

RUBIO MONOCOAT AFRICA SUCCESS STORY



Client: ProReno

Categories: Kitchens; Shopfitter; Interior;

Tags: #proreno; #kitchens; #shopfitter;

Product focus:

RMC Oil Plus 2C Interior – Pure, Cornsilk



RMC Oil Plus 2C Interior – Pure on Kiaat

Client overview:

ProReno was established in 2004 by Chris Gerber and Wouter Hugo. ProReno's core business is to project manage, design, manufacture and fit quality kitchen cabinets, and built-in cupboards for home owners, offering their clients personal hands-on service from design to installation. ProReno's creative design and highly functional kitchens are the combination of imagination, a sense of individuality and craftsmanship.

Their customers can choose from an extensive range of products that outweighs the market selection offered by their competitors. Using the latest technology they assist clients with the design and layout, visualising the project from dream to end product. Meticulous attention is given to detail, market related pricing and fast but efficient service. These are key motivators in ProReno's rapid escalation to the top, putting ProReno in the position to offer tailor-made products that perfectly fit the clients' needs and budget.

www.proreno.co.za

- ▶ Testimonial: "Six years ago we were introduced to the RMC brand and since being further educated on the product offering, through direct correspondence with RMC and their sales team, we now prefer the Rubio Monocoat oil over any other coating. We will always recommend RMC to our clients. The noticeable key strengths of RMC are its ease of application, durability, significant colour range and the natural appearance of the wood finish. It is simply the best all-natural wood protection oil in the industry."

- Chris Gerber – Director

Project overview:

RMC was used on various displays in the ProReno Showroom to showcase various colour options within the product offering, and to help further market the RMC product range in partnership with ProReno.

RMC's willingness to support and enable the ProReno showroom with complimentary samples and hands-on assistance, showed RMC's level of commitment to them as a valued customer, and further strengthened our professional partnership.

Product outline:

RMC Oil Plus 2C Interior – Pure, Cornsilk

Product overview:

RMC Oil Plus 2C is a next-generation product that colours and protects your wood in 1 single layer.

The combination of the oil, and the accelerator, ensures a quick dry, fast curing protective solution.

- **Available in 44 standard colours.** View our Colour Trends for 2017 on our website
- Enhances the natural look and feel of the wood
- 0% Volatile Organic Compound (VOC), does not contain any water or solvents (Eco-friendly)
- Easy to maintain
- No overlaps or starting marks
- Average coverage: 50 m²/L
- Can be applied to all wood types
- Very wear-resistant
- Water- and heat-resistant, ideal for kitchens and bathrooms
- Very fast curing: 80% in 2 days
- A short 'dry' maintenance period: after 5 days, the surface can be cleaned with water and soap
- Comprehensive product range including preparation and maintenance products

Challenges overcome:

- Before we started using RMC, we used very labour intensive methods of application, where there was also a challenge of ensuring consistent finishing. The easy application of RMC has now improved the quality of our work and made labour more efficient.
- We often need to train or prepare staff for large projects. RMC's team is always willing to assist in this regard by demonstrating the appropriate application. Their technical training and after-sales support has been excellent and a huge benefit to our organisation.

Why choose Rubio Monocoat:

- The RMC Monocoat team is always available for support and assistance through our specification process and their after-sales care is superb.
- The extensive colour range of RMC provides us with the necessary variations needed to satisfy our clients' design expectations.
- Eco-friendly, 0% VOC, and food & toy safe certified product to use in restaurants, kitchens and any domestic or commercial environment.

www.rubiomonocoat.co.za

**0%
VOC**

› 0% VOC

The independent laboratory Ecce (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 Ü label. This again confirms our philosophy of caring for a good environment, both for the applier as for the end-consumer.



RMC Oil Plus 2C Interior – Cornsilk on Oak



RMC Oil Plus 2C Interior – Pure on Walnut