

Always insist on

“APPLE”

BRAND COLOUR OXIDE



APPLE BRAND

Original Brand Since 1969

Metro Colour Industries Pvt. Limited

**Discover the world of Oxide Pigments: Unleash
Colourful possibilities**

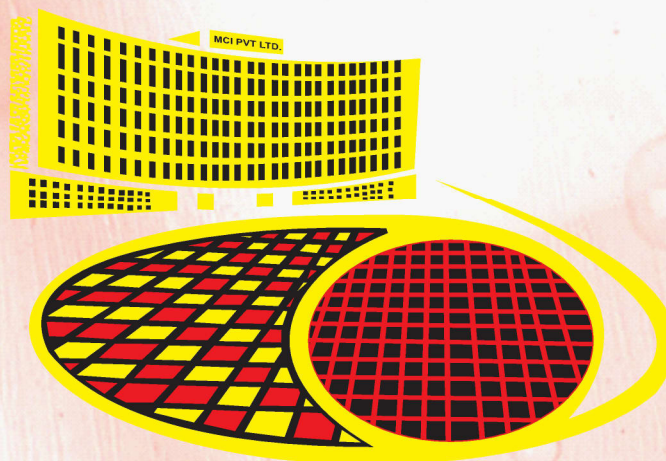
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Beautify Your Floors with “APPLE” BRAND OXIDE COLOURS

www.MetroOxides.com

Company Profile

- Metro Colour Industries was established in the year 1969 started by Late. Mr. M.S. Sundar and now professionally Managed by his son Mr.S. Venkataraman a Chartered Accountant. Metro Colour Industries Private Limited was formed on 4 April 1988.
- The journey of Metro Colour Industries spans over Five decades of providing top-quality oxide pigments that redefine the way you experience colour.
- With a commitment to innovation and excellence in manufacturing process, packaging and Quality, we bring you a diverse range of oxide pigments , Ultra Marine Blue, Raw Sienna, Burnt Sienna, Turkey, Umber, Black Sienna, N C Thinner, Turpentine Oil (MTO) , Wood Stainer, POP etc that empower your creativity across various industries under the Flagship "Apple Brand".
- We have manufacturing set up in New Delhi. "APPLE" BRAND is a registered Trade Mark of MCI Pvt Ltd. The company has also taken the COPY RIGHT Protection.



About "Metro Oxide"

Product Quality Assurance



Manufacturing set up in North (New Delhi)



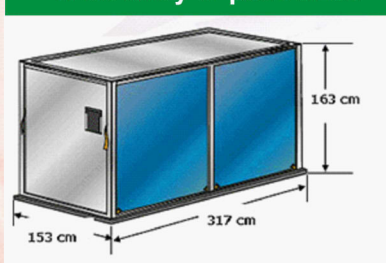
Proven Distribution in South (all 4 states)



Wide Range of colours



Wide array of pack sizes



Professionals at Helm



Quality Assurance

- Quality Control is at the core of Metro Colour Industries Pvt Ltd. We repeatedly test our products at various stages of Sourcing, Refining, Processing, Manufacturing, Packaging & Dispatch for our established Quality Standards, Packaging Specifications, & End Product Quality. To ensure we at MCI Pvt Ltd deliver Best Quality Products that meets our customers predefined expectations.
- MCI Private Limited over five decade long manufacturing excellence, working experience , well equipped laboratory, test facilities, and qualified technical workforce along well established manufacturing facilities for our various products guarantees that we always deliver our best quality, Vibrant Colour products that meets our customers pre defined needs, high standards that our customers expects from us.
- MCI Pvt Ltd has always stood for great quality for over 54 plus years for our Trusted customers that has made MCI today one of the largest and best quality selling Oxide Colour Company of South India.
- MCI is known for it being a market Leader in Oxide Colour Segment in South India.



Introduction to Oxide Pigments

- Oxide Pigments are a class of colourants widely used in various sectors / industries including Paints, Construction, Flooring, Iron, Polishing, Tiles, Ceramics, Plastics master Batches, Rubber, Fertilisers, Coloured Paper, Glass, Metals, Cement, Paver Blocks, Leather, and other varied allied Industries.
- Iron Oxide pigments are the most often used colour pigment in the world.

➤ They are available in the primary colours of Yellow, Black and Red and also as mixture in Orange, Beige and Brown Shades.

➤ “APPLE” BRAND is also available in Green and Blue Colours.

➤ These pigments derive their name from their composition, as they are primarily made from metal oxide compounds and allied pigments.



SALIENT FEATURES OF “APPLE” BRAND OXIDE COLOURS AND PIGMENTS

➤ These are ideally suited for Paints, Construction, Flooring, Iron, Polishing, Tiles, Ceramics, Plastics master Batches, Rubber, Fertilisers, Coloured Paper, Glass, Metals, Cement, Paver Blocks, Leather, and other varied allied Industries

➤ Light fastness and alkali resistance are one of the best in the category.

➤ We provide the best shining and smooth finishing in all our usage

➤ The products are non toxic and non inflammable

➤ They have a permanent colour stability and they never fade or loose colour

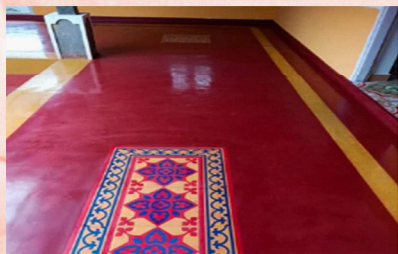
➤ MCI Range of products gives relatively more coverage



➤ Available in Red, Black, Yellow, Blue, Green and Brown colour / Shades

➤ Our Product ranges are available in retail consumer friendly user packs of 100 grams, 500 grams, 1 kg, 2 kg and 5 kg packs . We also offer industrial speciality packing of 25 kg and 50 kg packs for industrial consumption in our customised tamper proof branded packing to ensure original quality being delivered to its industrial customers

for Oxide and Pigments



Flooring Colours

Use of Coloured cement flooring and mosaic flooring is prevalent in several parts of India. In fact mosaic flooring is coming back in fashion these days. The most used colours for cement/ mosaic flooring are Red, Yellow and Black as they are inorganic and hence do not fade due to weather and UV rays.



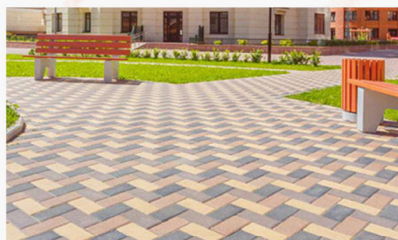
Paint Industry

It is one of the most popular mineral in the paint industry. It is the single largest pigment which is an important part of every paint, coating, powder and primer. It adds beautiful colour to the paint and makes it look gorgeous. It is also used in dyes.



Polishing

The very fine powder of iron oxide is popularly known as rouge. It is used in putting the final coat of polish on all kinds of metallic jewels and lenses. It is used since ages by jewelers for giving a superior finish to the jewels. This is another very important use of iron oxide which makes it so popular in the industry.



Tiles and Ceramics Industry

Natural red oxide is the first and the foremost preference of natural pigment in tiles and ceramics. It is widely used in ceramics pottery, floor tiles and flooring products. It is also used in giving a red colour to



Plastic and Rubber Industry

Natural red oxide is also used in plastic and rubber industry for adding beautiful colour to plastics and rubbers. Sometimes synthetic red oxide powder is also used for the same purpose.



Iron Industry

Another very important use of red oxide is as the feedstock in the manufacturing process of iron and steel industries and various other alloys. Without this mineral, production of such important minerals is just not possible.



Leather Colourants

Synthetic iron oxides, especially red and brown shades, are used to colour leather. These pigments can be added to the leather during the tanning or finishing process to achieve the desired colour. Our pigments are totally free from heavy metals and hence preferred by the industry.



Architectural Products

Iron oxide is a versatile and commonly used pigment in the architectural industry, primarily for its ability to impart colour and durability to various construction materials. They come in a range of earthy tones, including red, yellow, brown, and black.



Coloured Paper

Iron oxide pigments can be incorporated into the papermaking process to achieve the desired colour.

ULTRAMARINE BLUE

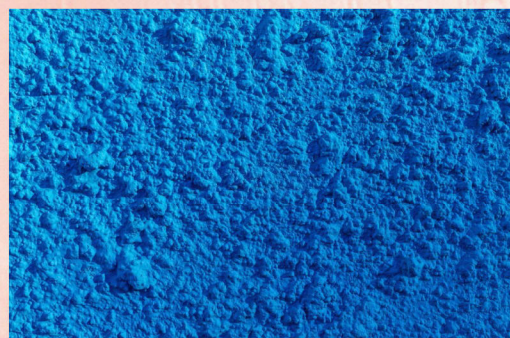
- Ultramarine blue, is a clean, non-hazardous, non-irritating blue pigment with a range of worldwide applications. Its synthetic manufacturing process and the possibility of close control of its physical, chemical and color characteristics allow many forms of this blue pigment to be produced. Plastic, printing ink, paint, cosmetics and any other businesses readily accept these because of the benefits over other synthetic pigments and dyes. In fact, Ultramarine blue is the industry's most environmentally friendly pigment available today.

APPLICATIONS:

- Optical whitener on fabric, paper, plastics, rubbers and paint Blue colorants on plastics resins, paints and printing inks In polyolefins either as compound, dry color or for master batch In paint finishes like: Decorative emulsion paints, Decorative gloss paints and White paints of all types (whitening agent)
- Stoving finishes Industrial paints
- Powder coatings Colorant in natural and synthetic rubber.

ADVANTAGES:

- Excellent heat stability of up to 350 C.
- Non - migratory/ bleed free.
- Excellent light fastness.
- Doesn't cause any distortion in polyolefins.



Disclaimer: The colors represented here are as accurate as the printing process allowed, and it may vary slightly from actual shades.

Our Other Product Range of Wood and Furniture Polish Powder - **Raw Sienna**

We are one of the most trusted name for manufacturing and supplying **Raw Sienna (Yellow Ochre)**.

Used for polishing furniture, Painting and other different types of materials and surfaces.

What differentiates our Raw Sienna (Yellow Ochre) is our super fine quality of 500 mesh manufacturing quality

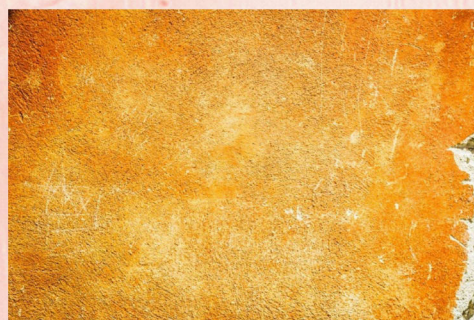
Best quality raw material goes into production of our Raw Sienna

100 % Reliable . Offers best protection and resistance in varying weather conditions

Packaging Innovation : Available in user friendly packs of 100 grams, 250 grams and 500 grams offering wide consumer packs to choose from and zero wastage and consumer end.

Features & Benefits:

- Purity
- Free from harmful chemicals
- Unmatched quality



Our Other Product Range of Wood and Furniture Polish Powder - **Burnt Sienna**

Burnt Sienna or red ochre is used in fertilizers, cement mixing, pottery, wood polishing industries etc.

Our Powder is used for being mixed with / used with any compound / ingredient to provide artistic premium quality finish to any product. It is manufactured using premium quality compound and contemporary / latest techniques under the surveillance of trained and competent manufacturing professionals

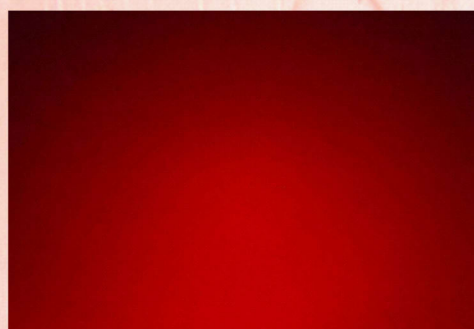
What differentiates our Burnt Sienna (Red Ochre) is our super fine quality of 500 mesh manufacturing quality.

Best quality raw material goes into production of our Burnt Sienna 100 % Reliable. Offers best protection and resistance in varying weather conditions.

Packaging Innovation : Available in user friendly packs of 100 grams, 250 grams and 500 grams offering wide consumer packs to choose from and zero wastage and consumer end.

Features & Benefits:

- Purity
- Free from harmful chemicals
- Unmatched quality



Our Other Product Range of Wood and Furniture Polish Powder - **Turkey Umber**

We manufacture and supply Top Quality **Burnt Turkey (Turkey Umber)**. We are preferred suppliers of Burnt Turkey for Wood and Furniture Industry

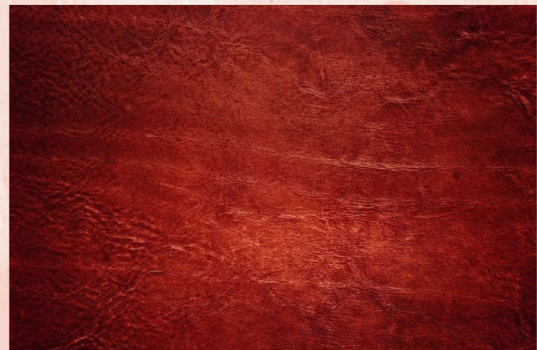
What differentiates our Turkey Umber (Burnt Turkey) is our super fine quality of 500 mesh manufacturing quality. Top Quality wood furniture colour and polish, One of the best in the Industry

Best quality raw material goes into production of our Burnt Turkey Umber 100 % Reliable . Offers best protection and resistance in varying weather conditions.

Packaging Innovation : Available in user friendly packs of 100 grams, 250 grams and 500 grams offering wide consumer packs to choose from and zero wastage and consumer end.

Features & Benefits:

- Purity
- Free from harmful chemicals
- Unmatched quality



Our Other Product Range of Wood and Furniture Polish Powder - BLACK LAMB

We manufacture and supply Top Quality Black Lamb or Black Sienna

Black Sienna is used for polishing furniture & painting different types of materials and surfaces. It is most commonly used wood polish powder and is used to give different shades to all wooden products and get the most clear grain shade on wood We are preferred suppliers of Black Lamb for Wood and Furniture Industry

What differentiates our Black Lamb (Black Sienna) is our super fine quality of 500 mesh manufacturing quality.

Top Quality wood furniture colour and polish, One of the best in the Industry.

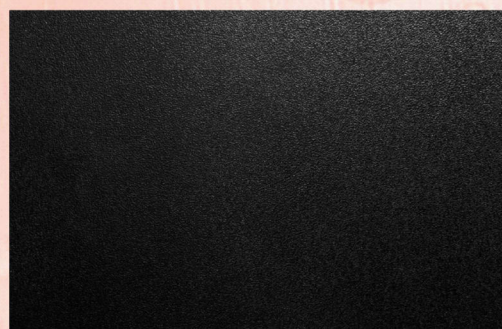
Best quality raw material goes into production of our Black Lamb or Black Sienna 100 % Reliable.

Offers best protection and resistance in varying weather conditions

Packaging Innovation : Available in user friendly packs of 100 grams, 250 grams and 500 grams offering wide consumer packs to choose from and zero wastage and consumer end.

Features & Benefits:

- Purity
- Free from harmful chemicals
- Unmatched quality



Multi Surface Paint

APPLE - Multi Surface Paint is a ready-to-use interior and exterior waterproof paint that has been specifically formulated to easily give the perfect finish to the applied surfaces. With its low-drip & low splatter technology, it gives a smooth soft sheen finish to interior/exterior walls, wood & metal objects.

Application Description

➤ Step 1: Preparing Surface for Application

- Ensure surface is thoroughly clean, dry and free from minor cracks, loose dirt, chalk, grease, fungi, algae and flaking paint. This can be achieved by sanding the surface with Emery paper 180 & 220. Wipe and clean with a dry cloth.
- Dry sanding, flame cutting and/or welding of the dry paint film may give rise to dust and/or hazardous fumes. Wet sanding should be used wherever possible. If exposure cannot be avoided by the provision of local exhaust ventilation, suitable respiratory protective equipment should be used.
- If chalkiness is observed even after thorough cleaning, the surface should be self-primed.
- APPLE - Multi Surface Paint should not be applied to the surfaces or substrates which are exposed to continuous seepage or dampness.

➤ Step 2 : Application Process

- Product is supplied in ready to apply consistency. Stir thoroughly before use. (*Add only max.100ml of drinking water per Litre to the paint if required, or as per brushing consistency)
- Apply one coat of undiluted APPLE - Multi Surface Paint over the pre-painted/pre-coated Surface.
- An additional coat may be required in case Brilliant White shade is applied or if shade being applied is different from that of the pre-coated wall.

➤ Step 3 : Drying Time

- Touch dry time for Multi Surface paint is 30 minutes and tack free dry time is upto 5-6 hours. Drying time may vary based on temperature or humidity.

Product Features

Efflorescence resistance

Ready to Use

Low Odour and Low VOC

Multi-surface

Washable

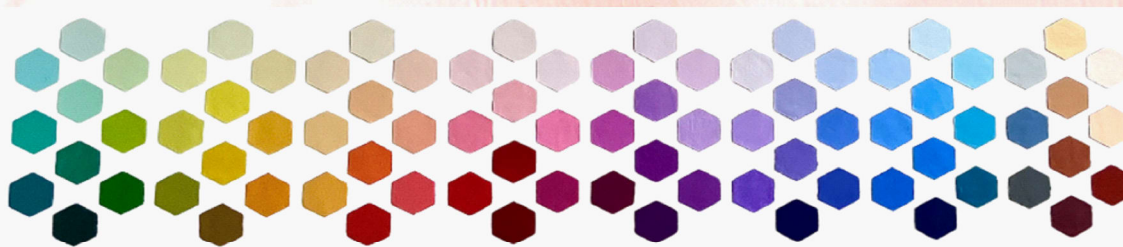
Low Drip - Low Splatter

Soft Satin finish

Excellent Adhesion

Excellent Opacity

Best Selling Shades



NC Thinner

NC Thinner is a rich, solvent-based reducing agent that provides the required viscosity to paints. It maintains smooth flow and imparts high gloss to the paint finish. Our thinners are used for various applications like Industrial, Furniture & Home Coating applications. We offer High-quality NC Thinner.

Benefits Of NC Thinner :

- Imparts high gloss thus provide excellent finish.
- Improves spraying of the paint.
There is almost zero or nil odour, bulging and Skin Irritation issues even after prolonged or long period of usage. Totally safe for use by mesons, painters and carpenters .
- Quick Dry / Fast Dry properties.
- Excellent Smooth Fine Glossy Finish.

Application Of NC Thinner :

- Used to impart gloss in auto, refinish paints
Wood lacquers
- Printing inks
- Leather/tannin industry
- Nail polish removers.
- Adhesion on metals and plastics.
-



Other Products: Turpentine Oil / Enamel Solvent/ Enamel Thinner/Wood Stainer

Enamel Thinner

Enamel Solvent is basically painting oil (MTO) equivalent to Turpentine Oil used for the thinning of Enamel Paints and Primers. They are specially formulated to improve the flow of synthetic alkyd and oil-based paint products. It allows a diluted enamel paint to acquire optimum film characteristics and high gloss finish.

Wood Stainer

Wood Stain is specifically formulated to impart colour shades to natural wood. They are designed to offer uniform penetration, which keeps the natural grain pattern of wood exactly as it was. It is a fast-drying solvent-based transparent dye that is lead-free. Making it eco friendly & internationally accepted.

Shades Available:



Walnut Dark Walnut Rosewood Teak

Why Partner With Us?

- Over 5 decades of Top Quality manufacturing excellence in this industry makes us one of the most preferred and trusted sourcing partner for industries and retail dealers and consumers across India and overseas
- Reach : Our products are available to our clients across India and overseas giving us a wide reach
- Consumer focus : We offer customer centric / customised solutions for industries, retail dealers and consumers alike. Our customers collaborate with us for creating tailor made solutions for them that align with each of their respective unique requirements for Industrial as well as retail consumer markets
- Timely Delivery : having our own manufacturing set up ensures we understand the importance of your expected tight delivery deadlines & schedules better than any one else and we always ensure on time delivery every time with zero compromise.



Management Personnel

- Venkataraman Sundar: Venkataraman is a chartered accountant and worked for more than 26 Years in various corporate organization and spent about 10 years as Senior Vice President Account and Finance with Indiabulls Real Estate Limited a listed entity in NSE/BSE. Their, he has gathered vast experience in construction Industry and which will Metro Colour Industries Pvt. Ltd to grow faster in coming years.
- V. Balasubramanian: Chief Executive Officer of Metro Colour Industries Private Limited. He has worked more than 30 Years in Various Corporate Organization at a senior level of Sales and Marketing. He was instrumental in making some of the Small organization into large organization through his skills on leading from the front.
- Latha Sundar-Director: Mrs. Latha Sundar keeps guiding the organization based on experience gained on being associated with Her Late Husband Mr. M. S. Sundar.

Contact Us

Let's embark on a colourful journey together! Contact us to discuss your oxide pigment needs, explore custom solutions, and experience the true potential of colour.

- **Metro Colour Industries Pvt Ltd.**
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- **Mobile No.** 9514156789 9987507094
- **E-mail:** metrocolour69@gmail.com
- **Website:** www.MetroOxides.com



Experience the Power of Colour with Metro colour!