

Worldwide Expansion

"We believe that success is not a destination but a journey. Along the way, strong business and personal relationships are formed between our partners and us, which has ultimately allowed us to exceed the stringent demands of our industry. And for that we are proud to launch our new posters for 2015-2016, which aim at international exposure and Coloristic accuracy."

1959
2015

General

For more than five decades we have been making paint and coatings both under our own brand name and under license from major manufacturers.

Founded as a family business in 1959 in Beirut, Lebanon as a Toll and Private Label Manufacturer, we started Automotive Refinish in the 70's, we developed "In House" Technology in the 80's and developed Waterborne Gen20 in the 2000's.

Q3Newsletter

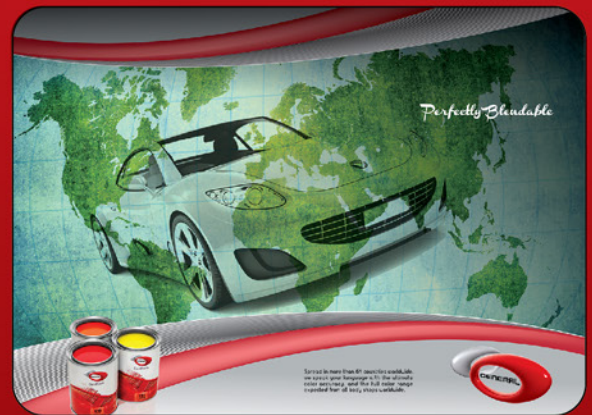
GENERAL

2015

Advertising Campaign

The conceptual approach of the 2015 campaign is based on the immersion of colors with the country General Paint products exist in. This approach is delivered through a visual of a car, blending perfectly within the country flag.

With this new advertising campaign, General Paint Company offers you a template that has an international edge by being unique in its approach, with a universal concept of color accuracy, and the color range expected from all body shops. This campaign will help every distributor revitalize the image of GenRock and Gen2o products and give better visibility to the brand and its distribution channels. The campaign materials could range from posters, to computer wallpapers, web banners, stationaries, calendars, event banners and backdrops, truck and vans brandings, promotional items like mouse pads, etc.



“Spread in more than 64 countries worldwide, we speak your language with the ultimate color accuracy, and the full color range expected from all body shops worldwide.”



Autopromotec, May 2015
Bologna, Italy