



We made this  
**ARTE COLOR - ACIREALE (CT)**

# Selling colour with passion and expertise

Antonio Pennisi is an enthusiast and this approach clearly highlights his passion for paints, varnishes and colour.

Born into the trade, ever since he was a kid he followed in his father Pippo's footsteps. Over the course of time, he developed the idea of opening a paint shop, and was able to realise this project in 1993. That enterprise is now an important business, managed in impeccable fashion: Antonio loves to work in full observance of commitments and deadlines, following customers with true dedication.

"I love my job and have always carried it out with commitment and curiosity. These prerogatives are reflected in my choices and have allowed me to build a solid business with

great prospects for the future", Pennisi tells us.

It is therefore not by chance that ARD has found in Arte Color a noteworthy client and, vice versa, that Arte Color acknowledges ARD as a supplier capable of being an efficient and ever-present partner.

## Antonio Pennisi, tell us about the history of your firm...

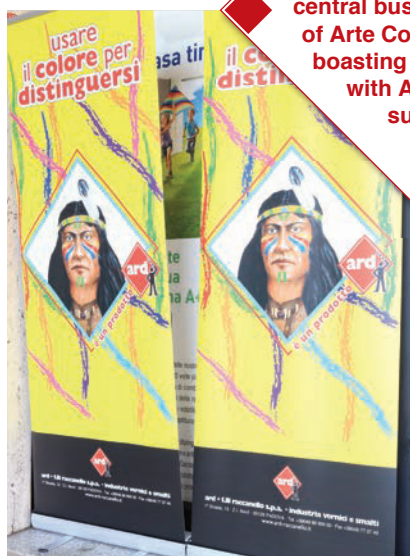
My passion for the world of construction and colour has always grown alongside me.

Ever since I was a kid, when I had a free moment from schoolwork I would help my father in his job as a building painter. After I finished my studies, I had the inspiration of opening a paints and varnishes business. My family helped me out and today, twenty-five years later, I am proud of this shop which has become a reference point for our customers that include installers and private clients.

**Enthusiasm, dedication, professionalism and colour: these are the central business elements of Arte Color in Acireale, boasting a partnership with ARD as key supplier.**



In the photo, from left, Giovanni Spinella, Seby Cavallaro - Antonio's closest aide for more than twenty years - Alessandra Pennisi, Pippo Pennisi and Antonio Pennisi: each of these individuals contributes to the success of Arte Color!



## What are the main characteristics of Arte Color?

Ever since the start of this business, I chose to give my shop a vast and in-depth assortment, offering a full spectrophotometry and colorimetric service, paying particular attention to the best solutions for both interior and exterior surfaces and aiming to fully meet our customers' needs.

**Let's speak of assortment: your shop offers a vast range of paints,**





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The commercial relationship between ARD and ARTE COLOR began in 1999: since then it has continued incessantly with great satisfaction for both.



### varnishes and complements...

I believe specialisation to be one of the winning elements of Arte Color, and in order to specialise we must offer an assortment that allows our customers to make their choices. Our know-how is borne of the experience and knowledge we have achieved over the years, and allows us to be privileged interlocutors for professionals – with whom we interact as equals – and private subjects in search of suggestions.



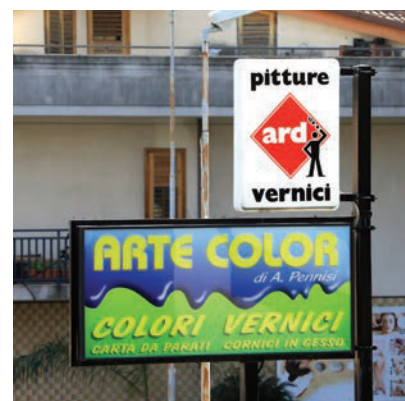
Furthermore, our daily work requires that we remain constantly updated on news and techniques, thus allowing us to offer the very best product recommendations.

### How important is colorimetry for Arte Color?

Colorimetry has allowed us to further qualify our business and to offer a key service for operators of this sector. Nowadays, clients have increasingly specific indications on the colours they intend to use and are often seeking well-defined nuances and hues. Thanks to our colorimetric service, we can meet any chromatic needs. Furthermore, those who work in the city - like us - are well aware of the logistic and storage-related benefits of colorimetric services, which make management and supplies far simpler to handle!

### What is the value of information and training in this sector, and what do you do in this sense?

The construction of sectorial



knowledge is fundamental: this is why we organise meetings designed to explain products to craftsmen and to build a dialogue with them. We also attend informative and training events. We are certain that an exchange of experiences and knowledge can only benefit our sector and businesses.

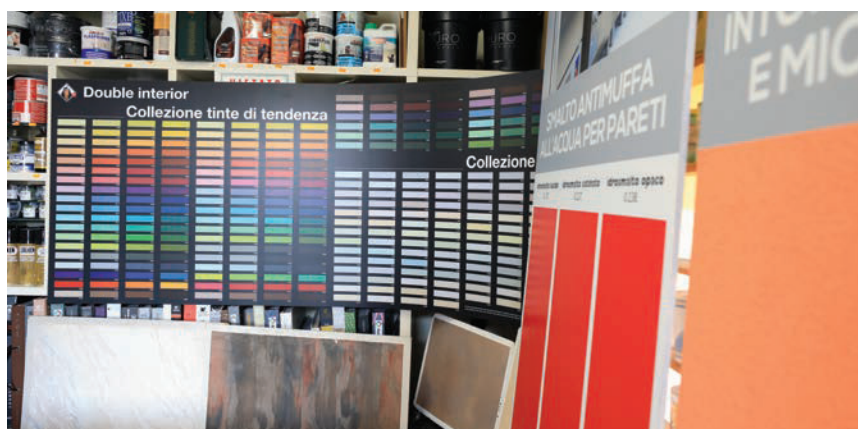
### What is the main prerogative you seek in a supplier?

Quality in terms of products and





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### OVER SATINATO, THE STYLE OF THE PRODUCT OF THE MOMENT!

"Over Satinato, the water-dilutable scratch-resistant satin varnish, is currently one of the most appreciated products of the moment", says Antonio Pennisi. Its base consists of specific polyurethane polymers which allow for high scratch and abrasion resistance levels. Its high opacity ensures long-lasting high finishing levels, guaranteed by excellent resistance to atmospheric agents, as well as its excellent adhesion and elasticity properties. Thanks to its extended open time, Over Satinato is extremely easy to apply and features a thick and perfectly spread out anti-yellowing film. The varnish is non-inflammable and odourless, offering an ideal finishing solution for wooden and iron supports, both outdoors and indoors.



of operational modalities, without any doubts. I believe that only quality products can lead to long-lasting excellent results and I am also certain that customers fully acknowledge this fact. If products ensure optimal results, users will return to the place of purchase, because they know the shop considers quality as an essential requisite. What's more, if our suppliers pay this same attention to quality, we can be sure of every product we offer our clients.



### How was your commercial relationship with ARD born?

My relationship with ARD began even before my shop existed, as my father already used their paints: even the walls of these rooms were painted with Idropaint!

Our actual collaboration began in 1999 and has continued uninterrupted since then. I think ARD has a complete catalogue offering an answer to any need. This makes







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#### ARTE COLOR

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the company a true business partner.

It's important to know that the ARD product range is born in its Research & Development lab, which is constantly studying new and increasingly performant solutions, fully in line with environmental sustainability and currently effective laws. Additionally, the company is always available to listen to sectorial needs and its products are therefore always in tune with the market.

#### MAISON, THE SUPERSTAR OF COVERAGE AND WORKABILITY

"MAISON is the most requested ARD water-based paint, thanks to its coverage and workability", Antonio Pennisi explains. This paint is highly performant, characterised by excellent resistance to cleaning and re-touchability properties. It furthermore ensures excellent results in terms of coverage, whiteness and permeability to water vapour. The paint is very easy to apply thanks to its high dilation values, and gives surfaces a pleasant opaque and silky look. We are speaking of a very versatile product, designed for painting ordinary plaster but also pre-fabricated panels, gypsum and plasterboard.



#### ARD FILL, THE PRODUCT THAT GUARANTEES 'PEACE OF MIND'

"ARD Fill is a product that relieves us of any worries - Pennisi says - because when we recommend it, we are 100% certain of the results it can achieve".

It is a high coverage and filling anti-algae acryl-siloxane filler finish. It ensures excellent resistance to alkalis, weather conditions and atmospheric agents, adheres very well to the support and guarantees high permeability to water vapour and high water repellence, with low capillary water absorption levels. The presence of biocidal active principles gives the product effective protection and prevention characteristics against the formation of algae, fungi and mould on the dry film applied to the wall.

We are speaking of a technologically innovative finish characterised by high applicability, noteworthy resistance to rubbing and cleaning, low dirt retention: all these qualities make this an ideal coating solution for protecting or decorating new buildings or for use in building restructuring and recovery operations.

In the images  
to the side,  
the interior  
and exterior  
of a famous  
local Acireale  
renovated  
and decorated  
with ARD products.



#### What are your projects for the future?

We want to continue to grow, in the name of specialisation, honesty and professionalism: we will soon restructure our spaces, making the shop even more welcoming and our work even more efficient.

With ARD firmly by our side!

