



Archite-
ctural
Paints &
Coatings

Interior
Paints

Enamel
Paints

Exterior
Paints

Primers, Sealers
Undercoats,
& Wall Fillers

Wood
Finishes

Industrial
Paints &
Undercoat

Automobile
Coatings



NORSON CHEMICAL INDUSTRIES

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About Us!

Norson Chemical Industries (NCI) established in 1989, has had over 26 successful years in paint manufacturing and selling. As an agile and forward thinking enterprise, NCI believes in product innovation and greatly rely on international partnerships. NCI is working closely with its international partners for sourcing materials and technologies and enjoys support from its partners in Netherlands, Australia, Switzerland, Korea and USA. In the same vein, NCI is led by a team of management which is inspired by the vision of

its founding chairman Mr. Jawaid Mughal; an entrepreneur of highest caliber who accumulates forty years of experience in paints manufacturing & selling. Our technical team is staffed with highly qualified technologists and quality control lab is equipped with state of the art equipment. You can be sure that at Norson quality is a standard.

We live and breathe values of individuality, independence and integrity. That is why all of you are important to us. We have combined

individuality with quality which has helped us in winning customers here and abroad. Today, 80% of our sales are from exports reconfirming our claim of quality paint manufacturer. You can buy our products from a network of over 400 dealers in Pakistan and abroad.

NORSON where Quality is a Standard

Norson Chemical Industries (NCI) is a certified, quality-assured company under the International Standard ISO 9001: 2008. This is an International Standard that the NCI Quality System is measured against our quality system provides the foundation for better customer satisfaction, staff motivation and continuous improvement at all times.

Our quality policy is based on 3 fundamental principles:

1. Ensuring that we fully identify and conform to the needs of our customers and community in which we are working.
2. Looking at our product manufacturing and service provision processes, identifying the potential for errors and taking the necessary action to eliminate them.
3. Everyone understanding how to do their job and doing it right first time.

NCI's longstanding commitment to quality underlies our company, and is best summed up by our Quality Mission Statement:

"We Never Take Shortcuts on Quality!"



Vision

To be the premier paint manufacturer in the South Asian region that is known for innovation, resilience and superior customer care.



Mission

Create and maximize value for our customers, employees, business partners and community which no other can match.



Core Values

Norson Chemical Industries values its employees, business partners and consumers; and is committed to foster an environment of mutual trust, respect and to provide necessary resources to achieve this vision as a responsible corporate citizen.



Sustainability & Environment

Our deep understanding and sensitivity to environmental issues is what underpins our drive towards achieving the goal of ZERO WASTE.

At NCI, we are determined to conduct our business with respect for the impact on the environment and the reduction of waste and emissions. This will be achieved by increased efficiency in the use of energy, water and raw materials, and developing products using the most sustainable raw materials where it delivers equivalent or better customer satisfaction and financial return.



25 Years

of Spreading

Colors of Harmony in Pakistan,
Tajikistan & Afghanistan



Being the largest exporter to Afghanistan and Tajikistan for the last 15 years, Homex knows the art of bringing hearts and minds together. The secret of our phenomenal success is hidden in our ingenious blend of quality & economy to offer the best value to our esteemed customers all over Pakistan, Afghanistan and Tajikistan.





Product Range

Norson Chemical Industries (NCI) produces a broad range of paints, varnishes, lacquers and special purpose protective coatings. Our products are used in the domestic, commercial and industrial markets.

With operations in Pakistan, Afghanistan and Tajikistan, NCI is proud of its portfolio of leading brands, covering all segments of the paint and coatings market, including:

Architectural Paints & Coatings

Industrial Paints & Undercoats

Automobile Coatings



Architectural Paints & Coatings

Norson Pakistan is the one of the industry leaders in Architectural coatings, delivering the latest technologies through its strong portfolio of brands. We manufacture and sell interior and exterior paints, stains, adhesives and solvent for home owners and professionals under brand names **Homex, Classic, Bluelac, Naqsh and Hopcoh.**

Exterior Paints & Wall Putty

Most people think it's the weather that breaks down exterior paint. It's actually dirt and pollution that works its way into the surface of the paint, weakens it, and then the sun, wind, rain and snow finish it off. NCI's range of paints and primers is what you use when you need a superior performing paint that doesn't compromise on quality.



HOMEX WEATHER RESIST

HOMEX Weather Resist is a tough & durable exterior finish which provides protection against severe weather conditions.

MAIN USES

Exterior surfaces such as plaster, concrete, brick & pebble dash etc.

COVERING CAPACITY

11-13 m²/Liter per coat

PACKAGING

1, 4 & 16 Liters

DRYING TIME

Surface Dry

Recoatable

30 Minutes

1-2 Hours

دھوپ بارش یا طوفان
آسان ہیں سب امتحان





HOMEX NAQSH WEATHER RESIST

HOMEX Naqsh Weather Resist is exclusively formulated to be flexible, protecting against cracking, peeling and chalking whilst offering protection against severe weather conditions.

MAIN USES

Exterior surfaces such as plaster, concrete, brick & pebble dash etc.

COVERING CAPACITY

11-13 m²/Liter per coat

PACKAGING

1, 4 & 16 Liters

DRYING TIME

Surface Dry
30 Minutes

Recoatable
1-2 Hours



HOMEX EXTERIOR WALL PUTTY

HOMEX Exterior Wall Putty is based on acrylic polymer which resists alkali and moistures and provides strong base for exterior emulsions.

MAIN USES

Used as filling coat on exterior walls

COVERING CAPACITY

4 – 5 m²/Kg per application

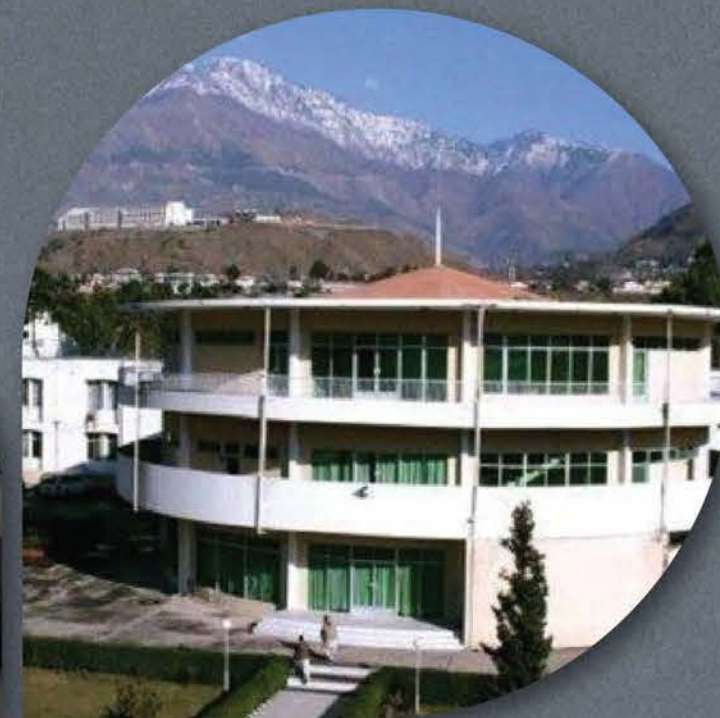
PACKAGING

20kg bucket

DRYING TIME

Surface Dry
1 - 2 Hours

Recoatable
24 Hours



Our Landmark Projects

- Legislative Assembly, Azad Kashmir
- Nangarhar University, Jalalabad
- Haji Abdul Rahman Mosque, Kabul



Interior Paints

Interior walls cop a lot of punishment especially when you have kids. You need to be able to wipe away stains on your walls on an almost daily basis. It is important that the paint you use doesn't get left with a shiny patch or loss of colour due to constant wiping or washing.

EMULSION PAINTS



HOMEX STAIN & DIRT RESIST

HOMEX Stain & Dirt Resist is the only paint designed with Dirt Repellent Technology. The paint provides a luxuriously silky smooth finish allowing outstanding stain resistance and washability. This technology does not wash or wear off and lasts the life of the paint.

Main Uses	On plaster, concrete, cement wallboard and brick surfaces		
Covering Capacity	12-15 m ² /Liter per coat		
Packaging	1, 4 & 16 Liters		
Drying Time	Surface Dry	Recoatable	
	30-60 Minutes	1-2 Hours	



HOMEX SPECIAL PLASTIC EMULSION

It provides excellent coverage with delightful matt appearance at economical price.

Main Uses	On plaster, concrete, chip board and brick surfaces		
Covering Capacity	11-15 m ² /Liter per coat		
Packaging	1, 4 & 16 Liters		
Drying Time	Surface Dry	Recoatable	
	30 Minutes	2-3 Hours	

کپڑوں پر لگے داغ کے لیے تو بہت سے واشنگ پاؤڈرز ہیں!
لیکن بے داغ دیوار کے لیے صرف ہومکس پینٹس



Stain & Dirt
Repellent Technology



Uniquely Formulated to
Retain Fresh Look



Easy to Wipe & Wash
Ink, Tea, Coffee, Ketchup





HOMEX SPECIAL EMULSION

HOMEX Special Emulsion is an acrylic base long lasting, easily washable superior silk finish for decorating and protecting interior walls & ceilings.

Main Uses	On plaster, concrete and brick surfaces	
Covering Capacity	11-15 m ² /Liter per coat	
Packaging	1, 4 & 16 Liters	
Drying Time	Surface Dry	Recoatable
	30 Minutes	1-2 Hours



HOMEX NAQSH SPECIAL EMULSION

HOMEX Naqsh Special Emulsion is an excellent quality emulsion with improved coverage, binding and finishing. It is specially developed for all interior use including brick work, plaster, cement and wall boards. Naqsh Emulsion may also be used on exterior surfaces.

Main Uses	On plaster, concrete, chip board and brick surfaces	
Covering Capacity	11-15 m ² /Liter per coat	
Packaging	1, 4 & 16 Liters	
Drying Time	Surface Dry	Recoatable
	30 Minutes	1-2 Hours

فیصلہ ایک بار
سکون سا لہا سال



Enamel Paints



HOMEX GLOSS ENAMEL

It is a washable and stain resistant paint which offers superb resistance against water, heat and severe weather conditions.

Main Uses	For kitchens, bathrooms, staircase walls and corridors. Interior and exterior wood, metal and masonry work.		
Covering Capacity	13-15 m ² /Liter per coat		
Packaging	0.91 and 3.64 Liters		
Drying Time	Surface Dry	Recoatable	
	2-3 Hours	12-18 Hours	



HOMEX MATT ENAMEL

Homex Matt Enamel is a premium eggshell finish, oil based enamel, specially formulated for high traffic areas such as kitchens and bathrooms. A highly washable matt paint ideal for interior and exterior application.

Main Uses	For kitchens, bathrooms, staircase walls and corridors. Interior and exterior wood, metal and masonry work.		
Covering Capacity	10-12 m ² /Liter per coat		
Packaging	0.91 and 3.64 Liters		
Drying Time	Surface Dry	Recoatable	
	2 - 3 Hours	12-18 Hours	



HOMEX NAQSH SYNTHETIC ENAMEL

It is a top quality economy enamel which gives durable smooth finish with enduring gloss and excellent covering.

Main Uses	Suitable for interior and exterior all metal, wood, plaster, brick, asbestos and concrete surfaces.		
Covering Capacity	13-15 m ² /Liter per coat		
Packaging	0.91 & 3.64 Liters		
Drying Time	Surface Dry	Recoatable	
	3 Hours	24 Hours	



Primers, Sealers Undercoats, & Wall Fillers

NCI's ultra-premium high performance all-purpose primers, sealers and undercoats work for both interior and exterior surfaces in your home. These have superior adhesion and dry fast and have tannin blocking properties.



HOMEX RED OXIDE PRIMER

It is an air drying anti-corrosive primer most suitable for metal surface as a base coat for air drying enamels.

MAIN USES	On all interior and exterior steel surfaces		
COVERING CAPACITY	11-13 m ² /Liter per coat		
PACKAGING	0.91 & 3.64 Liters		
DRYING TIME	Surface Dry	Recoatable	
	2 - 3 Hours	16 Hours	



HOMEX NAQSH RED OXIDE PRIMER

HOMEX Naqsh Red Oxide Primer comes with an exceptional corrosion resistance and also offers good opacity, coverage, flow, and leveling properties.

MAIN USES	On all interior and exterior steel surfaces		
COVERING CAPACITY	11-13 m ² /Liter per coat		
PACKAGING	0.91 & 3.64 Liters		
DRYING TIME	Surface Dry	Recoatable	
	2 - 3 Hours	16 Hours	





HOMEX ACRYLIC PRIMER

It is an air drying anti-corrosive primer most suitable for metal surface as a base coat for air drying enamels.

MAIN USES	On all interior and exterior steel surfaces	
COVERING CAPACITY	11-13 m ² /Liter per coat	
PACKAGING	0.91 & 3.64 Liters	
DRYING TIME	Surface Dry 2 - 3 Hours	Recoatable 16 Hours



HOMEX WALL SEALER

A transparent dust proofing wall sealer to protect walls, including render, plaster, concrete, block work and brickwork. Produces a silky, low sheen finish with minimal darkening effect on the substrate.

MAIN USES	Used as filling coat on walls, ceilings and all other masonry surfaces before applying HOMEX Special Plastic Emulsion, Weather Resist or Special Emulsion.	
COVERING CAPACITY	5 – 6 m ² /Kg per application	
PACKAGING	20kg bucket	
DRYING TIME	Surface Dry 1 - 2 Hours	Recoatable 24 Hours



HOMEX WALL PUTTY

HOMEX Wall Putty has extraordinary fungus resistant, excellent penetrative and adhesive power to suit high alkaline areas. The excellent workability and sanding property ensure no paint works problem under normal usage.

MAIN USES	Used as filling coat on interior walls	
COVERING CAPACITY	4 – 5 m ² /Kg per application	
PACKAGING	20kg bucket	
DRYING TIME	Surface Dry 1 - 2 Hours	Recoatable 24 Hours



HOMEX NAQSH WALL PUTTY

Use of best quality imported additives and an advanced manufacturing process makes HOMEX Naqsh Wall Putty better than other wall putties due to its better water resistance, workability, smoothness and durability.

MAIN USES	Used as filling coat on exterior walls	
COVERING CAPACITY	4 – 5 m ² /Kg per application	
PACKAGING	20kg bucket	
DRYING TIME	Surface Dry 1 - 2 Hours	Recoatable 18 Hours





HOMEX SPECIAL UNDERCOAT

HOMEX Special Undercoat is a wall primer cum wood scalar. It fights against alkali, moisture, resins and provides base for smooth surface.

MAIN USES

Used as sealer on wooden surfaces and on walls, ceilings and other masonry surfaces

COVERING CAPACITY

8 - 12 m²/Liter per coat

PACKAGING

0.91 & 3.64 Liters

DRYING TIME

Surface Dry
2-3 Hours

Recoatable
24 Hours



HOMEX NAQSH UNDERCOAT

It is a professional quality acrylic sealer undercoat that provides superior coverage and adhesion. It is easy to sand, has superb filling properties and suitable to be applied to all pre-painted surfaces.

MAIN USES

Used as sealer on wooden surfaces and on walls, ceilings and other masonry surfaces

COVERING CAPACITY

8 - 12 m²/Liter per coat

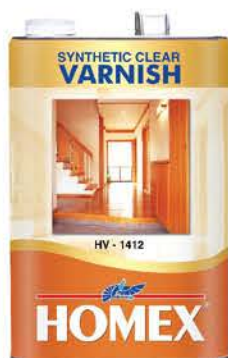
PACKAGING

0.91 & 3.64 Liters

DRYING TIME

Surface Dry
2-3 Hours

Recoatable
24 Hours



HOMEX SYNTHETIC CLEAR VARNISH

It gives a flexible abrasion resistant and fast drying film, specially designed for usage in preparing penetrating oil-based filling putti.

MAIN USES	Preparing filling putti	
PACKAGING	16 Liters	
DRYING TIME	Surface Dry	Hard Dry
	3 - 4 Hours	24 Hours



HOPCOH SPARKLING VARNISH

Hopcoh sparkling varnish is specially formulated for interior and exterior wood work, floor, furniture paneling and yacht finishes. It gives maximum durability against water, heat, sun, salty water and extreme weather.

MAIN USES	Outdoor gates, wooden frames, garden furniture and wooden fences of swimming pool	
COVERING CAPACITY	13 - 15 m ² /Liter per coat	
PACKAGING	0.75 Liters	
DRYING TIME	Surface Dry	Hard Dry
	1 - 2 Hours	12 Hours

Aesthetics Quality & Economy

This is how we create value for you!

- On interior surface, use Homex Wall Putty for better adhesion & durability.
- Homex Undercoat & Primer treat porous surface to add life & finesse to paint film.
- Use washable Homex Special Emulsion on walls & economical Homex Special Emulsion on ceilings.





Wood Finishes

Keep your furniture, floor, doors and windows looking fresh and stylish with NCI's complete range of stains, varnishes and oils.



HOMEX CLEAR WOOD LACQUER

A premium quality all-purpose wood lacquer is ideal for finishing and refinishing all interior furniture.

MAIN USES	Excellent for kitchen cabinets, furniture, table tops, wood panelling and more.		
COVERING CAPACITY	12-14 m ² /Liter per coat		
PACKAGING	0.91 & 3.64 Liters		
DRYING TIME	Surface Dry 30 Minutes	Recoatable 2 Hours	



HOPCOH HIGH BUILD NITROCELLULOSE SANDING SEALER

HOPCOH Sanding Sealer is an eggshell finish, transparent high build sealer to seal wood pores.

MAIN USES	As a base coat or primer for surface smoothness on wood furniture.		
COVERING CAPACITY	11 – 14 m ² /Liter per coat		
PACKAGING	0.91 & 3.64 Liters		
DRYING TIME	Surface Dry 10 - 15 Minutes	Hard Dry 2 - 3 Hours	



HOMEX MATT WOOD LACQUER

A premium quality all-purpose wood lacquer is ideal for finishing and refinishing all interior furniture.

MAIN USES	Excellent for kitchen cabinets, furniture, table tops, wood panelling and more.		
COVERING CAPACITY	12-14 m ² /Liter per coat		
PACKAGING	0.91 & 3.64 Liters		
DRYING TIME	Surface Dry 30 Minutes	Recoatable 2 Hours	



HOPCOH WOOD STAIN

A fast-drying and easy-to-use stain available in most fascinating wood tone colours that can be used to enhance the natural beauty of any wood surface.

MAIN USES	For kitchen cabinets, office furniture, table tops, wood panelling and more.		
COVERING CAPACITY	12 – 14 m ² /Liter per coat		
PACKAGING	0.91 Liters		
DRYING TIME	Surface Dry 30 Minutes	Recoatable 2 Hours	



HOPCOH SPARKLING VARNISH

It is specially formulated for interior and exterior wood work, floor, furniture paneling and yacht finishes. It has properties to preserve wood for longer period of time.

MAIN USES	On outdoor gates, wooden frames and garden furniture		
COVERING CAPACITY	13 – 15 m ² /Liter per coat		
PACKAGING	0.75 & 3.64 Liters		
DRYING TIME	Surface Dry 10 - 15 Minutes	Recoatable 2-4 Hours	



HOMEX THINNER 1512

A fast evaporating thinner give superb flow properties to HOMEX Lacquer and paint with nitrocellulose. It enhances gloss, surface smoothness and drying properties of Lacquer, Wood Stains and nitrocellulose base paints. Its special composition also prevents white spotting in wood lacquer.

MAIN USES

Special solvent for paint with nitrocellulose. It sets fast and provides the desired viscosity for easier application. It is also used for cleaning application tools and equipment.

PACKAGING

0.91 & 3.64 Liters



HOPCOH 2K CLEAR LACQUER

A high gloss non-yellowing PU base clear lacquer for wooden surfaces which is hard, chemical resistant, fast curing and possess superior outdoor durability.

MAIN USES

For wooden furniture, car repair enamel, protective top clear coating on metals such as machines.

COVERING CAPACITY

12 -15 m²/Liter per coat

PACKAGING

0.5 & 1 Liter

DRYING TIME

Dust Free	Tack Free	Hard dry
1 Hour	2-3 Hours	6-8 Hours

Industrial Paints & Undercoats

Through research and development NCI has created paints and undercoats designed to work in the harshest environments, from off shore oil rigs to gravel trucks and trailers, providing an easy to spray, long lasting coating that will protect your investment for years to come.



HOMEX RED OXIDE PRIMER

It is an air drying anti-corrosive primer most suitable for metal surface as a base coat to protect against corrosive weathering conditions.

Main Uses	On all interior and exterior steel surfaces	
Covering Capacity	11 – 13 m ² /liter per coat	
Packaging	0.91 & 3.64 Liters	
Drying Time	Surface Dry	Recoatable
	30 Minutes	18 Hours



HOMEX 2- PACK EPOXY FINISH

This coating is suitable as a sealant for numerous surfaces and shows excellent resistance to water, oils, solvents, dilute acids, alkalis, bleaches and other aggressive chemicals. It is widely used in hospitals, pharmaceutical industries, operation theaters, ceramics factories, chemical plants, warehouses and workshops.

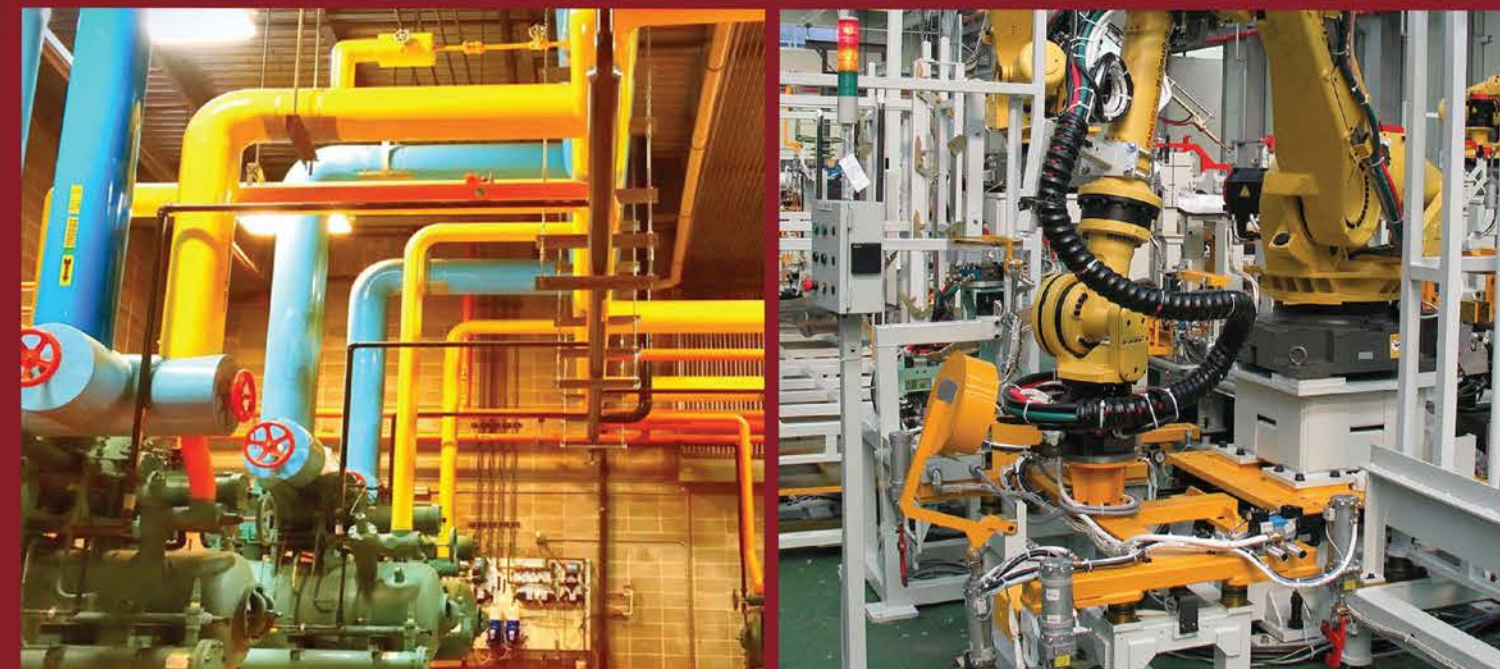
MAIN USES	On concrete, steel, wood, floor and many other surfaces.	
COVERING CAPACITY	8 - 12 m ² /Liter per coat	
PACKAGING	4 & 20 Liters	
DRYING TIME	Surface Dry	Recoatable
	2 - 4 Hours	12 - 16 Hours



HOMEX ALUMINUM PAINT

A brilliant aluminum finish which is formulated to protect surface from corrosion, discoloration and effect of heat.

Main Uses	On storage vessels, chimneys, steam pipes, machinery, oven doors and heat exchanger.	
Covering Capacity	11 – 13 m ² /Liter per coat	
Packaging	4 & 20 Liters	
Drying Time	16 Hours	





HOMEX 2-PACK EPOXY CLEAR

It is high quality clear epoxy which is a tough coating with strong adhesion. This coating is suitable as a sealant for numerous surfaces.

Main Uses

For clear finish on concrete, steel, wood, floor and many other surfaces

Covering Capacity

8 - 12 m²/Liter per coat

Packaging

4 & 20 Liters

Drying Time

Surface Dry

Recoatable

2 - 4 Hours

12 - 16 Hours



HOMEX CHLORINATED RUBBER ROAD MARKING PAINT

Extremely high opacity HOMEX Chlorinated Road Marking Paint has high abrasion resistance and ideally suited for application on concrete, asphalt and bitumen surfaced roads.

MAIN USES

City and Highway roads, Roadside blocks and floors.

COVERING CAPACITY

20 - 22 m²/Liter per coat

PACKAGING

4 & 20 Liters

DRYING TIME

Surface Dry

Recoatable

1 - 2 Hours

12 - 16 Hours



HOMEX THERMOPLASTIC ROAD MARKING PAINT

Engineered to provide cost effective delineation in all weather conditions; a full range of products meet any need, including cold weather and high durability application.

MAIN USES

On roads, runways and pavements.

COVERING CAPACITY

3-4 kg /m² at the rate of 1.5 mm thickness

PACKAGING

25 kg bag

DRYING TIME

5 - 10 Minutes





HOMEX FIRE RETARDANT PAINT

HOMEX Fire Retardant Paint is suitably formulated using resins and additives to retard or even block fire. In case of fire these additives release halogen donor to block flames.

MAIN USES	Buildings, VIP Offices and Hospitals needing protection from fire.	
COVERING CAPACITY	10 – 13 m ² /Liter per coat	
PACKAGING	3.64 & 20 Liters	
DRYING TIME	Surface Dry 1 Hour	Recoatable 2 - 3 Hours



HOMEX BRILLIANT CHROME ALUMINUM

A brilliant aluminum finish which is formulated for application on primed surfaces. It protects surface from corrosion, discoloration and heat.

Main Uses	On storage vessels, chimneys, steam pipes, machinery, oven doors and heat exchangers.	
Covering Capacity	11 - 13 m ² /Liter per coat	
Packaging	0.91 & 3.64 Liters	
Drying Time	16 Hours	



HOMEX 2 – PACK ZINC PHOSPHATE EPOXY PRIMER

It is generally used as a base priming coat where subsequently epoxy finish coating is to be applied. It can withstand temperature up to 300°-350°F

Main Uses	On blast cleaned or well prepared steel, wood and concrete.	
Covering Capacity	6 – 8 m ² /Liter per coat	
Packaging	4 & 20 Liters	
Drying Time	Surface Dry 2 - 4 Hours	Recoatable 12 - 16 Hours

Automobile

Through research and development NCI has created paints and undercoats designed to work in the harshest environments, from off shore oil rigs to gravel trucks and trailers, providing an easy to spray, long lasting coating that will protect your investment for years to come.



HOPCOH 2K LACQUER

A high gloss non-yellowing PU base clear lacquer for wooden surfaces which is hard, chemical resistant, fast curing and possess superior outdoor durability.

MAIN USES

For wooden furniture, car repair enamel, protective top clear coating on metals such as machines

COVERING CAPACITY

12 -15 m2/liter per coat

PACKAGING

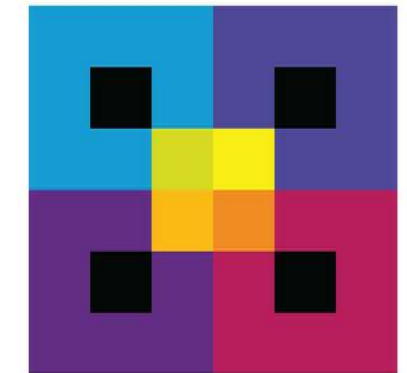
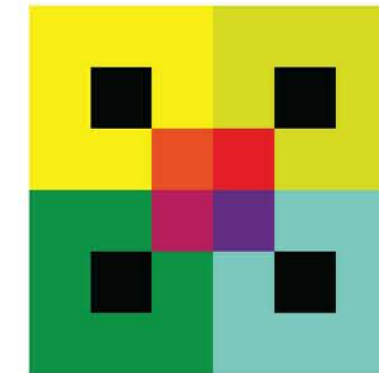
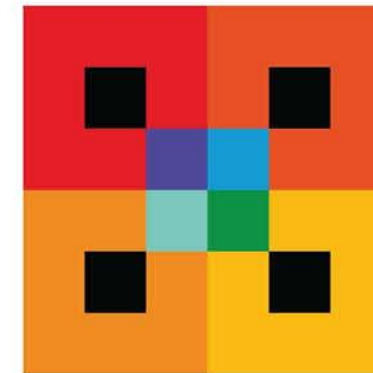
0.5 & 1 Liter

DRYING TIME

Dust free
1 Hour

Tack free
2-3 Hours

Hard dry
6-8 Hours



Always Remember Homex Knows Colors better than anyone!

- Protection & aesthetics are the objectives of painting a surface.
- Groundwork is the foundation of every masterpiece.
- A weak paint with good application can work but weak application of good paint can't.
- Choose your colors, but for choosing your paint call Free Advisory +92 42 35113856.
- Colors are priceless. So, rely only on someone who has the knowledge, skill and will. It's Homex!
- Feel at home inside. Let Homex protect your home from algae, moisture, heat, UV & dust outside.

