

## Transocean Coatings Association – an explanation.

The Transocean story started in 1959 when five medium-sized marine paint suppliers decided they had to co-operate in order to stay in the business. This co-operation resulted in the Transocean Marine Paint Association with the famous 'smiling dolphin' as its trademark.

The concept of Transocean is simple and successful: there is one member company in each country. These companies manufacture the paint locally and provide a high standard of service right where it is needed.

### Commercial network

Regarding sales, every Transocean member has their own sales area where they are responsible for selling and marketing Transocean paints.

Together all members form a sales network that covers the whole world. Transocean is represented in more than 60 countries and Transocean paints are available in all major ports in the world.

Transocean offer worldwide availability of identical formulations of paint. These formulations are standardized and therefore every Transocean Company knows exactly which paint to manufacture when an order comes in.

Speaking of orders, how does Transocean handle that?

To give you an example: let us say that a ship owner in Greece requires paint for one of his ships, which is due to arrive in Singapore. He calls the Transocean Member Company in Greece and discusses all the details of his requirements with them. Greek Transocean member contacts the Transocean member Company in Singapore and they process the order.

**When the ship** arrives in Singapore the paint is already there, or if not included in the core range of our marine paints, manufactured on order and according to the same formulations as used in Argentina, in Greece, in Australia and in other member countries. The member in Singapore supplies the paints in time and on the spot.

### How does Transocean work?

#### Step 1.

Greece-based  
Shipowner

Supply in  
Singapore



### How does Transocean work?

#### Step 2.

Singapore  
Supplies:  
On time  
On the spot



**The Transocean** representative in Singapore goes on board the ship and checks that the paints supplied meet the ship owner's requirements. If required the crew will be instructed how to handle and how to apply the paint. Also if any other assistance is needed he will look after it.

**Transocean Customer Service**


On board.  
Double check.  
Crew instruction.  
Assistance.



**The ship's officer signs invoices and receipts.** The supplied paint is invoiced from Transocean Singapore to Transocean Greece and Transocean Greece invoices the ship owner's office in Greece in local currency. Local payment of course saves him losing out on the rate of exchange, but if he so wishes, he can pay in any convertible currency direct to the central office of Transocean in Rotterdam.

**Transocean Administration**

Less red tape.  
Ship stamp.  
Local invoicing.



There are many Transocean companies, but you as client deal with only one. That makes communications easy. Orders are transmitted by us, paperwork and red tape are reduced and when you call your Transocean office to check on something it is only a local call, not an international one.

**In case of a dry-docking and the ship** is already protected by Transocean we look up the existing paint system in the dry-dock reports which are kept of every ship painted with Transocean products. If it is not already a Transocean ship we make tests to ensure that the correct colour shade is delivered and that the supplied paints are compatible.

**Transocean Customer Service**

Dry docking  
Registration  
Compatible paint systems



**By choosing** Transocean the ship owner is assured of qualified supervision. The Transocean inspector is on the spot to look after your interests. Our inspectors are qualified persons often with many years practical experience to ensure that your vessel is back in service as soon as possible and in a condition that matches your expectations. He speaks the local language and thus provides an important communications link between the ship's crew and the personnel.

**Transocean Customer Service**

Inspection  
On the spot.  
Qualified.  
Trained.



**The whole** exercise is recorded in a report, which is filed by the Transocean Company with copies to the customer and the Transocean Central Office. That is how Transocean knows the history of every ship painted with its products. Also the data mentioned in dry-dock reports are evaluated in order to see where we can improve our service and quality.



Obtaining good results in dry-dock is not difficult provided that good painting practice is followed and proper guidance is available. All this is something that speaks for itself when the maintenance of the vessel is under the surveillance of a local Transocean representative.

Transocean is successful because of the excellent spirit of co-operation between the member companies. All member companies are all independent paint manufacturers. Within our organisation there is no domination of a mother company that dictates the policy and collects the profit.

The combined technical staff of these companies consists of hundreds of chemists and technicians - a tremendous resource of expertise, which has helped to keep Transocean at the forefront in the marine paint business.



Transocean members can be competitive against the international giants since our overhead cost are low and therefore we are able to deliver good quality against competitive prices. Also due to the presence of paint factories in all countries, Transocean members can deliver fast and factory fresh products. More important is the fact that Transocean member have a strong local network enabling solid and capable technical service at any time.

The Transocean Organization is unique and therefore also offers not only unique advantages for its members but for its customers as well.

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