



Company Profile



www.berling.gr



Color has a Name!



A life full of colour



The company **BERLING SA - KYRIAKOS G. KONSTANTINIDIS** was founded in 1968, initially styled KYRIAKOS G. KONSTANTINIDIS & CO EE. After conversion in 1994, it has been operating in its current legal form as **BERLING SA**.

BERLING SA is the **Greek Colour Industry**, engaged in the production and sale of building, isolating, heat-insulating, industrial, decorative paints and furniture paints. We offer our products and services both through a broad nationwide network of partners and through alternative distribution channels.

Berling's considerable experience and contribution guarantee the satisfaction of the needs of the climatic, housing and construction infrastructures of the overall ecosystem concerning paints in Greece. At the same time we aim at the continuous expansion of activities by innovative and ecological products, both in Greece and abroad.

BERLING has a passion for colour and that is why we have been able to supply the Greek market with high quality products for over 30 years, because as we have been saying since long time...

Colour has a Name!

” BERLING has a passion
for colour...



Our Facilities



The seat and the manufacturing unit of **BERLING SA** has been operating in Oinofyta, Voiotia, since 1992, while since 2009, after an **investment program amounting to 17.000.000€**, in a newly established and modern unit of 27.000m² and building infrastructures of 15.000m².

The industry operates with advanced methods and tools that support the production capacity and can respond to all of our customers' needs.

With the **technologically sophisticated production line**, thorough quality controls are carried out on a strict basis so that each product has guaranteed quality. Our packaging, in different sizes, handy, durable, lightweight and easy to carry, cover all your needs, while new, modern packaging has been created, being **BERLING's innovation**.

Their characteristic is the security film in premium product lines such as Petite Matt, Acrylux, MonoStop, MonoStop Thermo etc.

The organizational and functional structures of the company have been designed to facilitate **our orientation towards environmentally** friendly products and processes while they operate based on an Environmental Management System at all stages of the production process:

ISO 14001: 2004, ISO 9001: 2008 & EMAS.



”...thorough quality controls are carried out...



Our principal concern Client & Quality.



Our clients and partners have trusted us over the years, **receiving as a result considerable benefit** from a long and in depth technological, industrial experience on paints.

The significant transfer of know-how to the Greek market and the creation of value for the customers constitute a strategic target of **BERLING**, unfolding on two axes: Client & Quality.

Our principal concern is the satisfaction of Clients who choose to use our products to create or renovate their spaces.

Their choices among our products for painting or style, gives us the impetus **to create new products that will meet their needs and requirements.**

The culmination of all our efforts is putting the client at the heart of all our operations.

Quality **constitutes the primary motto for developing and producing products** that meet our customers' requirements. As a result of this long-term effort, our company has been recognized by public and private agents with many awards in Greece and abroad.

” The significant transfer
of know-how...



Quality Assurance and Certifications



BERLING, actively showing its sensitivity for the environment and the human being, fully complying with the legislation and the international standards and aiming to sustained economic growth with respect for the environment and nature, has designed and implements an **Environmental Management System** at all stages of the manufacturing process.

Thus, since **2006 BERLING has been certified** for the application of the ELOT standard EN ISO 14001:2004 and the European Community Regulation EMAS, while in the same year, by decision of the competent Department of the Ministry of Environment, Regional Planning and Public Works the registration of the Company in the Community Eco-Management and Audit Scheme (EMAS) Register was approved of with number EL000047.

One of the many important milestones in its history was in April 1998 since it **was the first company in Greece which was awarded the first Eco-label of the European Union for the ecological paint Petite.**

21 certified ecological products exist in the list of our Company and this number is constantly growing. They all comply with the **ecological criteria of the European Union** (Decision 2009/544/EC) and have been awarded the Ecolabel from ASAOS (Higher Ecolabel Award Council).

”...the first Eco-label of the European Union...



Research and Environment



We regularly and on annual basis invest in the research and development of new colours, colour combinations and styles that we consider necessary to meet our market needs.

The **Research and Development Department** plays a particularly important role to this direction, since it is supported by a wide range of modern laboratory equipment, where all the necessary **checking and testing works** are carried out daily and systematically, with raw materials friendly to the user and to the environment, both in ordinary and in new painting processes.

BERLING is at the forefront of developments and follows with great interest new technology systems, new ideas to create and use functional structures through nanotechnology, while placing at the same time particular emphasis on the development of new building and ecological products.

” ...at the forefront
of developments...

Products & Strategic Targets



Portfolio Products:

- > Ecological and environmental friendly products
- > Emulsion paints
- > Acrylic and Elastomeric paints
- > Primers
- > Anticorrosives - Primers
- > Isolating
- > Heat-insulating
- > Wood protective - Fungicides
- > Enamels
- > Coatings - Putties
- > Furniture Coatings - Laquers
- > Solvents
- > Epoxy
- > Acrylic/Tulip
- > Special Products

The strategic targets of the company in brief:

- > Maintaining, improving and increasing the position in the domestic market as well as dynamic expansion in European and international markets.
- > Improving the organizational and operational structure of the company in order to facilitate orientation towards environmentally friendly products and processes.
- > Support of research towards other ecological and new technology products.

With
Safety
Film!





Mission Statement



Vision

Our vision is through our company's operation to create the conditions for better quality of life for our clients and staff, having as primary task to support a sustainable environment for us and the future generations.

Our company to offer to our lives as well as to the community, of which we are part.

To develop business practices which will promote the development of the size of our company as well as our operation throughout Europe highlighting Greek entrepreneurship outside the Greek borders.

Mission

Our mission is to produce and distribute high-quality paints and varnishes in order to provide the ideal solution for any project budget with products meeting the needs of our customers by creating ideal living and working spaces.

Principles

- > Sustainable development.
- > Safety of workers and the environment.
- > Integrity.
- > Extroversion.

Values

- > To operate with integrity and respect our commitments.
- > To operate passionately trying to attain perfection in everything we do.
- > Lifelong learning. We are in the mood for the new and innovative.
- > To support, believe in and contribute to the growth and development of our people.
- > To operate as a team, supporting and covering each other.
- > Our customers at the heart of all our operations.



Corporate Social Responsibility



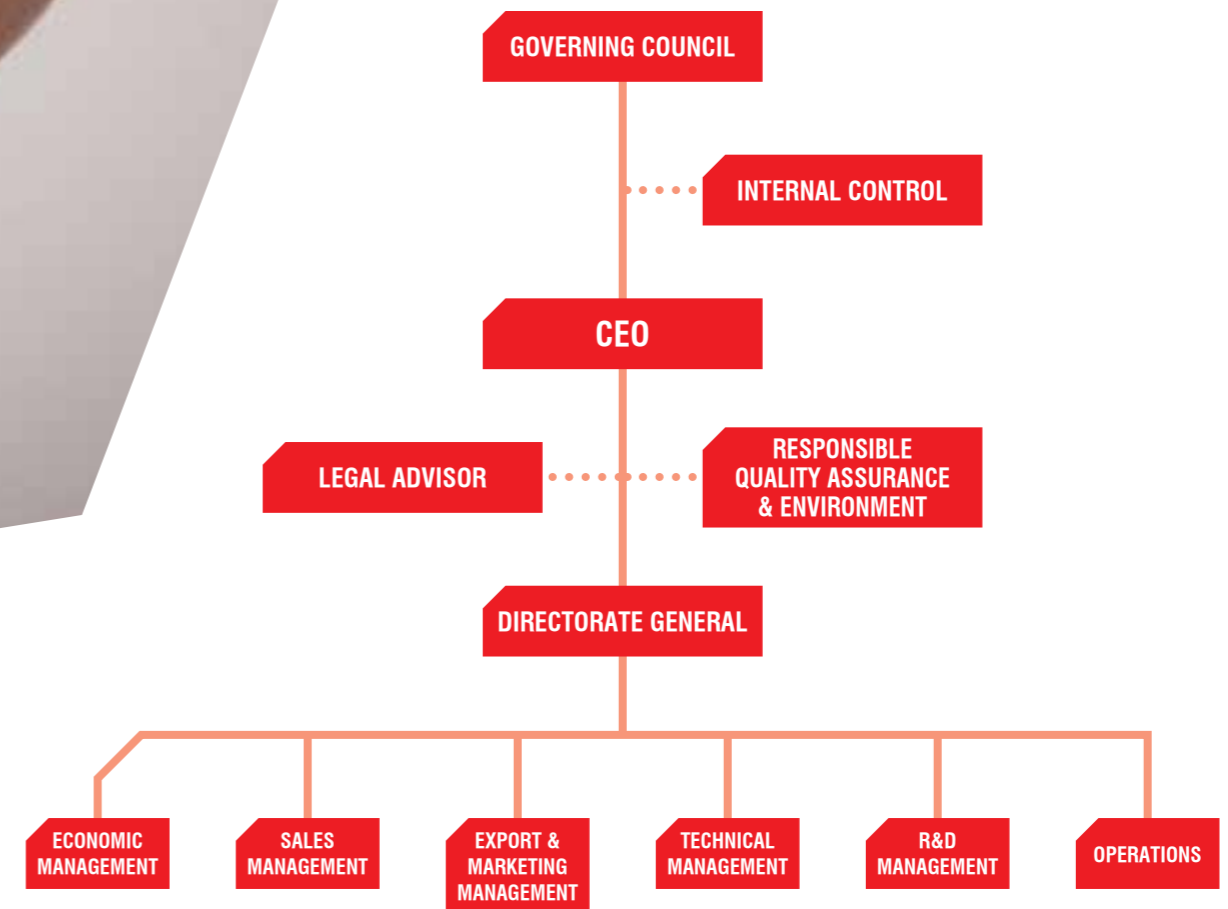
Corporate Social Responsibility (CSR) is an organic part of the business philosophy and development strategy of **Greek paint industry Berling**.

As an integral part of the natural and social environment in which it operates for many decades, Berling **has developed a structured CSR program** around two axes, environment and human being, which govern the whole life and philosophy of the company.

Berling Paints works, operates and is developing:

- > based on the principles of sustainable development and ethical business;
- > for the common good in both the social and natural environment;
- > with respect for the principles and values that characterize our culture;
- > with a view to improving the quality of human life (at the workplace, in the market and in the community).
- > with the vision to promote Greek entrepreneurship through innovative and responsible corporate actions.

Organizational
Chart





BERLINGPaints

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