

COLOUR EXPERTS, ENVIRONMENTALLY FRIENDLY



**DECIACOVER**



**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 for greenhouses and synthetic and natural grass 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.

#### What are shading agents?

Shading agent is a category of products used in agriculture with the aim of reducing the temperature inside the greenhouse without affecting the quality of light, ensuring optimal production and avoiding the stresses caused by excess heat.

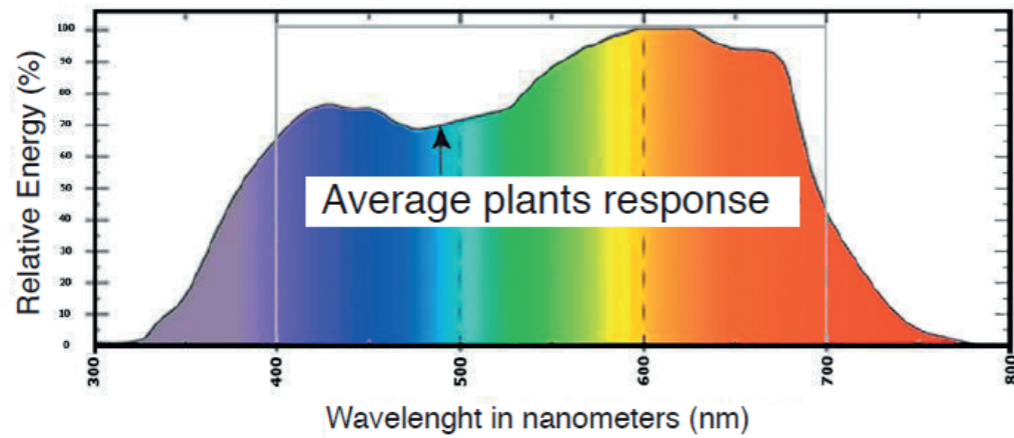
Not all shades are the same. Choosing the right one means guaranteeing a quality product even in stressful situations.

**Decia Cover** is a shade for greenhouses developed for the fruit and vegetable and horticultural sector, ideal for reducing excess solar energy and creating diffused light, with the aim of reducing the temperature inside the greenhouse without reducing the quality of light, ensuring optimal production. avoiding the stresses caused by excess heat and significantly reducing the amount of water used for irrigation. In case of intense cloudiness and rain this paint guarantees a greater transmission of light and becomes transparent.

It is important to choose **Decia Cover** depending on the climatic areas in which it is applied. The choice of the ideal shading agent for each situation depends mainly on the type of crop, its specificities and the climatic conditions of the growing area. **Decia Cover** screens part of the light over the entire spectrum, protecting plants from infrared rays, reducing the temperature, without altering the quality and quantity of light necessary for crop growth. The coverage and intensity of shading depends on the number of applications of the product on the substrate during the season.



**ACTION RANGE OF DECIA COVER**



The highest rate of photosynthesis occurs at wavelengths found in the blue and red-orange regions of the visible spectrum.

**Decia Cover** is a patented formulation certified by the European Commission with the Seal of Excellence and is available both in the removable version with detergent and in the self-extinguishing version.

**Self-extinguishing and removable: what are the differences?**

**Decia Cover Self-extinguishing** does not require any type of detergent for its removal. It is a shading agent for greenhouses, tunnels and shelters that offers the same level of protection, but for different lengths of time depending on the customer needs. Growers can thus select the protection time that best meets their growing needs.

**Decia Cover 2020**, which provides excellent weather-resistant qualities, requires a specific detergent for its removal. The use of **Decia Cover 2020** makes it much easier and more precise to plan the different production steps throughout the year.

**DESCRIPTIVE FEATURES**

Screening film-forming product ideal for reducing excess solar energy and creating diffused light. In case of intense cloudiness and rain, this paint ensures greater light transmission by becoming transparent.

**TECHNICAL PROPERTIES**

- Calibrated resistance - in relation to the environmental characteristics where the product is applied
- Coverage quality maintenance - developed to prevent degradation of the coverage
- Variable support - applicable on glass, plastic film, PE

**EQUIPMENT REQUIRED**

For mixing: drill, barrel.

For applying: manual spraying, mechanical arc, air, atomizer.

**APPLICATION METHOD**

**Decia Cover** diluted in water is sprayed evenly over the clean, dry greenhouse cover. It is possible to change the degree of dilution according to the degree of coverage required. If applied several times during the season, it allows the degree of shading to be increased according to the specific needs of each crop.

In order to ensure the best result, mix the product thoroughly; to obtain the correct adhesion on the cover, apply the product on a clean and dry surface at a temperature between 18°C and 32°C, keeping the mixture moderately agitated (for applications over 60 minutes).

SOLUTION	DC:H2O	SOLAR FILTER	COVERAGE STRENGTH
STRONG	1:3	42%	+23%
MEDIUM	1:4	29%	0 RIF.
LIGHT	1:5	22%	-16%
ULTRA LIGHT	1:6	16%	-31%



**COVERAGE AREA**

Depending on the preferred dilution, one bucket of **Decia Cover** (e.g., 20-22 kg package) is enough to cover an area between 700 m<sup>2</sup> and 1400 m<sup>2</sup> at the base.

**FIELD PERFORMANCE**

- Increased in the productivity of greenhouse crops
- Reduction of heat stress damage to plants, flowers and fruits
- Reduction of water consumption and air humidity in greenhouses

**Decia Cover** has also been studied in extreme climatic situations and in the most critical phenological phases.

APPLICATION	FILTER
I layer	24%
II layer	41%
III layer	59%
IV layer	78%

The values in the tables shown are to be considered purely indicative, as the application systems are very different from each other.



**DECIA CLEAN**

It is a detergent with excellent thixotropic characteristics that allow it to be applied at different angles.

Applicable with the same methodology as **Decia Cover**.

The ready-to-use **Decia Clean** does not contain any substances that pollute the environment or degrade the greenhouse cover.

**APPLICATION METHOD**

After thoroughly diluting and mixing **Decia Clean**, spray evenly, taking care to moisten all surfaces to be removed.

No detachment will occur on non-moistened parts.

Testing is recommended to determine the exact dilution to be used depending on the amount of **Decia Cover 2020** to be removed.

Once **Decia Clean** has been applied, the coating must be washed with water to achieve complete removal. Therefore, if heavy rainfall is not expected in the next 24/48 hours, hand washing should be used. Do not apply **Decia Clean** in adverse weather conditions (rain and wind).

Excellent cleaning results are only achieved if the surfaces to be treated are coated with **Decia Cover 2020**.

**Decia Clean** does not damage standard greenhouse construction materials. If treated glass or special plastic films are used, please consult the manufacturer of these.



COLORIFICIO VALDECIA S.R.L.  
Via S. Rita da Cascia 14/16,  
24060 Rogno (BG)  
CF e P.IVA: 04644390165  
export@colorificiovaldecia.com  
Phone: +39.035.967650

[www.colorificiovaldecia.com/en/](http://www.colorificiovaldecia.com/en/)



COLORIFICIO

Valdecia



COLORIFICIO

Valdecia



ISO 9001  
BUREAU VERITAS  
Certification



ACCREDITAMENTO