

RUBIO MONOCOAT AFRICA SUCCESS STORY



Client: Famous Brands

Categories: Shopfitters; Interior; environment

Tags: #famousbrands; #wimpy #steers; #thrups;
#fego; #debonairspizza; #europa;

Product focus:

RMC Precolour Easy - Pebble Grey, Intense Grey, Intense Black

RMC Oil Plus 2C Interior - Pure, Black, Chocolate, Oyster, Gunsmoke, White, Cotton White, Titanium Grey

RMC HWP - Pure, Hybrid White



Client overview:

Famous Brands is Africa's largest branded food service franchisor. The past two decades have witnessed the Group expand almost beyond recognition, with a market capitalisation in excess of R11 billion, positioned within the JSE's top 100 companies.

Famous Brands' business model comprises a portfolio of 27 brands represented by a franchise network of 2614 restaurants across South Africa, Rest of Africa, the United Kingdom, and the Middle East.

www.famousbrands.co.za

- **Testimonial:** "Using RMC range of products, and developing our own customised colour mixes, has allowed us to remain authentic within our brand specifications. The overall finish that comes from Rubio Monocoat, has a more natural feel and appearance. Being a 0% VOC product, it's a safe choice for use in all our food preparation areas"
- **Livia Coetzee - Creative Design Head**

Project overview:

Famous Brands changed their interior wood care products used by their shopfitters to Rubio Monocoat (RMC) due to previous inconsistencies in finishes and application. This provided a universal standard of execution across all our regions and partners.

RMC was used in the following restaurant chains:



Product outline:

RMC Precolour Easy - Pebble Grey, Intense Grey, Intense Black

RMC Oil Plus 2C Interior - Pure, Black, Chocolate, Oyster, Gunsmoke, White, Cotton White, Titanium Grey

RMC HWP - Pure, Hybrid White

Product overview:

RMC Precolor Easy is a precolour, designed to be used in combination with the RMC Oil Plus 2C, to create special effects and contrasts. The optimal molecular bonding of the RMC Oil Plus 2C with the wood remains guaranteed.

- Available in 14 different colors, which can be mixed with one another.
- Unlimited creative possibilities.
- Easy to apply.
- Average coverage 50m²/L

RMC Smoke creates a smoky effect on oak wood without any hazardous or irritating vapours being released. The product is always finished with an RMC Oil. The combination of these products enables creative effects while the optimum molecular bonding of the RMC Oil with the wood continues to be guaranteed.

- The product reacts to the tannic acid in the wood.
- Can be applied both manually and industrially.

Challenges overcome:

- Training of our shopfitters. When we initially started using Monocoat, the sales teams were hands on and ensured they provided the necessary technical and application support with our key Shopfitting partners, within their manufacturing facilities.
- RMC developed custom color mixes allowing us to remain authentic with our brand specifications. The overall finish, that came from RMC Monocoat has the perfect finish which allows our customers to relate to the interior of each branch.

Why choose Rubio Monocoat:

- The RMC Monocoat team were always available for support and assistance through our specification process, as well as after sales service.
- The Toy Safety Certification (See below) - As the RMC oil has been tested safe for children's toys, the implication is that it's also food safe for eating surfaces, such as table tops, and food preparation areas e.g. chopping boards

www.rubiomonocoat.co.za



0% VOC

The independent laboratory Ecoc (Be) has submitted our products to a gas chromatography test in order to measure their VOC content. This test measures the VOC level of the product itself.

The 0% VOC rating is again confirmed with the high score on the A+ and D label. This again confirms our philosophy of caring for a good environment, both for the applicator as for the end-consumer.

Toy Safety Standard (EN 71-3)

This European guideline regulates the migration of certain hazardous elements in different types of toys. This label reflects that wood treated with applicable RMC products are safe for children.

This means RMC Oil Plus 2C can be safely applied to chopping boards, kitchen worktops, tabletops etc. making it safe for domestic use, and commercial use such as restaurants.