



Quali Middle East Association

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QMEA

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# WELCOME TO QMEA

In November 2006, a national association designated as the "**Quali Middle East Association (QMEA)**" was established encompassing coating applicators of architectural components, powder coatings manufacturers with approved systems and suppliers of pre-treatment chemicals with approved systems in the Middle East Region. Over the years, **QMEA** membership has grown continuously with more than 100 member companies from the industry.

At present, **QMEA** is the General Licensee Holder of **QUALICOAT**, **QUALIDECO**, **QUALANOD** and **QUALISTEELCOAT** within the Middle East and South Asia. Our commitment is to protect & promote the quality of architectural coatings particularly required for the Middle East climatic conditions. Each quality labels' requirements are monitored to ensure measurable results complying with technical specifications.

**QMEA** is committed to provide and promote established quality standards and best practices to obtain a high quality coating on aluminium and aluminium surfaces. **QMEA** aims to promote the quality labels in the region and to advance the technical interests of its members both nationally and internationally.

## WHY JOIN QMEA

Having an association with QMEA will help the members to keep updated of latest technical and technological developments in the industry and also to improve the networking within this group, especially in respect of relevant technical issues.

- Ensure high quality level for your company's products by following Qualicoat , Qualanod, Qualideco standards assured by audit and certification.
- Certification is a valuable Marketing tool.
- Free participation for members in technical seminars organized by QMEA.
- Speaking opportunity in technical seminars.
- Opportunity to influence future standards and regulations by participating in technical committees and working groups.
- Networking opportunities during QMEA meetings and technical seminars.
- QMEA member applicators and manufacturers are entitled to discounted yearly license fees for the listed Quality labels.

## WHO CAN JOIN

The Association is open to and shall comprise:

- Anodizers
- Paint & Powder Applicators in the Region
- Paint & Powder Manufacturers with manufacturing facilities in the Region
- Pre-treatment Chemical Manufactures with manufacturing facilities in the Region
- Associate Members\* (Chemical Suppliers, Powder and Paint Suppliers, Aluminium System Suppliers, Machine/Equipment Suppliers, Developers, Architects, and Others)

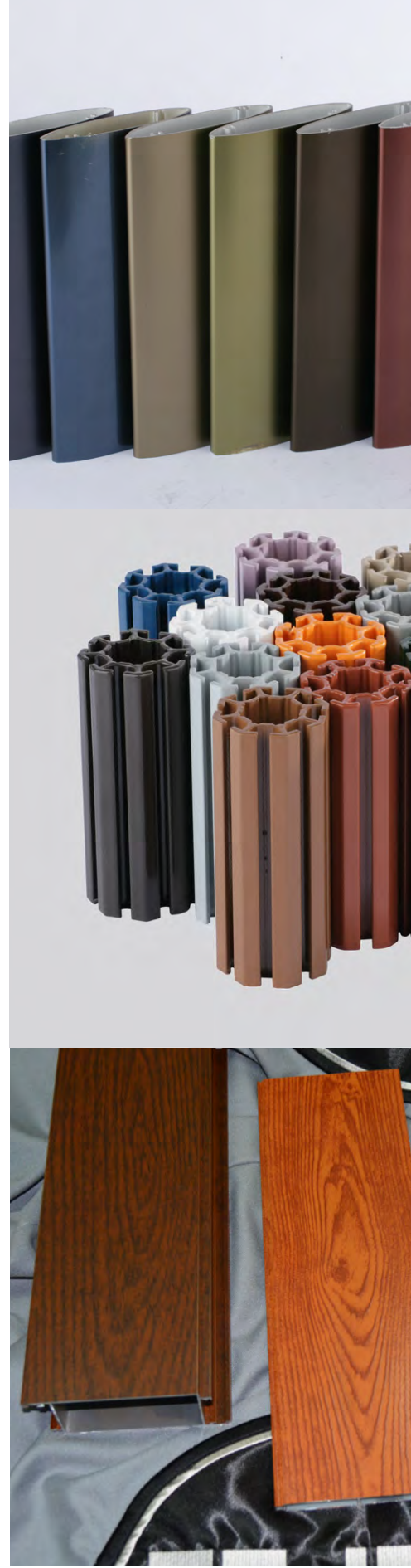
*\*Terms & Conditions apply; 'Suppliers' denote companies that do not have manufacturing in the Region.*

## BENEFITS OF OUR QUALITY LABELS

Asking for these quality labels adds value to building products:

- Licensed plants have distinct competitive edge over their rivals
- The whole finishing process is under control, including unannounced audit visits covering coating/anodizing material and chemical products
- Customers and specifiers receive coated/anodized products that meet clearly defined quality and performance criteria
- Quality label certification is a valuable marketing tool

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“Protecting and Promoting  
the Quality of  
Architectural Coating”

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World's Leading Quality  
Label for the Coating of  
Aluminium



## ABOUT QUALICOAT

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QUALICOAT is a global quality label organization committed to maintaining the quality of lacquering, painting and coating on aluminium and its alloys for architectural applications. Its registered office is situated in Zurich, Switzerland.

QUALICOAT is the World's leading quality label for the coating of aluminium.

## MISSION AND GOALS

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QUALICOAT's mission is to provide best practice rules to obtain a good quality coating on aluminium. To achieve this goal, QUALICOAT is committed in particular to:

- Establishing specifications for processes, products and tests to be used by the coating plants.
- Developing and improving these specifications.
- Granting licenses to coating plants that apply for the quality label.
- Testing and approving chemicals and coating products to be used.
- Monitoring the correct application of the specifications in licensed plants.

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## HISTORY

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In 1986 several national associations encompassing coaters of architectural parts formed a quality label organization called QUALICOAT.

Their goal was to raise and standardize the level of quality throughout Europe, laying down rules applying to their industry. Firms from all five continents have become licensees, and the number of national and international associations has since then kept growing. Through its efforts over the past decades, QUALICOAT has played a key role in assuring the quality of aluminium parts used in architecture.

The aluminium industry, suppliers of coating materials and manufacturers of pretreatment chemicals have been represented on the QUALICOAT committees from the outset, thus ensuring an exchange of ideas and information between coaters and their suppliers.

## BENEFITS OF QUALICOAT

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Asking for the QUALICOAT label adds value to building products:

- Licensed plants have a distinct competitive edge over their competitors.
- The whole finishing process is under control, including powder coating material and chemical products.
- Customers and specifiers receive coated products that meet clearly defined quality and performance criteria.



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A photograph showing three horizontal samples of decorative finishes on coated aluminium. The top sample is a light, natural wood grain. The middle sample is a medium, reddish-brown wood grain. The bottom sample is a dark, rich brown wood grain. The samples are resting on a grey fabric surface, and a portion of a black wheel is visible on the right side.

Quality Label for  
Decorative Finishes on  
Coated Aluminium





## ABOUT QUALIDECO

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QUALIDECO is a quality label defining and regulating decorative finishes on coated aluminium (such as wooden effect). It covers a broad spectrum of appealing surface coating applications based for example on the transfer of images on coated supports, or on a powder on powder application using suitable technologies. Other technologies may be used only if they have been previously approved by the QUALIDECO Committee.

The object of the Specifications for decoration is to ensure constant control of the decorated product so that a QUALIDECO license can be granted to decorators for exterior architectural applications.

This provides an unquestionable guarantee of excellence. Special attention has been devoted to all aspects of testing, in-house control, inspections, plant and equipment etc. And in addition, an attractive logo has been created especially to identify holders of the QUALIDECO label.

## BENEFITS OF QUALIDECO

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The QUALIDECO label adds value to products:

- Licensed plants have a distinct competitive edge over their rivals
- Customers and specifiers have confidence because:
  - The decorated products meet clearly defined quality and performance criteria
  - Compliance is independently monitored by unannounced inspections
  - The whole finishing process is under control, including powder manufacturer, film and chemical.

## PRELIMINARY CONDITIONS

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### DECORATORS

#### By Using Sublimation Technology

- The company that performs the coating cycle must hold the QUALICOAT quality label.
- The base powder coating must be approved by QUALICOAT for QUALIDECO application.
- The decorator must indicate the alternative applied;

#### **Alternative 1**

The decorator shall use only film and powders produced by suppliers certified by QUALIDECO and defined by the suppliers in the technical data sheet.

#### **Alternative 2**

The decorator shall have all of his own decorations tested and approved by QUALIDECO.

#### By Using Powder on Powder Technology

- The company that performs the coating cycle must hold the QUALICOAT quality label.
- The powder coatings must be approved for decoration (QUALIDECO approval or QUALICOAT extension for P/P)
- The decorations must be applied at the same production site.

### FILM AND POWDER SUPPLIERS

#### Applies to Sublimation Technology Only

- Certification of suppliers implies that film suppliers shall only use approved coating materials from licensed powder suppliers and that powder suppliers shall only use approved films from licensed film suppliers. For further details, please contact us.



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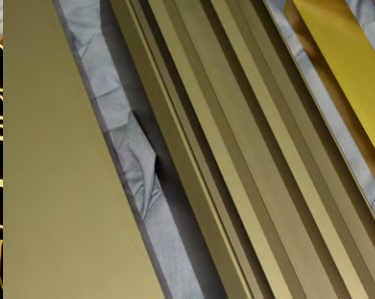
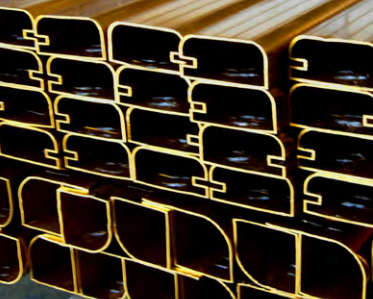
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Quality Label for  
Sulphuric Acid-Based  
Anodizing of Aluminium





## ABOUT QUALANOD

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QUALANOD is a quality label organization committed to maintaining and promoting the quality of anodized aluminium. To determine whether or not anodizing meets a customer's requirements, the results need to be measurable against technical specifications. On behalf of customers who have products anodized, QUALANOD defines comprehensive quality requirements and monitors the compliance by licensed plants world-wide. As a result, purchasers of anodized aluminium receive a premium-grade product delivering long-term value with good quality. In past years QUALANOD has consequently made a great contribution to assuring the quality of aluminium parts used in many end-markets.

## MISSION AND GOALS

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The mission of QUALANOD is to promote the use and secure the quality of anodized aluminium through the design and management of a product and process certification adapted to end-market needs.

The objectives of QUALANOD are:

- To safeguard and develop the standard of quality of the anodic oxidation of aluminium and its alloys.
- To promote the QUALANOD quality label internationally.
- Proactively act on sustainability (environmentally, socially and economically).

## HISTORY

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In 1974 several national associations encompassing anodizers of architectural parts organized in ESTAL and the EWAA formed the QUALANOD organization. Their goal was to raise and standardize the quality level throughout Europe, laying down rules applying to their industry. Firms in many European countries have directly or indirectly become members of QUALANOD.

The aluminium industry was represented by delegates on the committees from the outset. This ensured information sharing among wrought aluminium producers and anodizers. Today our members besides many European countries also include association from outside Europe.

## BENEFITS OF QUALANOD

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The QUALANOD label adds value to products:

- Licensed plants have a distinct competitive edge over their rivals.
- Customers and specifiers have confidence because:
- The anodizer is part of an accredited product certification scheme.
- The anodized products meet clearly defined quality and performance criteria.
- Compliance is independently monitored by unannounced inspections.


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**Quality Label for Corrosion  
Resistant Coating Systems  
on Steel.**



## ABOUT QUALISTEELCOAT

QUALISTEELCOAT is a quality label organization committed to maintain and promote the quality of lacquering, painting and coating on steel. QUALISTEELCOAT specifications defines comprehensive quality requirements and monitors their compliance by licensed plants world-wide. The organization is a non-profit organization and is not a trade association. It is a global organization with a mission to promote the quality of coated steel through the design and management of a product and process certification adapted to end-market needs.

## MISSION AND GOALS

The mission of QUALISTEELCOAT is to promote the use and secure the quality of coated steel through the design and management of a product and process certification adapted to end-market needs.

The objectives of QUALISTEELCOAT are:

- To safeguard and develop the standard of quality of the anodic oxidation of aluminium and its alloys.
- To promote the QUALISTEELCOAT quality label internationally.
- Proactively act on sustainability (environmentally, socially and economically).

## HISTORY

The QUALISTEELCOAT label was created in 1997 by the French steel industry and the French anodizing industry. It was the first international label for coated steel. The label was created to promote the quality of coated steel and to ensure the compliance of the products with the QUALISTEELCOAT specifications. The label was created by the French steel industry and the French anodizing industry. It was the first international label for coated steel. The label was created to promote the quality of coated steel and to ensure the compliance of the products with the QUALISTEELCOAT specifications.

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## BENEFITS OF QUALISTEELCOAT

The QUALISTEELCOAT label adds value to products:

- Licensed plants have a distinct competitive edge over their rivals.
- Customers and specifiers have confidence because:
- The anodizer is part of an accredited product certification scheme.
- The coated products meet clearly defined quality and performance criteria.
- Compliance is independently monitored by unannounced inspections.