

Tollens and Zolpan join forces to better serve their customers #UnitedForYou



Paris, February 11, 2025 – Cromology, a leading expert in decorative paints, is taking a new step forward to enhance the customer experience. Since January 1, 2025, Tollens and Zolpan, two iconic paint brands in France, have united their networks to offer an expanded product range and improved service to both professional and individual customers. This transformation, initiated in September 2023, marks a significant step towards greater proximity, responsiveness, and expertise.

A more comprehensive and accessible offering through a network of over 300 Tollens and Zolpan stores, making it the No.1 professional network in France

Customers can now access both Tollens and Zolpan product ranges in more than 300 stores* across France, benefiting from expert support tailored to their specific needs (interior or exterior paint, ETICS, etc.). This transformation enables a broader selection of products and specialized expertise for all projects, from large-scale construction to interior renovations.

Enhanced expertise to serve our customers

For professional customers, Cromology has unified and specialized its sales teams, deploying over 350 Tollens Zolpan Technical Sales Representatives alongside store managers and advisors to provide personalized support. With specialized training, these experts ensure precise project follow-ups and tailored advice for each professional's specific needs. Individual customers also benefit from enhanced service in more than 300 stores within the Tollens and Zolpan networks, receiving expert guidance on decoration and application techniques.

United teams for optimized service

This transformation is built on the dedication of all Cromology teams – from manufacturing sites to retail stores, sales forces, and support functions. The objectives: deliver an optimal customer experience, ensure better product availability, optimize logistics, and enhance delivery reliability.

A sustainable and responsible commitment

Committed to an ambitious CSR approach, Cromology was awarded the EcoVadis Gold Medal in October 2024, ranking in the top 5% of evaluated companies. The company continues its efforts to reduce its environmental footprint through modernization of production and logistics sites, reduced energy consumption via LED lighting, resource reuse, and the launch of new products that limit hazardous substances, improve indoor air quality (lower VOC emissions), and feature lighter-weight paint solutions for easier application and handling.

By uniting the strengths of Tollens and Zolpan, Cromology reaffirms its commitment to providing customers with innovative solutions, expert guidance, and a strong local presence for all painting and renovation projects.

**With the exception of certain stores located in exclusive independent areas.*

The Key Takeaways

The union of Tollens and Zolpan marks a major strategic evolution in the paint and construction solutions sector. This synergy is built on three essential pillars:

More expertise: The complementary expertise of both brands enables even more personalized service, with a specialized sales force to meet the precise needs of professionals and market trends.

More solutions: By joining forces, Tollens and Zolpan expand their range of high-performance solutions adapted to all projects, offering customers an unparalleled diversity of products and services.

More proximity: With a network of over 300 stores in France, professional and individual customers benefit from a single point of contact for both brands, simplifying their daily operations and making every project easier.

#UnitedForYou: This alliance embodies a strong commitment to the Group's customers, both professional and individual, ensuring expertise, innovation, and accessibility.

About Cromology

Cromology, a subsidiary of DuluxGroup (Australia's leading paint company) and Nippon Paint (the world's 4th largest paint group), is a major player in the European decorative paint industry. Operating in 8 countries (Belgium, Spain, France, Italy, Luxembourg, Morocco, Portugal, and Switzerland), Cromology employs 3,100 people and has nearly 380 company-owned stores, 5 research laboratories, 9 production sites, and 6 logistics platforms. In France, with over 300 stores and 2,500 employees, Tollens and Zolpan exemplify Cromology's commitment to providing innovative and sustainable solutions to both professional and individual customers. Thanks to its CSR efforts, Cromology earned the EcoVadis Gold Medal in 2024, ranking in the top 5% of evaluated companies.

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