

Galstaff Multiresine unveils its new digital identity

Edited by Galstaff Multiresine Spa

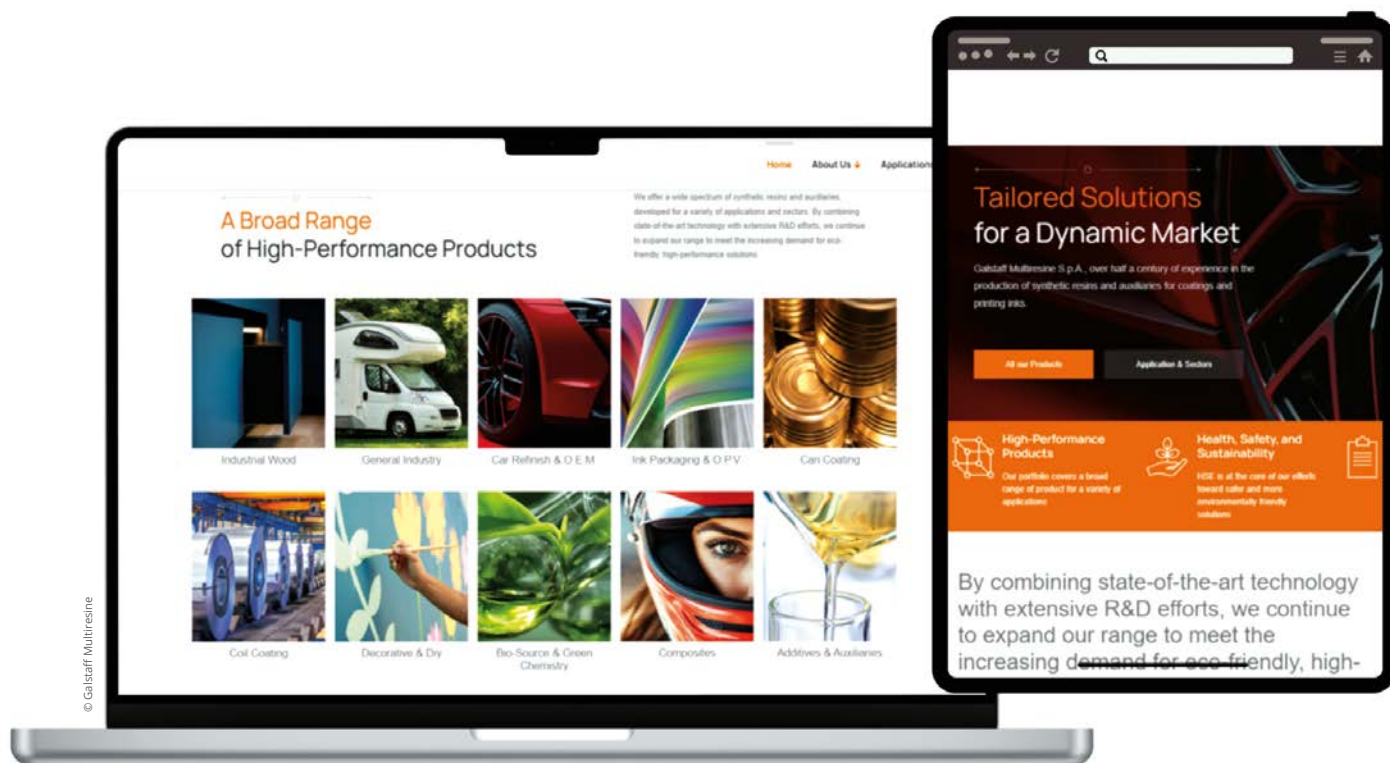
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With the launch of its new corporate website, Galstaff Multiresine aims to strengthen its digital presence and clearly communicate the values that guide its business: innovation, technical expertise, sustainability, quality, and long-term collaboration. The new platform has been designed to deliver a user-friendly browsing experience and to showcase the company's expertise in specialty resins and additives for paints and inks.

Galstaff Multiresine is taking a new step forward in its journey of growth and innovation with the launch of its new corporate website, designed to showcase more effectively the technological expertise, industrial experience, and international vision that have characterised it for over fifty years. More than just a graphic redesign, the new platform has been created as a fully fledged digital ecosystem, offering customers, partners, and stakeholders immediate access to the expertise, technologies, and solutions that have made Galstaff Multiresine a leading name in the sector of speciality resins and additives for paints and inks.

The five pillars of the company's new digital presence

Galstaff Multiresine's new online identity is built on five strategic pillars that reflect its philosophy and the value it aims to deliver to its stakeholders.



Tailor-made solutions for an ever-evolving market

Visitors are greeted by the slogan 'Tailored Solutions for a Dynamic Market', which encapsulates the company's distinctive approach. Galstaff Multiresine positions itself not merely as a resin manufacturer but as a technical partner capable of developing bespoke solutions for specific application requirements. The ability to support customers through co-development, formulation consultancy, and problem-solving is a key element of its positioning.

High performance as an added value

Another key aspect is performance. Communication focuses not only on the products but also on the results they deliver. Innovation, reliability, and specialisation are critical to the company's offering, which is designed to generate value through advanced technologies and high-performance formulations.

Health, safety, and sustainability at the heart of the strategy

From the homepage, the new website places strong emphasis on health, safety, and sustainability. This choice underscores that environmental and social responsibility is not an afterthought but an integral part of Galstaff Multiresine's corporate culture. The focus on regulatory compliance, ESG principles, and sustainable development thus takes centre stage in the brand's narrative.

Quality and certifications as a guarantee of reliability

For a company operating in international markets, quality is essential. The new website highlights Galstaff Multiresine's commitment to monitoring production processes, complying with international standards, and maintaining high quality. This approach ensures continuity, reliability, and consistency in supply to its customers.

Long-term partnerships

The concept of lasting collaboration rounds off the picture. Rather than mere commercial relationships, Galstaff Multiresine focuses on partnerships built over time, grounded in trust and shared objectives. This is particularly important for multinationals, distributors, formulators, and OEMs seeking a reliable partner committed to mutual growth.

Application expertise and customer focus

The new website also showcases the company's formulation know-how through a clear overview of the main application sectors it serves: industrial coatings, automotive coatings, coil and can coatings, wood coatings, printing inks, and other specialist high-performance technologies. The content structure and intuitive navigation help users quickly find technical information, solutions, and areas of expertise, improving the user experience and facilitating dialogue between the company and the market.

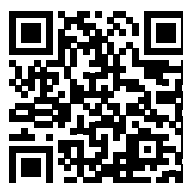
A website that looks to the future

Ample space is also devoted to research and development, which has always been the driving force behind Galstaff Multiresine's innovations and a key means of anticipating the needs of the most advanced markets.

The launch of the new website also marks the first phase of a broader digital transformation journey undertaken by Galstaff Multiresine. The platform has been designed with a long-term vision and will continue to evolve with new content, features, and tools aimed at supporting dialogue with the market and further enhancing the company's expertise.

The new digital identity also reinforces the company's international standing, highlighting its ability to support customers and partners across the world's major markets through established technical expertise and a global business vision.

With a modern design, a user-centred layout, and a strong focus on technical content, the new website serves as a meeting point for industrial tradition and digital innovation. More than a corporate showcase, it acts as a tool for interaction and collaboration, connecting expertise, markets, and new opportunities for growth. ▶



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