



# Global Distribution. Proven Protection. One Brand.

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Join Our Global Network of  
Protectapeel Distributors



**SPRAYLAT INTERNATIONAL**

# A Message From Our CEO

Thank you for your interest in joining the Protectapeel distribution network. At Spraylat, we believe in building strong, collaborative partnerships that empower our distributors to grow and succeed.

Over the years, Protectapeel has become a trusted name in surface protection, helping industries reduce damage, save time, and cut costs. But our success wouldn't be possible without the dedicated distributors who bring our product to new markets and customers around the world.

As a distributor, you won't just be selling a product you'll be joining a team that values innovation, service, and support. We're committed to providing you with the tools, training, and resources you need to thrive.

Whether you're expanding your product range or looking to represent a brand with proven results, we're excited about the opportunity to work together. Let's build something great.



Mark Kennedy  
CEO  
Spraylat International Ltd



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# About Us

Spraylat International Ltd



# About Us

Spraylat International Ltd has been a pioneer in surface protection for over six decades. Founded in 1936 as Spraylat Corporation in the United States, the company quickly established itself as an industry leader in temporary protective coatings, renowned for quality, innovation, and reliability.

In 1992, Spraylat International Ltd was formed to bring the brand's proven solutions to global markets. Headquartered in the United Kingdom, Spraylat International Ltd expanded the reach of its products across Europe, the Middle East, and beyond, serving a wide range of industries from aerospace to construction.

In 2024, Spraylat International Ltd was acquired by Bergman & Beving, a respected Nordic industrial group known for its long-term vision and commitment to sustainable, high-quality solutions. This strategic acquisition marks an exciting new chapter, strengthening Spraylat International Ltd's position in the market and supporting further growth through innovation, investment, and global partnerships.

Today, as part of the Bergman & Beving family, Spraylat International Ltd remains dedicated to delivering advanced surface protection systems that help customers save time, reduce waste, and protect what matters most.

As part of our continued growth strategy, Spraylat is actively seeking to expand its global footprint through a strong and reliable distributor network. We are focused on building long-term relationships with partners who share our commitment to quality, service, and innovation. By acquiring and collaborating with distributors around the world, we aim to make our solutions more accessible to customers everywhere.

# Our Distributors



## A Partnership Built on Knowledge, Dedication, and Opportunity

At Spraylat International Ltd, we believe the success of Protectapeel in global markets relies not only on the strength of our product—but on the strength of our partnerships. That's why we're looking for motivated, knowledgeable distributors who are ready to grow with us.

We are looking to partner with distributors who have a strong understanding of their local market and the opportunities for temporary surface protection. Insight into regional demand is also key, along with; existing solutions, and competitor knowledge are essential to positioning Protectapeel effectively and driving growth. We also value distributors who can dedicate experienced sales professionals to promote and support our products,

and have a solid background in construction, manufacturing, or related sectors, who understand the challenges faced by our end users and can confidently communicate the benefits of Protectapeel.

We value transparency, commitment, and a proactive approach to growth. In return, Spraylat International Ltd offers you:

- Exclusive distribution opportunities in selected regions
- Full technical training and product support
- Marketing materials and promotional campaigns tailored to your market
- Fast response times and open lines of communication
- A long-term, collaborative relationship with a company backed by over 60 years of expertise—and the global reach of Bergman & Beving

By becoming a Spraylat International Ltd distributor, you're not just taking on a product you're joining a trusted global brand with a proven track record. We're committed to supporting you at every stage, from initial onboarding to ongoing sales support, ensuring you have the tools, knowledge, and confidence to succeed in your market. Together, we can deliver real value to customers while building a profitable and lasting partnership.



*Whether by air, road or sea, we'll help arrange the most efficient shipping solution for your needs.*



We're proud to have built strong, long-standing relationships with many of our distributors—some of whom have been working with us for over 20 years. These enduring partnerships reflect the trust, loyalty, and mutual success that sit at the heart of how we do business. We view our distributors not just as sales channels, but as valued partners who play a vital role in representing the Protectapeel brand in their local markets.

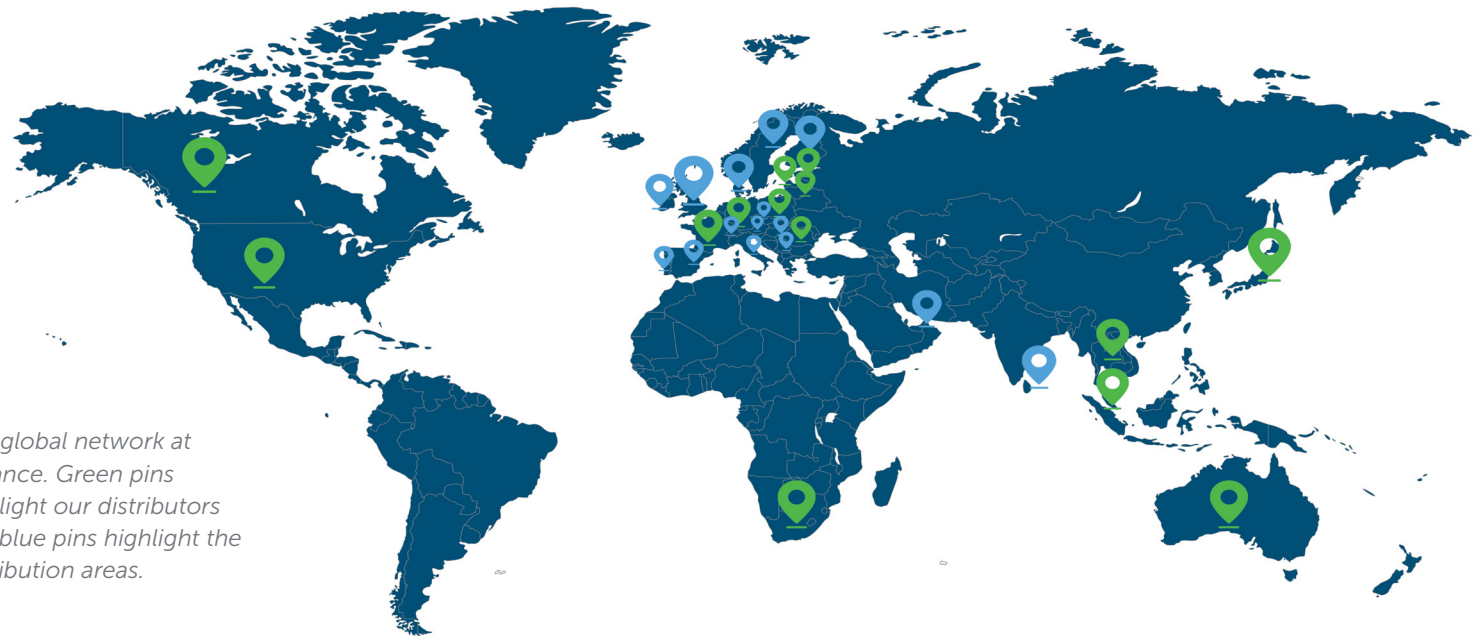
In addition to our established distributor network, we also supply Protectapeel to a number of countries where we do not yet have local distribution partners. These regions represent significant potential for

growth, and we are actively looking to build strong, long-term relationships with distributors who can help us better serve these markets. While our products are already being used successfully in these areas, having dedicated local partners would allow us to provide more tailored support, faster response times, and a stronger presence on the ground.

Our continued support includes comprehensive training, dedicated account management, and tailored marketing resources to help each distributor succeed. We believe in open communication, shared goals, and a collaborative approach that allows our partners to grow confidently alongside

us. The success of our existing network stands as a testament to what's possible when expertise, quality, and partnership come together.

We are always looking to connect with ambitious, forward-thinking distributors who share our passion for quality and innovation. If you are ready to represent a trusted brand with a proven track record, we'd love to hear from you. Join our growing global network and become part of a company that values long-term partnerships, open collaboration, and shared success. Let's build something great together.



*Our global network at a glance. Green pins highlight our distributors and blue pins highlight the distribution areas.*

# Our Distributors

# PROTECTAPEEL PROTECTIVE COATING BENEFITS

Protectapeel is a spray-on protective coating that forms a tough adhesive barrier for surfaces like windows and metal during construction. Applied in just 49 seconds per m<sup>2</sup> using an airless spray gun, it eliminates the need for cutting or sticking and works on both flat and curved surfaces. Offering up to 12 months of internal or external protection from scratches, overspray, dust, and more, it meets British fire safety standards. Once removed by hand, it leaves no residue and condenses down into a small ball. Protectapeel is fast, clean, durable, and sustainable — saving time, cutting costs, and protecting surfaces efficiently.

# Protectapeel Benefits: Smart, Fast & Reliable Surface Protection



*Protectapeel does not lose adhesion, ensuring your surfaces are protected until you peel it away*

Protectapeel is the smart choice for reliable and efficient surface protection. Designed for ease and speed, it can be applied in as little as 49 seconds per square metre, significantly reducing labour times and increasing productivity. There's no need for cutting, measuring, or taping - simply spray the coating directly onto the surface, saving time and effort on every job.

As a water-based coating, Protectapeel offers excellent versatility. It easily conforms to flat, shaped, and curved surfaces, making it ideal for a wide range of materials and surfaces across many industries. Whether Protectapeel is used indoors or outdoors, the coating forms a strong, durable barrier that remains securely in place for 12 months without losing adhesion.

Protectapeel also delivers peace of mind when it comes to safety. The coating is BS 476 Part 7 fire rated, meeting key fire resistance standards for use in sensitive environments. And when the protection is no longer needed, Protectapeel is simply peeled away and is recyclable - helping to reduce waste and support sustainable working practices.

# Protecting Surfaces, Preserving the Planet



*Simply remove Protectapeel by hand peeling.*



*Condense the removed coating into a small ball.*



*Place in the Recycle Point bags for us to collect.*

Sustainability is a key part of our mission. That's why we introduced Protectapeel Recycle Point—a simple, effective way to reduce waste and promote responsible disposal.

Once Protectapeel has served its purpose, it is simply peeled away and condensed into small, manageable balls before being placed into our designated Recycle Point bags. At a time convenient for the customer, Spraylat will arrange collection of the filled bags and return them to our facility in Northamptonshire for responsible recycling. This process helps reduce landfill waste and supports our commitment to a circular, environmentally conscious approach to surface protection.

At Spraylat, we take our environmental responsibilities seriously. From product development to packaging and logistics, we continuously look for ways to reduce our environmental impact. We are committed to sustainable practices that help protect the planet for future generations—whether that's through reducing waste, improving energy efficiency, or supporting our customers in making more eco-conscious choices. Caring for the environment isn't just an initiative for us—it's part of who we are.



# PROTECTAPEEL AND THE ENVIRONMENT

*We believe that true innovation not only solves problems —it also protects the world we live in. Through sustainable practices and ongoing initiatives like our Protectapeel Recycle Point, we are proud to contribute to a cleaner, greener future.*

# Additional Service

We know that the strength of our distributor network is built on more than just product supply - it's built on partnership. That's why we provide a wide range of services designed to empower you with the knowledge, tools, and support you need to confidently introduce and grow Protectapeel in your market.

## **Product Demonstrations That Deliver Impact**

We believe in the power of demonstration. Seeing Protectapeel in action is one of the most effective ways to understand its benefits, capabilities, and unique value proposition. We offer demonstrations where possible, as well as remote options for international partners. Whether you're presenting to a new client or training your sales team, our demonstrations bring the product to life.

## **Comprehensive Training Programmes**

Protectapeel is easy to apply, but understanding the best techniques and conditions for use is key to achieving optimal results. Our training sessions cover all aspects of the product, including test patches, application methods, drying times, removal, and storage. Training can be delivered on-site at your premises, via video call, or through tailored training days at our UK headquarters. We also provide refresher training to keep your team's

knowledge up to date as your business grows.

## **Step-by-Step Application Guides & Instructional Videos**

To complement our training, we provide detailed written application guides and professional video tutorials that walk users through the process from start to finish. These resources are ideal for day-to-day reference and for training new staff or clients. They're clear, practical, and accessible—designed to make using Protectapeel straightforward in any setting.

## **Cost Comparison Tools That Show Real Value**

We understand that cost is a major factor in purchasing decisions. That's why we offer tailored cost comparison tools to show how Protectapeel measures up against traditional protection methods like protective film, boards, or tapes. These comparisons take into account material

waste, application and removal time, labour costs, and damage costs demonstrating the financial advantages in real terms. Many of our distributors have used these tools to win over even the most cost conscious clients.

## **Ongoing Support When You Need It**

Our relationship doesn't end after the first delivery. We offer continued support to help you grow your Protectapeel sales—whether you need help with technical queries, marketing strategies, or assistance with a large project. Our responsive team is only a call or email away, ready to provide guidance whenever you need it.

With these services, we don't just help you sell Protectapeel we help you build a reputation for quality, reliability, and innovation in your region.

*Our responsive team is only a call or email away, ready to provide guidance whenever you need it.*



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THE PROTECTIVE COATING IS REALLY EASY TO APPLY AND MUCH BETTER THAN ALTERNATIVE SURFACE PROTECTION. DELIVERIES HAVE ALWAYS BEEN PROMPT. THE CUSTOMER SERVICE EXCEEDED MY EXPECTATIONS. THE REPRESENTATIVE WAS NOT ONLY HELPFUL BUT ALSO TOOK THE TIME TO EXPLAIN THINGS THOROUGHLY, INCREDIBLY HELPFUL, PATIENT, AND WENT ABOVE AND BEYOND TO SOLVE MY ISSUES PROMPTLY. IT'S RARE TO FIND SUCH DEDICATED AND CUSTOMER-CENTRIC SERVICE THESE DAYS. THANK YOU FOR YOUR EXCELLENT SUPPORT!

”

GEORGE GRAB | CHARTER FACADES LIMITED





Protectapeel has been trusted to protect surfaces on some of the most prestigious construction projects across the globe. From record-breaking skyscrapers to world-class developments, our peelable coatings have consistently delivered outstanding performance in the most demanding environments.

In the UK, Protectapeel was used during the construction of One Nine Elms in London, a landmark residential and hotel development, and was trusted to protect steel sections on the Queen

Elizabeth aircraft carrier — the UK's largest and most powerful warship. It also protected surfaces on the RRS Sir David Attenborough, Britain's state-of-the-art polar research vessel designed to operate in some of the world's harshest environments.

In Asia, Protectapeel played a vital role on Guoco Midtown in Singapore, a premium mixed-use development and on Altair in Colombo, Sri Lanka, a striking twin-tower residential skyscraper with bold, complex architecture. In China,

it was used on the Shanghai World Financial Center, one of the tallest buildings in the world and an icon of structural innovation.

Perhaps most impressively, Protectapeel was trusted during the construction of the Burj Khalifa in Dubai — the tallest building in the world. In the extreme climate of the UAE, Protectapeel proved its durability and performance by protecting critical surfaces throughout the build.

Protectapeel is a proven solution across a diverse range of industries, trusted for its versatility, durability, and ease of use. In the construction sector, it protects windows, frames, floors, cladding, and sanitaryware during builds and refurbishments, helping to prevent costly damage and delays.

The aerospace and automotive industries use Protectapeel to protect delicate components, bodywork, and interior finishes from scratches, dust, and overspray during production and maintenance.



In the marine industry, Protectapeel offers dependable protection against saltwater, UV exposure, scratching, weathering and rust on boats, ships, and offshore structures, both during manufacturing and while docked or in transit.

Within the engineering sector, Protectapeel is used to protect precision equipment, components, and workspaces from damage and contamination. Its ability to prevent rust and corrosion makes it an excellent

choice for protecting metal surfaces during storage or shipment.

Protectapeel is also widely used in spray booths, where it serves as a peelable barrier to catch overspray and dust, keeping environments clean and reducing maintenance times.

Manufacturers of glass, metal, and plastic products apply Protectapeel to keep items free from scratches and debris during storage and delivery. It's also trusted in the solar and energy industries to protect panels, housing and

equipment both on- and off-site.

Whether for short-term protection or long-term protection during manufacture, storage, transport and installation, Protectapeel delivers dependable performance wherever it's needed.

**SPRAYLAT INTERNATIONAL**

# Industrial Paint

High-Performance  
Paints for a Bold  
First Impression.

We understand the unique demands of the sign industry where vibrant colours, durability, and flawless finishes aren't just desired, they're essential. That's why our range of Spraylat Paints has become the trusted choice for sign manufacturers and designers.

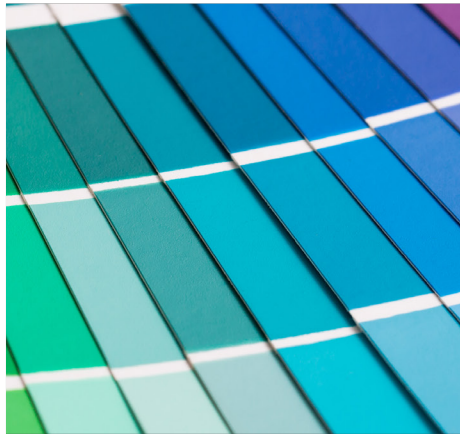
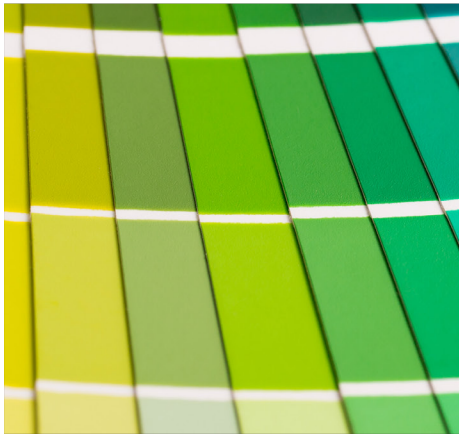
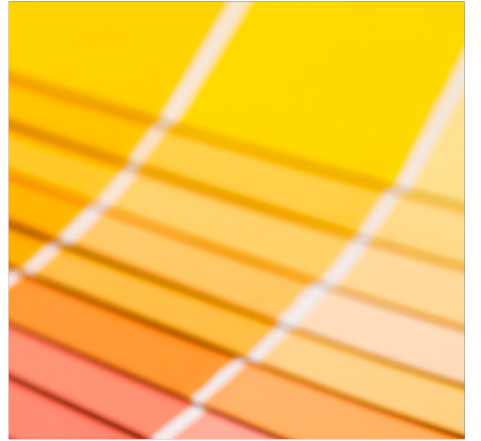
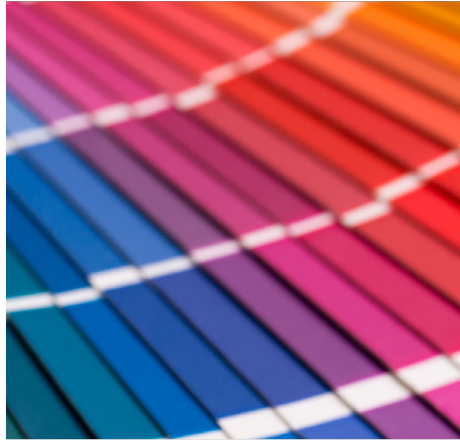
Engineered for exceptional performance, Spraylat Paints deliver fast-drying, long-lasting colour with excellent adhesion to a wide variety of substrates including metals, plastics, and composite materials. Whether you're working on retail displays, architectural lettering, or bespoke branding elements, our paints provide a superior finish every time.

Our formulation expertise allows us to offer a comprehensive selection of colours and finishes - from classic RAL shades to custom-matched tones - ensuring you can meet the precise aesthetic requirements of any project. Our paints are designed to meet both creative and commercial needs.

**Key benefits of Spraylat Paints for the sign industry:**

- Outstanding colour vibrancy and consistency
- Excellent coverage and adhesion on diverse substrates
- Fast-drying for increased production efficiency
- UV and weather resistance for long-term outdoor performance
- Custom colour matching available for brand consistency

Whether you're creating high-impact retail signage or durable outdoor displays, Spraylat Paints provide the quality and reliability you need to bring your designs to life.

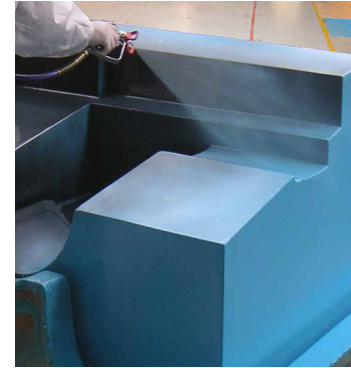


Used by our paint customers to keep spray booths clean and free from overspray, Protectapeel Boothstrip protects walls, floors and work surfaces, ensuring a high-quality finish and easier maintenance.



# DISTRIBUTOR OPPORTUNITIES

At Spraylat International Ltd, we believe in building strong, long-lasting partnerships that deliver mutual success. That's why we're actively seeking dynamic, driven distributors from around the world to join us in bringing Protectapeel to new markets.



Whether you're an established business looking to expand your product offering or an entrepreneur eager to introduce innovative surface protection solutions to your region, we offer a flexible, supportive structure designed to help you grow.

Protectapeel is a proven, high-performance solution trusted across the construction, marine, automotive, and manufacturing industries. As global demand continues to rise, we're committed to expanding our international reach—and we want ambitious partners to grow with us.

Becoming a Protectapeel distributor means more than just selling a product. It means gaining access to a trusted brand, world-class support, and a team dedicated to helping you succeed. From initial onboarding and in-depth product training to co-branded marketing materials and technical assistance, we ensure our partners are equipped with everything they need.

To recognise and reward our distributors, we've developed a structured tier system. Each tier is designed to provide increasing levels of support, recognition, and commercial advantage. Whether you're starting

out or scaling up, our banding model ensures you're never standing still—there's always a new opportunity ahead.

We understand that every market is different. That's why we work closely with our distributors to tailor solutions, adapt strategies, and ensure you're delivering real value to your customers. As a partner, you're not just joining a supply chain—you're becoming part of a global family with shared goals and a commitment to excellence.

|  | MASTER DISTRIBUTOR | CERTIFIED DISTRIBUTORS | CERTIFIED APPLICATORS |
|--|--------------------|------------------------|-----------------------|
| EXCLUSIVE TERRITORY RIGHTS (NO DIRECT COMPETITION WITHIN DEFINED AREA) | ✓                  | ⊗                      | ⊗                     |
| ABILITY TO APPOINT/MANAGE TIER 2 DISTRIBUTORS                          | ✓                  | ⊗                      | ⊗                     |
| MARKETING SUPPORT FUND (CO-OP ADVERTISING ALLOWANCE)                   | ✓                  | ⊗                      | ⊗                     |
| NEW CLIENT REFERRAL PROGRAMME  | ✓                  | ⊗                      | ⊗                     |
| DISTRIBUTOR DISCOUNT STRUCTURE   | ✓                  | ✓                      | ⊗                     |
| DESIGNATED ACCOUNT MANAGER   | ✓                  | ✓                      | ⊗                     |
| FIRST ACCESS TO NEW PRODUCTS, LIMITED EDITIONS OR INNOVATIONS          | ✓                  | ✓                      | ⊗                     |
| ANNUAL DEALERSHIP SEMINAR  | ✓                  | ✓                      | ⊗                     |
| JOINT BUSINESS PLANNING SESSIONS (ANNUAL/QUARTERLY)                    | ✓                  | ✓                      | ✓                     |
| OPTION FOR BRANDED CO-MARKETING (LOGO ALONGSIDE MANUFACTURER)          | ✓                  | ✓                      | ✓                     |
| VOLUME REBATES OR GROWTH BONUSES                                       | ✓                  | ✓                      | ✓                     |
| COMPLETE CERTIFIED TRAINING FOR ALL TEAM MEMBERS                       | ✓                  | ✓                      | ✓                     |
| DESIGNATED PORTAL FOR STREAMLINED ACCOUNT MANAGEMENT                   | ✓                  | ✓                      | ✓                     |

# Marketing Support for Our Distributors

## Grow Your Market with Ready-to-Use Promotional Tools

Strong marketing drives strong sales and we are committed to helping our distributors succeed. That's why we provide a comprehensive range of professionally produced marketing materials to support your promotional efforts and help you build trust and credibility in your market.

We offer images that showcase Protectapeel in action across a variety of applications. These are ideal for use in brochures, websites, and presentations. In addition, we supply a library of high-quality videos that demonstrate how the product works, highlighting its benefits in real-world environments. These videos can be used for training, trade shows, or as engaging content for online promotion.

To help boost your online presence, we also offer a selection of ready-

to-use social media content. These include pre-designed graphics and suggested copy to make it easy for you to share product updates, case studies, and application tips for social media platforms.

We support our distributors with real-world case studies that highlight the success of Protectapeel across various industries and high-profile projects. These case studies are an excellent tool for demonstrating the product's effectiveness and building customer confidence.

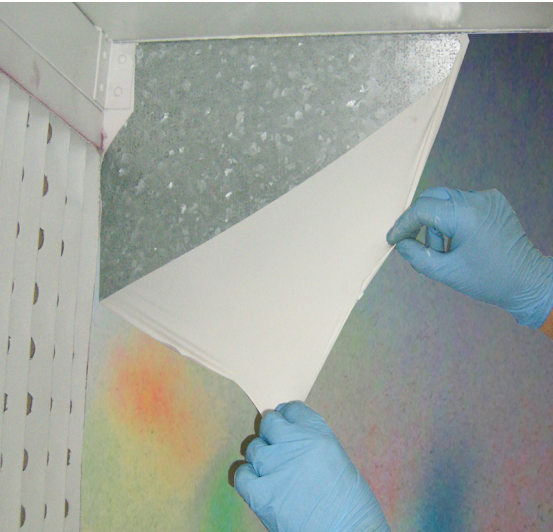
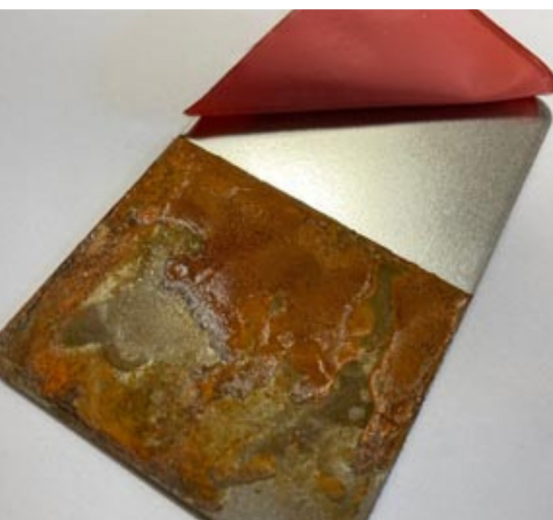




Finally, we provide product-specific sales sheets that detail the key features, and user information. These can be used for customer handouts, trade show materials, or digital communications, helping you communicate the benefits of Protectapeel quickly and effectively.

As a valued distributor, you'll gain exclusive access to our dedicated Members Area - a central hub designed to support your success. Here, you'll find a wide range of professionally designed marketing materials, including high-quality images and videos available in multiple languages. You'll also have immediate access to essential technical resources such as Technical Data Sheets and Safety Data Sheets, ensuring you have everything you need to promote and sell with confidence. We're committed to making your journey with us as smooth and supported as possible.

Our goal is to make it as easy as possible for you to promote and sell Protectapeel. With our marketing support behind you, you can confidently grow your brand presence and drive sales in your market.







# SPRAYLAT INTERNATIONAL