



**ResearchInChina**

## **China Road Marking Paint Report, 2009**

Jan/2010

Property right statement: Copyright of charts, tables and sentences in this report belongs to ResearchInChina (Beijing Waterwood). For charts or tables marketed as from other sources, original publishers own the copyright. The quoted data in this report are collected from public sources. If there is any problem related to property right, please do not hesitate to contact ResearchInChina.

## 4. Development of Road Marking Paint Industry in China

### 4.2 Production

China Coating Industry Association says solvent-based road paint and hot melt road paint prevail in China, but water-based road paint and bicomponent road paint are applied less.

According to the survey, as of 2009, there had been over \*\* major road paint manufacturers in China. Most of them produce solvent-based road paint, some produce hot melt road paint, while only a few large-scale manufacturers produce water-based road paint (mainly with introduced foreign technology).

Now, major Chinese road paint manufacturers include Atom Paint Co., Ltd., Zhejiang Brother Road Marking Paint Co., Ltd., \*\*, \*\*, \*\*, \*\*, \*\*, \*\*, \*\*, \*\*, Nanjing Huiyuan Traffic Safety Science and Technology Development Co., Ltd.

China Coating Industry Association says China's output of hot-melt road marking paint reached more than 250,000 tons and the output of solvent-based road marking paint was more than \*\* tons in 2008.

## 7. Key Road Marking Paint Manufacturers

### 7.1 Atom (Langfang) Paint Co., Ltd

#### 7.1.1 Profile

Profile of Arstroboy Group Inc

Headquartered in Tokyo, Japan and founded in Feb 1937, the Arstroboy Group Inc. is engaged in production and sales of road marking paints. It has a registered capital of 1.04 billion yen and employs about 300 people. The Group's annual production and sales of hot melt coatings reach around 30, 000 tons (responsible for 40% of market share in Japan), becoming world's largest road marking paint manufacturer.

ATOM (LANG FANG) PANIT CO., LTD, founded in Langfang, Hebei, China on January 2 2001 by Japan's Arstroboy Group Inc., is a company run exclusively by foreign investor. The company has a total investment of US\$ 3, 500,000 with annual output of 8, 000 tons of road paint and 200 sets of road marking machines.

#### 7.1.2 Operation

##### *Atom's Assets, 2007-2008*

(RMB in Thousand)	2007	2008
Total Assets	29,973	28,862
Fixed Assets	7,534	7,021
Current Assets	21,270	20,661

Source: National Bureau of Statistics of China

**Atom's Liabilities, 2007-2008**

(RMB in Thousand)	2007	2008
Current Liabilities	**	**
Long-term Liabilities	**	**
Total Liabilities	**	**

Source: National Bureau of Statistics of China

**Atom's Sales, 2007-2008**

(RMB in Thousand)	2007	2008
Sales Revenue	**	**
Less: Sales Cost	**	**
Total Profit on Sales	**	**
Less: Management Expense	**	**
Operating Expense	**	**
Financial Expense	**	**
Operating Profit	**	**
Plus: Non-operating Revenue	**	**
Total Profit	**	**
Less: Income Tax	**	**
Net Profit	**	**

Source: National Bureau of Statistics of China

**7.1.3 Financial Index**

**Atom's Solvency, 2007-2008**

Solvency	2007	2008
Liquidity Ratio	**	**
Quick Ratio	**	**
Debt/Asset Ratio	**	**
Debt/Equity Ratio	**	**

Source: National Bureau of Statistics of China

**Atom's Operating Ability, 2007-2008**

Operating Ability	2007	2008
Days Sales of Inventory	**	**
Days Sales Outstanding	**	**
Total Assets Turnover	**	**

Source: National Bureau of Statistics of China

**Atom's Profitability, 2007-2008**

Profitability	2007	2008
Profit Margin	**	**
Return on Assets	**	**

Source: National Bureau of Statistics of China

**7.1.4 Latest Trend**

In October 2008, Atom (Langfang) Paint Co., Ltd achieved ISO9001 certification and was issued the certificate by Beijing New Century Certification Co., Ltd and NQA (National Quality Assurance)

In April 2009, Atom (Langfang) Paint Co., Ltd's hot-melt road marking paints passed the examination of UK-based CHATFIELD. The chroma, performance and softening point of Atom's white and yellow paints are all in line with relevant requirements of BS EN 1871:2000.

In July 2009, Atom (Langfang) Paint Co., Ltd introduced into cold paint products and started marketing in Tianjin and northeast regions, and has received a well reputation.

In July 2009, Atom (Langfang) Paint Co., Ltd exported its marking paint products to Angola and became the paint supplier of road marking construction project of Angola housing guarantee item.

In October 2009, Atom (Langfang) Paint Co., Ltd became the exclusively-designated paint supplier of road marking construction of Chang'an street's major repair project in Beijing.

## → Related Reports

- **China Lithium Carbonate Industry Report, 2009**  
<http://www.researchinchina.com/htmls/Report/2009/5783.html>
- **Company Study of Qingdao Kingking Applied Chemistry Co., Ltd, 2009**  
<http://www.researchinchina.com/htmls/Report/2009/5801.html>
- **China Resin Industry Report, 2009**  
<http://www.researchinchina.com/htmls/Report/2009/5773.html>
- **China Desulphurization Industry Report, 2008-2009**  
<http://www.researchinchina.com/htmls/Report/2009/5734.html>
- **China Hydrofluoric Acid Market Report, 2008-2009**  
<http://www.researchinchina.com/htmls/Report/2009/5703.html>
- **China MPEG (Methoxy Polyethylene Glycol) Industry Report, 2008**  
<http://www.researchinchina.com/htmls/Report/2008/5541.html>
- **China Calcium Carbonate Market Report, 2008**  
<http://www.researchinchina.com/htmls/Report/2009/5628.html>
- **China ABS Plastic Market Report, 2008**  
<http://www.researchinchina.com/htmls/Report/2008/5592.html>
- **China Acrylonitrile Industry Chain Report, 2008**  
<http://www.researchinchina.com/htmls/Report/2008/5614.html>
- **China Sodium Carbonate Industry Report, 2008**  
<http://www.researchinchina.com/htmls/Report/2008/5375.html>
- **More**  
<http://www.researchinchina.com/htmls/Report/2009/5801.html>

---

## **About ResearchInChina**

ResearchInChina ([www.researchinchina.com](http://www.researchinchina.com)) is a leading independent provider of China business intelligence. Our research is designed to meet the diverse planning and information needs of businesses, institutions, and professional investors worldwide. Our services are used in a variety of ways, including strategic planning, product and sales forecasting, risk and sensitivity management, and as investment research.

ResearchInChina also offers subscription products for clients, including Market Weekly, Market Monthly and Market Quarterly on various industries. Market Weekly (Monthly and Quarterly) is the important step to understand the investment potential in China market.

We have over 600 clients worldwide, including the largest commercial and investment banks; insurance companies; research institutions; financial services firms; mutual funds; manufacturers; utilities; and industrial and technology clients.

**Address: 1105, Tower B, Cai zhi International Building,  
Zhongguancun East Road No.18, Haidian District, Beijing,  
Post:100083**

**Tel: 0086-10-82600828, 82600893**

**Fax: 0086-10-82600829**

**Mail: [report@researchinchina.com](mailto:report@researchinchina.com)**

