, such as bathrooms and kitchens. Matt is easy to apply, rubbing resistant and particularly suitable for smooth surfaces and gypsum. It ensures a pleasant matte and velvety effect, very strong hiding quality and whiteness, very small granularity.



MAXIMUS

breathable water-based paint for interior surfaces. This product is composed by vinyl resin. Maximus is recommended for all environments subject to moisture, such as bathrooms and kitchens, it is easy to apply and resistant to rubbing. It ensures a pleasant matte and velvety effect, good hiding quality and whiteness, small granularity.



MURAFLEX

breathable water-based paint for interiors. Muraflex provides good coverage and excellent whiteness. This product is characterized by excellent breathability, easy application and good resistance to rubbing. It ensures a pleasant matte and velvety effect. It has an astonishing price-quality ratio.



2T WATER-BASE PAINT

2T is recommended for painting with airless or roller, ensuring good coverage and resistance to rubbing. Also available in a version slightly tinted where coverage difficulty is high (factories, warehouses, etc.).



WHITE PAINT

it is a water-based paint, highly breathable and with excellent coverage quality. This product is particularly suitable for painting basements, garages and sheds. It is characterized by easy application and good resistance to rubbing.



WASHABLES

WALL TECH

washable water paint for exteriors. The product is composed by styrene acrylic emulsion, of excellent coverage and whiteness. Wall Tech is a product particularly suitable as a primer for decorative effects because of his high abrasion resistance. Wall Tech is made in white base and neutral base, allowing a wide range of colours, excellent coverage and whiteness.



ACRIL PLUS

washable water paint for interiors. Styrene resin determines high resistance to alkali and rubbing. Acril Plus is easy to apply, and is characterized by top yield and whiteness; is also suitable as a primer for decorative effects. Acril Plus is composed by either white base or neutral base, allowing a wide range of colours.



EXCALIBUR PLUS

washable acrylic paint for interiors. The product has unique washability and pleasant shade of white point. Excalibur Plus is perfect for plaster and plasterboard, has a high unifying power characterized by easy application and dilution.



EXCALIBUR

washable water paint for interior. Excalibur is characterized by high yield and pleasing white point, and excels in abrasion resistance. Two coats of paint obtain a uniform matte and slightly velvety finish. Excalibur is produced only in white base, but the careful formulation allows to obtain very intense colours in the process of application without deteriorations problem in future.



Protection and decoration of interior wall surfaces

ANTI-MOULD



DECIASAN

anti-mould water-based paint. This product is composed by glass hollow microspheres, titanium dioxide, resins in aqueous dispersion, and special additives. The excellent insulating action of the hollow glass microspheres with the use of specific anti-mould broad spectrum make it a product particularly suitable for poorly ventilated, humid environments such as kitchens, bathrooms, dining rooms, laundries, etc. Following the correct cycle of application, Deciasan will allow heat loss reductions, thereby lowering the heating and air conditioning costs of the rooms themselves.

BREATHABLE DECIASAN

Breathable anti-mould water-based paint. Product composed by resins in water dispersion, titanium dioxide and special additives. This product is a useful prevention tool mould. Specific additives make Breathable Deciasan especially suited for no-ventilated and high humidity environments (e.g., kitchens, bathrooms, dining rooms, laundries).



DECIASAN DETERGENT

is a specific product for cleaning interior and exterior surfaces before painting. It is particularly suitable for the restoration of walls deteriorated by the presence of mould and mildew.

DECIASAN ANTI-MOLD ADDITIVE

is a special additive containing broad spectrum active ingredients, capable of preventing the growth of moulds, algae, fungi and lichens. Added to water-based paints for interiors, it prevents the development of the aforementioned microorganisms. In this way, the finish obtained will maintain its original appearance for a long time, while avoiding the negative effects on health associated with the proliferation of moulds.



DECORATIVES



DECORDECIA

is the new decorative line of Colorificio Valdecia. It is characterized by a careful selection of raw materials and it comes in three different colour bases: GOLD, SILVER and COPPER. Decordecia enables to obtain magnificent surfaces with fine metallic effects.

MULTIEFFECT GLITTER

multi-coloured silver glitter, available in 100g or 30g.



GLITTER

coloured glitter, that comes in silver, gold, red, copper, blue, light-blue and purple variety, available in 100g or 30g.



Protection and decoration of exterior wall surfaces

COATINGS



DECIA SOFT VIPITENO

thick coating formulated with highly specific emulsions, aggregates and additives. Decia Soft is appropriate for protection and decoration of all interior and exterior surfaces. The main characteristics of this product are lightweight, excellent workability, excellent resistance, superior standard performances. It is available in different grain sizes. This product can be used in DECIAPLAST in accordance with ETAG 004.

SILOXANE DECIA SOFT VIPITENO

plastic siloxane coating for indoor and outdoor. This product is formulated with outstanding emulsions, aggregates and additives. It achieves good protection and decoration in many environments, interior and exterior surfaces. The main characteristics are light weight, excellent workability (open time-verticity), excellent strengths, and above-standard performance. The resin used gives the substrate excellent weatherproofing, leaving water vapor permeability unaffected. It is available in different grain sizes. This product can be used in DECIAPLAST system in accordance with ETAG 004.



DECIA PLAST BUCCIATO

plastic coating spacer. It has particularly high resistance to dirt and dust, developed for the interior walls finishing. It can be painted over with Idrotech, which require a high gloss finish.

WATER BASE PAINT FOR EXTERIORS



DECIA QUARZ

water-based acrylic quartz paint, composed by selected flour and fillers. It ensures an excellent performance, high coverage and high abrasion resistance. Thanks to its extremely fine effect is appropriate also for historic buildings. This painting is made in white base and neutral base to obtain a wide colour range.

ELASTIC DECIA QUARZ

elastomeric water-based quartz paint for indoor and outdoor, composed by selected flour and fillers. It ensures an excellent performance, high coverage, high elasticity and balanced intake of dirt. Elastic Decia Quarz has been studied for the painting of surfaces which require a considerable resistance to cracking even at low temperatures.



SILOX QUARZ VALDECIA

siloxane water-based quartz paint for exteriors. It gives excellent resistance and strong permeability of water vapor. Particularly suitable in the restoration of historic buildings. This painting is made in white base and neutral base to obtain a wide colour range.

SILOX PAINT VALDECIA

siloxane emulsion paint for exterior. This paint is formulated with high quality raw materials and is suitable for finishing of top-class building. Silox Paint is suitable for decorative cycle to veiling effect. This painting is made in white base and neutral base to obtain a wide colour range.



Our "special" products,
for your most special requirements.

SPECIAL APPLICATIONS AND CONDITIONS



IDROTECH VARNISH

water enamel for indoor and outdoor with shiny and matte effect. Idrotech is easy to apply, with excellent coverage and brushing. It is suitable for masonry and wood works because of its excellent washability. This varnish is made of white base and neutral base for a wide range of colours.



IDROREP

protective paint, siloxane-made, transparent. Idrorep allows the water to flow along the walls preventing the absorption and maintaining breathability of the surface. Ideal for concrete, bricks, grès and stone, plaster cement or lime. This product does not alter the appearance and characteristics of the surface.

WHITE WATER-BASECOAT

anticorrosion basecoat. This product is studied in order to obtain high characteristics of adhesion on wall, wood and iron. White Water-Basecoat ensure greater coverage and brushability. These characteristics make it the ideal primer for Idrotech.



IDROPLUS

water-based acrylic enamel suitable for painting and decorating the most varied materials. Excellent workability, exceptional adherence and high resistance to abrasion from scratching and trampling are the main characteristics. Tintable with Decia Color Painter system.



DECIA CEM

water-based paint, protective treatment for reinforced concrete. Decia Cem is composed by acrylic resins in water dispersion, it has a high penetrating power. This product creates a coating film with a high protective capacity against the reinforced concrete aggressive agents, preventing carbonation and wear.



DECIASHEEN

this product is a superwashable, top-class coverage technology. It has an excellent whiteness effect, low dirt and very good washability. Deciasheen is easy to apply with Splash technology. It is a one-coat product when applied without dilution.

UNIFORM BASE

filler and uniform base/finish for interiors and exteriors. Its application pays off homogeneous absorption of the supports facilitating subsequent finishing coats and graces. Its high covering and masking power gives the treated support a remarkable effect of uniformity. It is suitable for homogenizing old and deteriorated surfaces or plaster walls e plasterboard where a civil plaster effect finish is required.



LIME-BASED PRODUCTS

GRASSELLO LUCIDO

product made from long ripening lime, developed for low-thickness decoration of walls and ceilings with a glossy finish very characteristic and remarkable elegance. It favours the natural diffusion of humidity between bricks and plaster, ensuring maximum breathability.



Our "special" products, for your most special requirements.

LIME-BASED PRODUCTS



CLASSIC MARMORINO

product designed to revive the old finishes such as Marmorino. Classic Marmorino is a characteristic of many historical buildings. It creates original shades and colours. This product is completely natural based, it prevents the formation of mould and bacteria.

SHAVING BASE

shaving based on slaked lime. Formulated to stick on surfaces of masonry and plaster base if you want to make a finishing cycle with Grassello or Classic Marmorino. The particle size, appropriately calibrated, turns out to be very important for the final result.



OLD LIME PAINT

painting made from long aging lime, formulated with natural raw materials. This product is suitable for sanitizing of the interiors. Old Lime Paint should only be used on surfaces containing lime. Therefore, it is particularly suitable for the restoration of the facades in historical areas.

OLD LIME PLASTER

mineral coating in paste containing lime. Old Lime Plaster is designed for lime-based covers. The high breathability and the high weather resistance make it appropriate in antique finishes and historic centres restoration.



Products to optimize the absorption and adhesion of finishes on the substrate.



NANO DECIA PRIMER

nanoscale emulsions wall primer with outstanding penetration quality. This product insulates tannin and nicotine stains. It stabilizes dusty surfaces because of an exceptional penetration quality. Nano Decia Primer is suitable for old and new surfaces indoor and outdoor. Nano Decia Primer can also be used on wood, cork, etc.

SILOX PRIMER

hydrophobic and stabilizing siloxane primer. Silox Primer is ready to use product, solvent-free. It prevents the formation of the cement salts. Silox Primer has excellent penetrating power. This product is designed as a primer for siloxane finishes.



ISOLACRIL

insulating wall fixative, based on acrylic resin. This product is suitable indoor and outdoor surfaces of old and new structures. Isolacril stabilizes dusty surfaces. This product is used in DECIKAP system to endow values in accordance with ETAG 004.

ISOVINIL

insulating wall fixative, based on vinyl resin. It can be used on indoor surfaces of old and new furniture, traditional and premixed. It stabilizes dusty surfaces and eases the application of following paints.



DECIABLANK

insulating white pigmented fixative. This product is made of a water emulsion is adapt for old and new surfaces and plasterboard. Deciablanck is characterized by high coverage, opacity and filler capacity. Its application facilitates the subsequent finishing coats.



Powder products for substrate preparation
and for the realisation of DECIA KAP,
insulation system by Colorificio Valdecia



COAT GLUE VALDECIA

mono component adhesive and smoothing. Powder glue for insulating coating with panels of expanded polystyrene, extruded and polyurethane, on surface such as concrete and cement-based plasters. The high bonding and workability make it perfect even for smoothing with drowning network.



MURAPLASTER PLUS VALDECIA

putty powder to be mixed with good quality water. The high filling power, very low shrinkage and excellent workability make Muralplaster Plus ideal for filling and smoothing work on surfaces such as walls and wood.

GREY LEVELLING GLUE
one-component adhesive and levelling compound. Powder product containing cement PORTLAND, selected aggregates and high-performance additives. It is used specifically for bonding insulating panels of expanded and extruded polystyrene and polyurethane, to complete the shaving cycle before plastering. Levelling Glue is perfect for finishing in external/internal concrete surfaces and cement long aging plasters. This product is used in DECIKAP system to endow values in accordance with ETAG 004.



ELASTOMERIC DECIA STUCK

elastomeric putty powder for indoor/outdoor. This product is composed by flour, fillers and binders of remarkable quality carefully selected. Elastomeric Decia Stuck is particularly suitable for making grouting and for restoration of site which require high elasticity. The characteristics of low shrinkage and good sanding are fundamental components in painting cycle with Decia Quarz Elastic.



WHITE LEVELLING PLUS GLUE

one-component adhesive and leveling compound. Powder product containing cement PORTLAND, selected aggregates and high-performance additives. It is used specifically for bonding insulating panels of expanded polystyrene and extruded polyurethane. This product is designed especially for shaving with and without drowning the fibre network. This product is perfectly balanced grain size and is made in grey and white version. This product is used in DECIKAP system to endow values in accordance with ETAG 004.



DECIAELASTIC TOP

highly flexible two-component waterproofing cement sheathing. Suitable for waterproofing swimming pools, bathtubs, balconies, terraces, walls against the ground and concrete structures that have small cracks. Excellent protection against weathering agents such as smog, CO2, etc.

ENAMELS AND COVERINGS
TOP COATS FOR IRON,
IMPREGNANTES AND
FINISHES FOR WOOD

Products for the beautification of ferrous structures and for the preservation of wood in interiors and exteriors.



GLOSS DECIA ANTIK

glossy protective finish composed by micaceous iron oxide. It is the ideal for long-lasting protection, because of the composition with lamellar mica pigment and the particular characteristics of the binder. It is proposed for painting wrought iron works, gates, railings, gutters, etc. It characterizes the surfaces with a pleasant colour of metallic appearance.



WAXED DECIA WOOD

water waxed varnish. It is recommended for protecting wooden items (interior and exterior). Waxed Decia Wood is optimal for shielding from ultraviolet sunbeam, weather, mould and parasites. Waxed Decia Wood intensifies the wood grain; Decia Wood does not peel (while wearing out, it does not flake so no need to brush before new applications). Waxed Decia Wood can be used both as a primer and as a finish over Decia Wood. It characterizes the surfaces with a pleasant satin effect.

MATT DECIA ANTIK
matt protective finish to composed by micaceous iron oxide. It is the ideal finish for long-lasting protection over time, because of the composition with lamellar mica pigment and the particular characteristics of the binder. It is proposed for painting wrought iron works, gates, railings, gutters, etc. It characterizes the surfaces with a pleasant colour of metallic appearance.



WAXED DECIA WOOD S
wax solvent varnish. It is recommended for protecting wooden items (interior and exterior). Waxed Decia Wood S is optimal for shielding from ultraviolet sunbeam, weather, mold and parasites. Waxed Decia Wood S intensify the wood grain; Decia Wood S does not peel (while wearing out, it does not flake so no need to brush before new applications). Waxed Decia Wood S can be used both as a primer and as a finish over Decia Wood S. It characterizes the surfaces with a pleasant satin effect.



DECIA WOOD

water-based primer with high penetration. It is recommended for protecting wooden items (interior and exterior). Decia Wood provides a resilient shield from the weather, mould and parasites. Decia Wood does not flake, but it does wear off, making maintenance easier because all you need to do is remove surface dirt and apply a coat of Decia Wood.

DECIA WOOD S
solvent primer with high penetration. It is recommended for protecting wooden items (interior and exterior). Decia Wood S provides a resilient shield from the weather, mould and parasites. Decia Wood S does not flake, but it does wear off, making maintenance easier because all that is needed is to remove surface dirt and apply a coat of Decia Wood S.



ENAMELS AND COVERINGS TOP COATS
FOR IRON, IMPREGNANTES AND
FINISHES FOR WOOD

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