

iris[®]

thinking automotive™

creating colour



manifesto

full of colour, energy, vibrancy.

The image features a vertical color gradient background. At the top is a solid black band. Below it are three horizontal bands of varying shades of brown and orange, transitioning from a dark brown to a lighter, more vibrant orange. The bottom portion of the image is a solid, bright yellow. The text "full of colour, energy, vibrancy." is positioned in the upper left quadrant, rendered in a clean, white, sans-serif font.

iris is a diamond in the rough of distribution.

the distribution world is grey no more.

iris is full of colour, energy, vibrancy.

it is something modern and full of character.

creating colour.

the power of conversation.



iris knows how to communicate.

iris knows the power of conversation.

iris is about creating conversations.

the iris chant is making the industry stand up and look.

the new iris is flexible, conscious, awake and ready for anything.

distributor group of choice.

iris wants to be the distribution group of choice.

iris wants everyone to know that they exist to help.

iris wants to cosset its existing clients.

iris wants to win new business.

thoroughly modern.



iris want to be modern.

modern techniques, modern communications, modern solutions.

iris wants to show its character.

art collection, podcasts, tweets, interests, style, humour, vibrant, organised.

distribution for a modern world.



iris does not focus on quick wins.

iris allows itself to have real conversations, real meetings.

real substance. where things can change for the better.

it's prepared to be flexible to find true solutions in the modern world of distribution.

new thinking.



iris stands tall on behalf of its distributors.

it is now the leader of the pack.

the competition is still very, very grey.

iris is alive, it's in the market and ready to do business.

ready to make an impact and ready for change.

iris is proud and strong and full to the brim of new thinking.

passion, confidence and desire.



our people are the best.

in the central team and in our distributors.

they have the passion, confidence and desire to make a difference to their business partners.

fresh, vibrant and colourful.



the way iris looks demonstrates its character.

the way iris does business is fresh, vibrant and colourful. flamboyant.
the way iris communicates is energetic, confident, succinct, effective
and solution based.

the way iris behaves is professional, modern, flexible and constructive.

creating conversations.



shift.

everything that is communicated now is not about the detail.

it's about creating conversations.

conversations that promote the essence of iris, its solutions, character, heart,
its reasons for being alive.

we tweet. we podcast. we publish. we e-shot.

The image features a vertical stack of four horizontal bands of color. From top to bottom, the colors are: a dark charcoal grey, a deep burgundy red, a medium brown, and a light cream or off-white. The text 'we tweet. we podcast. we publish. we e-shot.' is positioned in the upper left quadrant, overlapping the dark charcoal and burgundy bands.

modern business methods.

we use modern and traditional communication methods to ensure everyone knows everything. fine tuning relationships. identifying opportunity. streamlining operations. iris uses technology. we tweet. we produce podcasts. we publish. we e-shot. we equip our people with the latest technology to improve standards. we operate a strict guiding principal standard that governs the work we do.

we all have a voice.



we communicate.

we start inside the business. everyone knows what the business stands for.

everyone knows why iris is the leader and what distinguishes it from its competitors.

everyone has a voice. we all know how to listen and we act on what we hear. we all understand the journey and are all here because we want to be.

we want to make a difference.

we want to be part of something great.

we want to be innovators and masters of our domain.

we want success and we are prepared to work hard for it.

we want to make a difference.

more than the sum of its parts.

The image features a solid black background at the top. Below it, there are four horizontal stripes of varying widths and colors. From top to bottom, the stripes are: a dark brown stripe, a medium brown stripe, a bright orange stripe, and a light orange stripe. The text "more than the sum of its parts." is positioned in the upper left area of the black background.

we listen.

we listen to our distributors.

we understand. we are representatives of their unique businesses.

why we are.



the principles of iris.

we also know it is important that we uphold the principles of iris.

its reason for living. it has responsibilities that it takes very seriously and its ultimate goal is to provide service that in turn provides revenue.

we listen to market influencers and create solution platforms for mutual success.

lifeblood.



we listen to our body repairer's.

our repairers are the lifeblood of iris and its distributors.

we exist to help and provide solutions to ensure their businesses succeed.

the body repairers success means our success and is central to our development.

a true identity.



people love the people in iris.

– now the people in iris have a true identity that reflects their personality and professionalism.

national distribution for the UK refinish market
true geographical coverage.

IRIS Coatings Ltd, Minerva Mill Innovation Centre, Station Road, Alcester, Warwickshire B49 5ET
t. 01789 761337 e. enquiries@iriscoatings.com www.iriscoatings.com