

Unlimited Innovation



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ABOUT ROSE PAINTS

The kingdom of Saudi Arabia witnessed considerable development was accompanied by another remarkable development in the general taste while choosing the different varieties of paints.

The activities of the establishes of the Arabian Building Chemicals Factory in the field of building materials and exportation, importation derivatives, during the last three decades, kept pace with the general development in the Kingdom, and they established close working relationships with a number of British, Italian and other international companies operating in this field. Hence the idea of manufacturing these products locally emerged in the year 1989.

Within a short period following its establishment, the Arabian Building Chemicals Factory managed to occupy the special position it deserves as one of the pioneer paint, varnish, and solvent producing factories in the Kingdom of Saudi Arabia. This was accomplished with God's grace and thanks to the generous support from the government of the Custodian, together with the spirit of diligence and hard work from the part of all the staff of the Arabian Factory, aiming at the implementation of the comprehensive quality system according to the international standard specifications and the organization of laboratory research, while applying the most sophisticated technology and the stat of art in all the stages of production.

During the progress of the Arabian factory, it was inevitable for its management to cope efficiently and adequately with the various market problems, using clear marketing and advertising strategies coupled with new methods of product introduction and opening of local and foreign markets while responding adequately to the needs of the customers.

The project starIn order to meet the increasing demand inside and outside the kingdom, the higher management took the decision of executing a huge expansion of the Arabian Factory with a view of doubling and

diversifying the production of paints and their derivatives. For this purpose agreement was reached with a big Spanish company specialized in this field in order to execute the above-mentioned expansion.

The project started with choosing a new location for the Arabian Building Chemicals Factory in Kilo 12 in Jeddah-Makkah Almukarramah Road. The total area of the land plot on which the factory and its various facilities is established is 28,000 square meters.

Using the state of art technology with the aid of new sophisticated machines, applying advanced technology supervised and operated by professionals of high scientific and technical standard, automatic vertical production serials were reached giving the current productivity of about 50 thousand metric tons annually.

Our products now include varieties of paints, varnishes, and solvent blends. The management exerts efforts to diversify production, and establish production lines for new varieties with increasing demands such as: artificial pants, vehicle paints, vehicle paints, road signs paints, and innovative paints for décor works.

Dear customers,
The trust placed in us from your part has always been the main pillar on which our success was based.

Products of the Arabian Building Chemicals Factory

May Allah grant us success,
Mahfoz Salem Babader





ARABIAN CHEMICALS FACTORY

The Arabian Chemicals Factory has been dedicated for more than 30 years for manufacturing and distributing high quality paints and other related products under the trademark “Rose” in local markets and constantly growing exports. During this period, the Kingdom witnessed great development and growth in the construction field and the Company’s activities kept pace with those developments.

Within a short period of its foundation, the Arabian Factory sought to occupy the distinct place it deserves in the paint, varnish and thinner industry in the Kingdom. This was achieved thanks to Allah and to the generous support of the honest government.

The determination and great efforts made by the Arabian Factory’s staff under the wise leadership of Mr. Mahfudh Salem Babader enabled the Company to meet ISO total quality specifications as well as making all the products of the Company to comply with all Saudi standards.

The productive capacity of the Factory increased by using latest technical technologies and state of the art production machines such that the Factory can supply



50,000 tons of paints and dyes to the building section and industrial uses. All manufacturing, distribution and development activities are carried out under the same roof.

The Factory is located at KM 14, Jeddah – Makkah Al Mokarramah Road with an area of 28000 square meters. The professional management and highly experienced staff can always support and meet the growing demand of the building industries. Our staff have sufficient experience to mix products suitable to the highly hot and humid summer months and cold and windy climatic conditions prevailing in the Middle East region in the winter months.

Modern paints and dyes has made it easy to decorate and protect all types of surfaces, however the same main requirements to achieve the best results are still existing.

It is very necessary to prepare surfaces for painting, select suitable primer, coats and finishes and follow the correct sequence of painting process execution by professional painters and must be taken in consideration carefully.

PRODUCTS

**INTERIOR
PAINTS**



**EXTERIOR
PAINTS**



**INDUSTRIAL
PAINTS**



**DECORATIVE
PAINTS**





INTERIOR PAINTS



PRIMARY

- **RS-6497 Rose Interior Sealer**
An economical quality of acrylic sealer
- **RS-6498 Rose Interior Masonry Primer**
Premium quality pigmented primer sealer
- **RS-6493 Rose Sealer Interior/ Exterior**
A superior quality of acrylic sealer
- **RS-5335 Rose Décor Undercoat**
A superior quality undercoat finish
- **RS-5356 Rose Red Oxide Primer**
A premium quality adhesion primer for steel

INTER MEDIATE

- **RS-6370 Rose Linseed Filler**
A superior quality W/B wall filler
- **RS-6350 Rose Silk Stucco**
A superior quality W/B wall filler
- **RS-6297 Rose Fine Texture**
A high quality fine texture finish
- **RS-6293 Rose Fine Texture**
A high quality fine texture finish
- **RS-6296 Rose Medium Texture**
A high quality medium texture finish
- **RS-6294 Rose Medium Texture**
A good quality medium texture finish
- **RS-6240 Rosetex Gloss**
A superior quality gloss texture finish
- **RS-6295 Rosatex Coarse**
A high quality coarse texture finish

FINAL

- **RS-6196 Rosacryl Emulsion White**
A superior quality of acrylic emulsion
- **RS-6187 Rose Interior Emulsion**
A superior quality of acrylic emulsion
- **RS-6183 Rosacryl Emulsion White**
A superior quality interior / exterior plastic emulsion
- **RS-6191 Rose Finish Interior / Exterior**
A superior quality of acrylic emulsion
- **RS-6159 Rose Egg-shell Emulsion**
A high quality egg-shell plastic emulsion paint
- **RS-6160 Rose Satin Emulsion**
A high quality satin plastic emulsion paint
- **RS-6139 Rose Emulsion None drip**
A high quality structured, dripless gloss plastic emulsion
- **RS-6157 Rose N/D Gloss Emulsion**
A high quality non-drip gloss plastic emulsion paint
- **RS-6799 Rose Road Mark W/D**
A quick drying high quality road marking paint
- **RS-6120 Rose Emulsion Glaze**
A high quality waterborne clear finish
- **RS-5236 Rose Décor Flat**
A superior quality alkyd flat finish coat
- **RS-5260 Rose Flat Enamel Favourite**
A high quality alkyd flat finish coat
- **RS-5218 Rose Semi-Gloss Enamel**
A high quality alkyd semi-gloss finish coat
- **RS-5220 Rose Décor Semi-gloss**
A superior quality alkyd semi-gloss finish coat
- **RS-5177 Rose Décor High Gloss SASO**
A premium quality alkyd high gloss finish
- **RS-5126 Rose Gloss Enamel Favourite**
A high quality alkyd glossy finish
- **RS-5438 Rose Chemicoat Favorite**
A high quality acrylic high gloss finish
- **RS-5179 Rose Décor High Gloss**
A premium quality alkyd high gloss finish
- **RS-5460 Rose Chemicoat Semi-Gloss**
A high quality acrylic semi - gloss finish
- **RS-5440 Rose Chemicoat Gloss**
A premium quality acrylic high gloss finish
- **RS-5280 Rose Road Mark**
A quick drying high quality road marking paint
- **RS-5380 Rose Décor Aluminun**
A An alkyd silver-finish paint

EXTERIOR PAINTS



PRIMARY

- RS-6499 **Rose Acrylic Sealer**
An excellent quality pigmented primer sealer
- RS-6493 **Rose Sealer Interior/ Exterior**
A superior quality of acrylic sealer

INTER MEDIATE

- RS-6293 **Rose Fine Texture**
A high quality fine texture finish
- RS-6297 **Rose Fine Texture**
A high quality fine texture finish
- RS-6294 **Rose Medium Texture**
A good quality medium texture finish
- RS-6296 **Rosetex Medium Texture**
A high quality medium texture finish
- RS-6295 **Rosatex Coarse**
A high quality coarse texture finish
- RS-6299 **Rosetex Coarse**
A high quality coarse texture finish
- RS-6240 **Rosetex Gloss**
A superior quality gloss texture finish

FINAL

- RS-6191 **Rose Finish Interior / Exterior**
A superior quality of acrylic emulsion
- RS-6159 **Rose Egg-shell Emulsion**
A high quality egg-shell plastic emulsion paint
- RS-6139 **Rose Emulsion Non-drip**
A high quality dripless gloss plastic emulsion paint
- RS-6198 **Rosacryl Vinyl Emulsion White**
An excellent quality exterior plastic emulsion
- RS-6230 **Rose Graffiato**
A high quality granulated texture finish
- RS-6229 **Rose Graffiato 3 MM**
A high quality granulated texture finish
- RS-6160 **Rose Satin Emulsion**
A high quality satin plastic emulsion paint
- RS-6157 **Rose N/D Gloss Emulsion**
A high quality non-drip gloss plastic emulsion paint
- RS-6182 **Rose Exterior Emulsion Favorite**
An excellent quality exterior plastic emulsion
- RS-6232 **Rose Graffiato Stone free**
A high quality non-granulated texture finish
- RS-6228 **Rose Graffiato 1-3 MM**
A superior quality granulated texture finish
- RS-6799 **Rose Road Mark W/D**
A quick drying high quality road marking paint
- RS-5438 **Rose Chemicoat Favorite**
A high quality acrylic high gloss finish
- RS-5440 **Rose Chemicoat Gloss**
A premium quality acrylic high gloss finish
- RS-5460 **Rose Chemicoat Semi-Gloss**
A high quality acrylic semi - gloss finish
- RS-5380 **Rose Décor Aluminum**
An alkyd silver-finish paint
- RS-5280 **Rose Road Mark**
A quick drying high quality road marking paint
- RS-6599 **Rose Water proof paint**
A single pack elastomeric waterproofing material

INDUSTRIAL PAINTS



PRIMARY

- **RS-5540 Rose N.C. Laq. Gloss**
A superior quality nitro-cellulose enamel finishes
- **RS-5582 Rose N.C Sanding Sealer**
A high quality clear nitrocellulose sealer
- **RS-5779 Rosadur Epoxy Sealer**
A superior quality 2 pack epoxy sealer
- **RS-5770 Rosadur Epoxy Primer**
A superior quality 2 pack epoxy primer
- **RS-5769 Rose Zn. phosphate Epoxy Primer**
A superior quality 2 pack zn.phosphate epoxy primer

INTER-MEDIATE

- **RS-5592 Rose N.C Filler**
A high quality quick drying nitrocellulose filler
- **RS-5780 Rosadur Epoxy Filler**
A good quality 2 pack epoxy filler

FINAL

- **RS-5580 Rose N.C Laq. Primer**
A high quality nitro-cellulose primer finishes
- **RS-5539 Rose N.C Gloss White**
A high quality nitro-cellulose enamel finishes
- **RS-5199 Rose Wood Stain**
A premium quality synthetic wood stain
- **RS-5506 Rose N.C Clear Gloss**
A high quality clear nitrocellulose lacquers
- **RS-5120 Rose Varnish Gloss**
A premium quality alkyd high gloss clear finish
- **RS-5740 Rosadur Coal Tar Epoxy**
A good quality 2 pack coal tar epoxy
- **RS-5640 Rose Polyurethane Gloss**
A superior quality 2 pack polyurethane high gloss
- **RS-5609 Rosethan Clear Varnish**
A superior quality 2 pack polyurethane high gloss clear
- **RS-5639 Rosethan Top Coat**
A superior quality 2 pack polyurethane top coat
- **RS-5645 Rosethan Semi-Gloss**
A superior quality 2 pack polyurethane top coat
- **RS-5750 Rosadur Epoxy Flooring**
A superior quality 2 pack epoxy flooring
- **RS-5730 Rosadur Epoxy Top Coat**
A superior quality 2 pack epoxy high gloss top coat

DECORATIVE PAINTS



PRIMARY

- **RS-6885 Rose Royal Base Coat**
A high quality Rose Royal base coat plastic emulsion paint
- **RS-6899 Rose Chiffon Base Coat**
Rose Royal base coat plastic emulsion paint

FINAL

- **RS-5389 Rose Décor Beauty Glaze**
A premium quality solvent based glaze
- **RS-6398 Rose Marblita Stucco**
A premium quality water based stucco
- **RS-6896 Rose Mira Finish**
A superior quality water based design paint
- **RS-6887 Rose Magic Touch Tex Coat**
A high quality water based texture paint
- **RS-6888 Rose Magic Touch Base Coat**
A high quality plastic emulsion Magic Touch base coat
- **RS-6889 Rose Magic Touch Top Coat**
A high quality water based multi-color paint
- **RS-6886 Rose Royal Top Coat**
A premium quality water based design paint
- **RS-6898 Rose Chiffon Top Coat**
A premium quality water based design paint
- **RS-6897 Rose Rancy**
A superior quality water based design paint
- **RS-6292 Rose Fancy Tex.**
A high quality water-based texture paint

PROJECTS

School Projects



Mahbas Eljin Hotel



Noor Hospital - Mecca



Emergency Shelter - Mecca



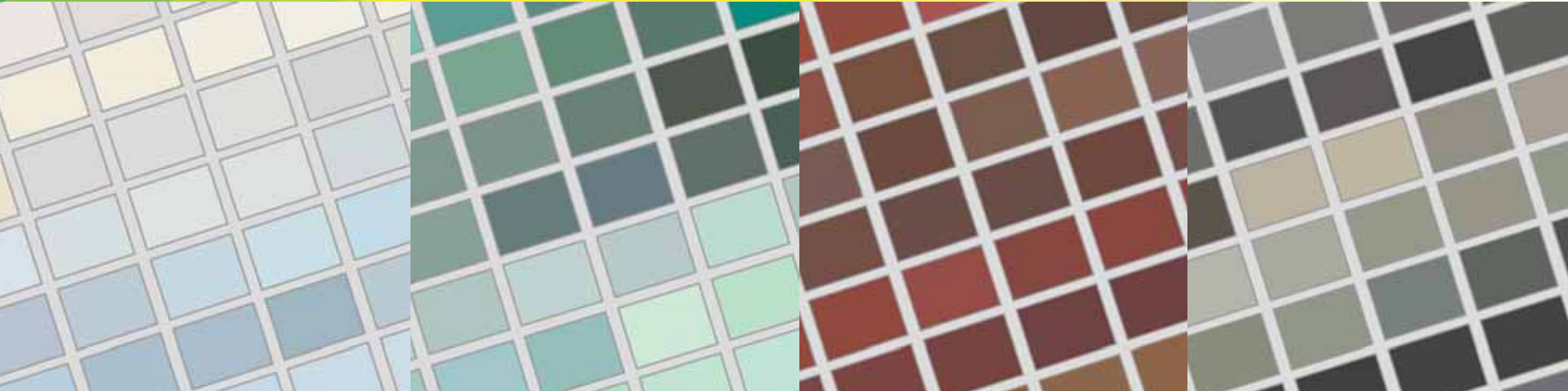


MAJOR CLIENTS



COLOR PALLETTE





PALE
COLOR

BRIGHT
COLOR

DEEP
COLOR

DARK
COLOR



SHOWROOMS



NORTHERN REGION

No	Showroom Name	Address	Tel
01	Tabuk Branch	Medina Road	014/4290440
02	Tabuk Rose Showroom	Thalatheen Road	014/4247747
03	Qurayyat Rose Showroom	Qurayyat	014/6433999
04	Sakaka Branch	Al-Jouf Wholesale Market	014/6256457
05	Hail Branch	Hail Industrial – Hofi St.	016/5315262

WESTERN REGION

No	Showroom Name	Address	Tel
01	Seteen Rose Branch	Seteen Road	012/6707700
02	Central Stores	Kilo 14 Old Makkah Rd.	012/6251010
03	Makkah Almukarramah Branch	Al-Shawqia	012/5651471
04	Al-Aziziya Rose Shoroom	Al-Aziziya	012/5593836
05	Al Madina El Monawara Branch	Al-Oyoon Road	014/8457733
06	Taif Branch	New Industrial Zone	012/7441288
07	Wadi Waj Rose Showroom	Wadi waj	012/7433878

CENTRAL REGION

No	Showroom Name	Address	Tel
01	Riyadh Branch	Old Industrial – Medina Rd.	011/2411067
02	Dhahran Rose Showroom	Dhahran Street	011/4737186
03	Buraidah Branch	Truck Road Inqa'a	016/3234694
04	Buraidah Rose Showroom	Qassim	016/3691079

SOUTHERN REGION

No	Showroom Name	Address	Tel
01	Khamis Mushait Branch	Umm Srar	017/2220945
02	Jazan Branch	New Industrial	017/3235547
03	Jazan Rose Showroom	Betromeen Road	017/3174993
04	Najran Branch	Alaraisah Albastanah	017/5445111
05	Najran Rose Showroom	King Abdul-Aziz Road	017/5237075

EASTERN REGION

No	Showroom Name	Address	Tel
01	Dammam Branch	Khalidia	013/8592458
02	Hafr Al-Batin Branch	Khalidia	013/7214777
03	Ahsa Branch	Ahsa	013/5845904