

## Report

*Subject* : **FEIBP Working Group Paintbrushes**

*Date* : **13 September 2013, Copenhagen**

*Attending* : A. Civiero (Chairman), F. Ceelaert (general manager), Th. Stollberg, A. Stollberg, H. Zahn, H.F. Bieringer, J. Nüssli, J. Marcussen, P. Simler, Y. Baslimane, Mrs M. Weinitz, Mrs S. Bullier, R. Hörz, J. Rickenbacher, U. Rietdorf, M. Samuel, I. Moss, G.A. Pogliani, C. Pogliani, Mrs B. Castillo

*From* : A.Civiero, Th. Stollberg, F. Feelaert

*Date* : 1 October 2013

*Reference* : feibp.vsleng.58

### 1. Opening

Board member Thorsten Stollberg opens this first meeting of the revitalised Working Group Paint Brushes and is most happy to propose Alessandro Civiero as chairman.

This was unanimously agreed upon.

### 2. Introduction of the participants

A short introduction round was held.

### 3. Selected items Temi

#### ***a. FEIBP price trend index***

Pierre Simler of Nespoli group introduces and explains the theme:

This initiative was born as there are exist no specific official indexes for certain categories raw materials, parts etc.

There are three sections: household brushes, technical brushes and paint brushes.

Per section sub-categories are defined, 3 for paint brushes: wooden handles, natural fine hair and ferrules.

Each half year a selected group op FEIBP paint brush manufacturers are asked to indicate price trends. The result are the graphics presented at the GA.

Each paint brush manufacturer, member of FEIBP, can join the group of selected companies.

Result is information which can be used by the individual companies in contacts with customers.

Mark Samuel and others observe that it could be helpful to use the price trend information of suppliers like DKSH and Hahl.

Fons Ceelaert agrees that the price information by suppliers such as DKSH and Hahl is most welcome, but the FEIBP index is a manufacturers index.

New categories can be added to a maximum of 7.

Alessandro Civiero of Pennelli Tigre suggest the possibility to introduce new categories like the synthetic filaments and the plastic handles for paintbrushes.

Gian Antonio Pogliani of Pogliani srl observes that, regarding the synthetic filaments, is hard to find out the types that should be monitored cause of a potential infinitive number of variants are available.

Alessandro Civiero purpose to consider the price of the basic version of the synthetic filaments, like the standard PET and PBT, cylindrical, solid. Or even the price of the PET and PBT in grain.

Also regarding the natural bristles there is some confusion: is possible to consider the average price dividing them in types (like all the sizes 60%, 90% tops and 90% black).

At the moment everyone is supposed to give the trend information on the average of all the sizes and types of the categories.

Fons Ceelaert purpose that the paintbrush manufacturers will be asked to propose categories.

#### ***b. ABA “The Authentic Brush Association”***

After Chairman Civiero presented the Italian ABC project (technical specifications and regulations for using brands in the paint brush industry) there came quite a few comments out of the audience.

Monica Weinitz of ANZA asked: "Why do you all want to be identical? The individual state of the art of each product is the biggest advantage of each producer!"

Reinhold Hörz of DKSH mentioned that we do not need a common logo. All present companies in this meeting are so successful in their markets over the last years because they act and behave honest and serious. Their well-known brands are the good reason for the customers to buy proper tools.

Dr. Ulrich Rietdorf of Platt remembered the project "Friends of a good paintbrush" which was also presented highly enthusiastic but then lost in the sand. He suggested to install an internal internet forum where all members of our WG could share their impressions directly. This has to be checked by our provider.

Arndt Stollberg of Wistoba said that some terse information about the used handles, ferrules and bristles, nature or synthetics, should be enough classifying the brush to inform the customer briefly.

Pierre Simler of Nespoli Group thinks that we can all agree, we could state in an uniform way, in certain form to be defined in the next future the main features of the paintbrushes: the sizes and the type of bristles or filaments used.

Alessandro Civiero states that the aim of the ABC chart is that of increasing the informative clearness regarding the final consumers, not to uniform the products offered.

This will be for sure a competitive advantage for the adhering companies that could increase their image of seriousness and competence toward the customers.

The problem of transparence is present not only in Italy but also in other Eu states, with paintbrushes on the stores which origin and composition are not clear to the eyes of the consumers.

The common ABC (sub) brand could be the guarantee of a reciprocal control, of potentially European level, of the offers on the market.

Discussion to be continued.

#### **4. Closure Conclusion**

A very interesting session, a good start for the Working Group Paint Brushes.  
The chairman closes the meeting.