COMPANY PROFILE

UNLEASH YOUR SENSES

Factories:
New Borg El-Arab city, 2nd Industrial
Zone, Alexandria, Egypt.
Tel: +203 4593 555
Fax: +203 4592 655
contact@midoco.com
www.midoco.com
WE PAINT THE FUTURE
Founded in 1979, MIDO «International Group for Modern Coatings» is an Egyptian leading company for high quality Paints and Coating products for multi purposes. The company develops, produces, and distributes specialized chemical products for many areas of application in the automotive, decorative paints, wood coatings, printing inks, and other different industrial products.

MIDO is committed to “Total Customer Satisfaction” through design, manufacture, and supply of high quality Paints and Coatings products. MIDO management is committed to build on its industry leadership by providing total quality. Our mission is to supply our customers with on-time delivery of products, which are of the best possible quality.

Products provided by MIDO shall conform to the requirements specified by our customer and/or our internal specifications, and manufactured under ISO 9001 Quality Standard. This commitment to quality shall be realized from product design to final delivery to the end user “the customer”, MIDO brings more than 30 years of experience to the industrial markets. Today, we work with industry leaders worldwide to provide a wide range of choices in the field of paints, including:

Decorative Paints
Your home is your own world, so we work hard to make imagination becomes reality. With wide selection of decorative products, each product provides unique effect. There are no limits to imaginations; we are here to inspire you! We produce paints, stains and specialty coatings for commercial, maintenance and residential markets. The product range is wide enough to cover almost all uses, and the range of available colors is beyond imagination.

Automotive Paints
We are the first automotive paint manufacturer in Egypt to successfully bring to market a complete line of advanced technology paint and coating systems to professional refinishers nationwide. Today, we are a premium manufacturer of fillers, Acrylic paints, primers, Duco paints, PE putties, NC putties, Clear Coats. With a unique Italian technology, we are able to produce almost any color for any motor vehicle.

MIDO is committed to “Total Customer Satisfaction” through design, manufacture, and supply of high quality Paints and Coatings products. MIDO management is committed to build on its industry leadership by providing total quality. Our mission is to supply our customers with on-time delivery of products, which are of the best possible quality.

Products provided by MIDO shall conform to the requirements specified by our customer and/or our internal specifications, and manufactured under ISO 9001 Quality Standard. This commitment to quality shall be realized from product design to final delivery to the end user “the customer”, MIDO brings more than 30 years of experience to the industrial markets. Today, we work with industry leaders worldwide to provide a wide range of choices in the field of paints, including:

Automotive Paints
Wood Paints
Wood is a living material and it therefore needs specific protection. Bring the natural beauty of wood grains to life with MIDO Wood Paints. Our wood paint adds color while enhancing the natural grain of the wood. We specialize in wood care products and offer a wide range of high-quality stains for indoor and outdoor use. At MIDO, we produce sealers, primers, varnishes and dyes, wood stains, and special effect paints e.g. textures, crackle.

Industrial Paints
MIDO Protective Coatings concentrates on the development of high quality products of Epoxy and Polyurethane for infrastructure, tanks, floors, tubs, pools, and rail industry segments from severe weather conditions.

Chemical Industries
Chemical business includes manufacturing of Unsaturated Polyester Resins and Alkyd resins for industrial and architectural coatings manufacture. Alkyd resin products are suitable for a wide range of paint products.
5

1980’s: Creating awareness!
In 1979 Mido was still in the emerging stage. A huge market available only for the ones who were eager enough! A lot of obstacles, a lot of threats and a lot of enthusiasm! Looking for a unique and demanded product was the first step. Hand in hand, a 3x4 m² factory was established! Specialized in producing only one product... POLISH! Due to the huge stream of imported car polish products, the idea of manufacturing polish with an Egyptian technology was a two-hone weapon, an idea that requires a lot of persistence, innovation and willing for co-existence among others.

1988: Time to move!
By means of wider expansion and over an area of 4900 m², a new factory was built in Borg El-Arab city (The Industrial Zone) with a number of employees which penetrating new foreign markets was a step that should be taken. The exports department was then established.

2000’s: A wider scope!
A new modern era is on stage! Speaking local and foreign wise, our strategic vision moves us towards occupying a unique market niche among a highly competitive market filled with reputable competitors.

2002: Mido reactor!
A successful jump was taken after purchasing the reactor. This special machine is used for manufacturing resins, which were imported from abroad at that time. The output is used in the manufacturing of 40 to 45% of the wood and household coating products.

2003: A pivotal year!
Significant changes to Mido Co. for paints and modern coatings occurred after undertaking a successful step being transformed into a leading stock Egyptian company and thereby change its profile name to “International Group for Modern Coatings”. A bold new visual identity accompanied the name change.

2004: Silver jubilee!
After 25 years in business, Mido celebrated the beginning of its 25th quarter century in serving paints and coatings enthusiasts by gathering a national audience at a fascinating gala that took place at the Sheraton Hotel - Alexandria. What a spectacular event we’ve been passing through! A memorable day that will never be forgotten.
“We’re still in the beginning!” was a phrase that Dr. Aly Ghaly (Chairman) started and ended his speech with. A promising future is on its way with a clear path.
2005 till now:
A new factory is opened on the path of horizontal integration called Endmoun for producing Unsaturated Polyester Resin (UPR) the first of its Kind in Egypt & North Africa. The Total Capacity will go to polyester Putty, Polyester Sealer & Marble adhesive.

The company has also expanded in new production lines like Granule, Gravito, Universal and Color Concentrates.
We have tried to promote our products, so we participated in many exhibitions all over the world, including Kenya, Jordon, Tanzania, Sudan South Africa ... etc.

HISTORY
Success is a continuous journey
The company has also expanded in new production lines like Granule, Gravito, Universal and Color Concentrates.
We have tried to promote our products, so we participated in many exhibitions all over the world, including Kenya, Jordon, Tanzania, Sudan South Africa ... etc.

New production lines, new product techniques, new branches, new distribution offices and many more are yet to come.

2006: Silver jubilee!
After 25 years in business, Mido celebrated the beginning of its 25th quarter century in serving paints and coatings enthusiasts by gathering a national audience at a fascinating gala that took place at the Sheraton Hotel - Alexandria. What a spectacular event we’ve been passing through! A memorable day that will never be forgotten.
“We’re still in the beginning!” was a phrase that Dr. Aly Ghaly (Chairman) started and ended his speech with. A promising future is on its way with a clear path.

2005 till now:
A new factory is opened on the path of horizontal integration called Endmoun for producing Unsaturated Polyester Resin (UPR) the first of its Kind in Egypt & North Africa. The Total Capacity will go to polyester Putty, Polyester Sealer & Marble adhesive.

The company has also expanded in new production lines like Granule, Gravito, Universal and Color Concentrates.
We have tried to promote our products, so we participated in many exhibitions all over the world, including Kenya, Jordon, Tanzania, Sudan South Africa ... etc.

HISTORY
Success is a continuous journey
The company has also expanded in new production lines like Granule, Gravito, Universal and Color Concentrates.
We have tried to promote our products, so we participated in many exhibitions all over the world, including Kenya, Jordon, Tanzania, Sudan South Africa ... etc.

New production lines, new product techniques, new branches, new distribution offices and many more are yet to come.

2006: Silver jubilee!
After 25 years in business, Mido celebrated the beginning of its 25th quarter century in serving paints and coatings enthusiasts by gathering a national audience at a fascinating gala that took place at the Sheraton Hotel - Alexandria. What a spectacular event we’ve been passing through! A memorable day that will never be forgotten.
“We’re still in the beginning!” was a phrase that Dr. Aly Ghaly (Chairman) started and ended his speech with. A promising future is on its way with a clear path.

2005 till now:
A new factory is opened on the path of horizontal integration called Endmoun for producing Unsaturated Polyester Resin (UPR) the first of its Kind in Egypt & North Africa. The Total Capacity will go to polyester Putty, Polyester Sealer & Marble adhesive.

The company has also expanded in new production lines like Granule, Gravito, Universal and Color Concentrates.
We have tried to promote our products, so we participated in many exhibitions all over the world, including Kenya, Jordon, Tanzania, Sudan South Africa ... etc.

HISTORY
Success is a continuous journey
The company has also expanded in new production lines like Granule, Gravito, Universal and Color Concentrates.
We have tried to promote our products, so we participated in many exhibitions all over the world, including Kenya, Jordon, Tanzania, Sudan South Africa ... etc.

New production lines, new product techniques, new branches, new distribution offices and many more are yet to come.

2006: Silver jubilee!
After 25 years in business, Mido celebrated the beginning of its 25th quarter century in serving paints and coatings enthusiasts by gathering a national audience at a fascinating gala that took place at the Sheraton Hotel - Alexandria. What a spectacular event we’ve been passing through! A memorable day that will never be forgotten.
“We’re still in the beginning!” was a phrase that Dr. Aly Ghaly (Chairman) started and ended his speech with. A promising future is on its way with a clear path.

2005 till now:
A new factory is opened on the path of horizontal integration called Endmoun for producing Unsaturated Polyester Resin (UPR) the first of its Kind in Egypt & North Africa. The Total Capacity will go to polyester Putty, Polyester Sealer & Marble adhesive.

The company has also expanded in new production lines like Granule, Gravito, Universal and Color Concentrates.
We have tried to promote our products, so we participated in many exhibitions all over the world, including Kenya, Jordon, Tanzania, Sudan South Africa ... etc.

HISTORY
Success is a continuous journey
The company has also expanded in new production lines like Granule, Gravito, Universal and Color Concentrates.
We have tried to promote our products, so we participated in many exhibitions all over the world, including Kenya, Jordon, Tanzania, Sudan South Africa ... etc.

New production lines, new product techniques, new branches, new distribution offices and many more are yet to come.

2006: Silver jubilee!
After 25 years in business, Mido celebrated the beginning of its 25th quarter century in serving paints and coatings enthusiasts by gathering a national audience at a fascinating gala that took place at the Sheraton Hotel - Alexandria. What a spectacular event we’ve been passing through! A memorable day that will never be forgotten.
“We’re still in the beginning!” was a phrase that Dr. Aly Ghaly (Chairman) started and ended his speech with. A promising future is on its way with a clear path.

2005 till now:
A new factory is opened on the path of horizontal integration called Endmoun for producing Unsaturated Polyester Resin (UPR) the first of its Kind in Egypt & North Africa. The Total Capacity will go to polyester Putty, Polyester Sealer & Marble adhesive.

The company has also expanded in new production lines like Granule, Gravito, Universal and Color Concentrates.
We have tried to promote our products, so we participated in many exhibitions all over the world, including Kenya, Jordon, Tanzania, Sudan South Africa ... etc.

HISTORY
Success is a continuous journey
The company has also expanded in new production lines like Granule, Gravito, Universal and Color Concentrates.
We have tried to promote our products, so we participated in many exhibitions all over the world, including Kenya, Jordon, Tanzania, Sudan South Africa ... etc.

New production lines, new product techniques, new branches, new distribution offices and many more are yet to come.

2006: Silver jubilee!
After 25 years in business, Mido celebrated the beginning of its 25th quarter century in serving paints and coatings enthusiasts by gathering a national audience at a fascinating gala that took place at the Sheraton Hotel - Alexandria. What a spectacular event we’ve been passing through! A memorable day that will never be forgotten.
“We’re still in the beginning!” was a phrase that Dr. Aly Ghaly (Chairman) started and ended his speech with. A promising future is on its way with a clear path.

2005 till now:
A new factory is opened on the path of horizontal integration called Endmoun for producing Unsaturated Polyester Resin (UPR) the first of its Kind in Egypt & North Africa. The Total Capacity will go to polyester Putty, Polyester Sealer & Marble adhesive.

The company has also expanded in new production lines like Granule, Gravito, Universal and Color Concentrates.
We have tried to promote our products, so we participated in many exhibitions all over the world, including Kenya, Jordon, Tanzania, Sudan South Africa ... etc.

HISTORY
Success is a continuous journey
The company has also expanded in new production lines like Granule, Gravito, Universal and Color Concentrates.
We have tried to promote our products, so we participated in many exhibitions all over the world, including Kenya, Jordon, Tanzania, Sudan South Africa ... etc.

New production lines, new product techniques, new branches, new distribution offices and many more are yet to come.
Mission:
The mission of Mido Paints is to support the paints industry and the Egyptian economy by providing the local, Arabic and foreign markets with high-quality, safe and environmentally-oriented products. All employees of Mido paints are obliged to keep up with quality and measurement regulations, and constantly optimize the product quality and service efficiency for the customer.

Vision:
Keeping high performance is an integral part of all we do. That’s why we have implemented ambitious aims of sustainability:
- To be the leaders in paints and chemical industry fields.
- To always provide the latest technologies in our fields.
- To provide high-quality products to achieve our customers’ satisfaction.
- To continuously monitor, control and develop our products’ quality.
- To enhance our long-term relationship with customers.

Aims:
Mido is committed to having the best people, products and services, making us the company of choice for our customers and employees.
• International Group for Modern Coatings: MIDO is committed to excellence in quality, safety and environment through constant development in line with ISO 9001, ISO 14001 and OHSAS 18001.
• We provide an environment which encourages love, creativity and satisfaction.
• We care for our clients needs and comments on all levels of quality.
• Mido quality standards mean that we constantly strive to improve the quality and reliability of our products.
• Our strategic planning ensures that our factories can meet all customers’ demands without influencing on quality.
• We provide training to all employees to ensure high standards of quality in the provided services from the product development till production, sales and distribution.
• We avoid accidents at work to ensure a safe and secure work environment to all workers and visitors in work places. We also work hard to protect environment through continuous evaluation and to limit the environmental effects of products.

All departments and employees in the company should be aware of this general policy concerning quality, safety and quality. In addition to complying with the technical conditions, we try to take the necessary procedures to achieve the goals of continuous improvement.
The International Group for Modern Coatings (Mido) is proud to mention many of the achievements made during its presence.

Following the general policy of the company, we have adopted the strategy of continuous development of performance which guarantees providing special services to customers. The group carried many successful endeavors which have supported the national economy and fulfilled many breakthroughs.

In 2002, Chairman Dr. Ali Ghaly made an important step by producing resins at the rate of 40 – 45% of wood and decorative paints. Thus, the group has succeeded in reducing the cost of production and increasing the quality.

The number of employees increased from 12 in 1979 to more than 2000 currently in all departments and branches in 5 factories in Borg El Arab Industrial City and more than 20 branches all over Egypt.

Over years, the company made vigorous efforts to fulfill the needs and demands of its customers with various products and services. Thus, our products have diversified to include decorative, industrial, protection and wood paints.

In 2002, Chairman Dr. Ali Ghaly made an important step by producing resins at the rate of 40 – 45% of wood and decorative paints. Thus, the group has succeeded in reducing the cost of production and increasing the quality.

The number of employees increased from 12 in 1979 to more than 2000 currently in all departments and branches in 5 factories in Borg El Arab Industrial City and more than 20 branches all over Egypt.

The International Group for Modern Coatings has become one of the leading companies in paints and chemical industries in Egypt and has a prominent position in the Middle East. Our vision extends beyond that to be a world-leading company in chemicals and paints. The company has a wide network of offices and distributors all over Egypt, and we continue to expand that network to cover the Egyptian Market by opening new sales branches in all major cities.

Over years, the company made vigorous efforts to fulfill the needs and demands of its customers with various products and services. Thus, our products have diversified to include decorative, industrial, protection and wood paints.

The company has a wide network of offices and distributors all over Egypt, and we continue to expand that network to cover the Egyptian Market by opening new sales branches in all major cities.

Our vision extends beyond that to be a world-leading company in chemicals and paints. The company has a wide network of offices and distributors all over Egypt, and we continue to expand that network to cover the Egyptian Market by opening new sales branches in all major cities.

In 2002, Chairman Dr. Ali Ghaly made an important step by producing resins at the rate of 40 – 45% of wood and decorative paints. Thus, the group has succeeded in reducing the cost of production and increasing the quality.

The number of employees increased from 12 in 1979 to more than 2000 currently in all departments and branches in 5 factories in Borg El Arab Industrial City and more than 20 branches all over Egypt.

The company has a wide network of offices and distributors all over Egypt, and we continue to expand that network to cover the Egyptian Market by opening new sales branches in all major cities.
Adding an average of 4 – 5 new agents yearly, now we are exporting to more than 30 countries all over Africa, Middle East & Europe. Exporting is done through agents and distributors who partner with the group for growth and profitability in the decorative, wood, and industrial paint fields. Our products are competitive in the international markets and continue to be branded and promoted in order to support the sales and demand of our partnering businesses.

Our export department is made up of dedicated experts who serve our partners and contribute to their success. We are constantly looking for agents and distributors who will benefit from a partnership in their local markets.
CLIENT PORTFOLIO

International Group for Modern Coatings (Mido)

www.mido.co.com

0402 Mido group Company profile English 1.indd   16-17   6/6/13   2:59 PM
At MIDO, Research & Development has played a significant role in the growth of our company, so we continuously invest in R&D. All employees are obliged to keep up for an effective and efficient implementation of the quality and measurement regulations and also to systematically and constantly optimize the product quality and service.

To realize this aim, R&D carries the following functions:

• Equipping laboratories with high-quality instruments which help us measuring the properties of the materials and final products.
• Committing to the international standards and ISO system binding our products.
• Testing materials to ensure they are of high quality before adopting them in production processes.

At MIDO, Research & Development has played a significant role in the growth of our company, so we continuously invest in R&D. All employees are obliged to keep up for an effective and efficient implementation of the quality and measurement regulations and also to systematically and constantly optimize the product quality and service.

At the group, we ensure the conformation of our quality principles with the international standards & specifications along with the customer’s demands. To achieve this goal, the group implements the integrated quality management system in all fields and activities.
The objective of this procedure is to establish a surveillance system over all the inspection and measuring devices in the company to verify that the quality of the product and the materials meet the company’s and standard specifications.

Because we believe that the major part is always played by the human resource which deals with that advanced machinery, we provided an environment which encourages research and creativity. We also recruited highly-efficient engineers and technicians who work hard to develop products which meet the demands of the market and satisfy the customers.
QUALITY ASSURANCE TOOLS

The group established a research center which equals the largest research centers in the field. It features state-of-the-art testing and measuring tools. These tools are divided into tools for testing the characteristics of paints, their quality and final applications. Our test and inspection process also aims at verifying that the supplied and running materials are well checked and examined to meet the company’s requirements as well as verifying that all of the company’s production has been checked and examined in a way that meets the customer’s demands, while setting the standards of the products’ approval.

PRODUCTION LINES AND MACHINERY

The factories are equipped with highly-advanced tools and machines. They were selected from the major machinery companies around the world, known for their technology in the field of paints. These machines are monitored and inspected by engineers and technicians who have experience and skills in paints and chemical industries. We also employ specialized technical workers.

To get a high quality product which satisfies the needs of customers and gives superior results in application, we depend on high-quality raw materials from major international companies in the field of chemicals. The policy of the company imposes that we always use high-quality raw materials in the production processes after carrying detailed testing and inspection before using them.

www.midoco.com
CREATIVITY HAS NO LIMITS.

for more information please log on: www.midoco.com
or send your feedback to: contact@midoco.com