

## Introduction

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

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

Together all members form a global sales network. Transocean Coatings is represented in more than 60 countries and Transocean paints are available in all major ports.

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

## Speaking of orders, how does Transocean handle that?

For example: a ship owner in **Greece** requires paint for one of his ships, which is due to arrive in **Singapore**.

The owner calls the Transocean member company in Greece and discusses all the details of his requirements with them. The Greek Transocean member contacts the 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 Greece, Argentina or Australia and other member countries.

The member in Singapore supplies the paints in time and 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.

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.

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.

### 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



An explanation to the operation of the association

In case of a docking where 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 execute tests to ensure that the correct colour shade is delivered and that the supplied paints are compatible.

By choosing Transocean, the ship owner is assured of qualified supervision. Our inspectors are qualified and often have 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.

The representative speaks the local language and thus provides an important communications link between the ship's crew and the shipyard personnel.

The whole exercise is recorded in a report, which is filed by the Transocean member 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. The data 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 speaks for itself when the maintenance of the vessel is under the surveillance of a local Transocean representative.

Transocean is successful because of the spirit of cooperation 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 of the marine paint business.

## Transocean Customer Service



### Dry docking

Registration  
Compatible paint systems

## Transocean Customer Service



### Inspection

On the spot.  
Qualified.  
Trained.

## Transocean Customer Service



### Inspection

Registration  
Evaluation

## Competitiveness

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 offers unique advantages for its members as well as for its customers.

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