

# Pasuto

Italian Paint Factory

MADE IN ITALY



by

*Pasuto*  
VENICE  
• 1953 •





# Summary

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# Italian Paint Factory

Quality and Creativity made in Italy since 1953

## Who we are

70 years of history, three generations, a factory and a headquarter in Veneto, two brands (Toy Color & Kreable), a Private Label segment in Italy and abroad and an international presence in over 40 countries.

These are the numbers of Pasuto Srl, an Italian “family company” founded in 1953, near Venice, by Elia Pasuto which over the years has become a solid reality of international importance.





# Our History

1953 - 2023. We celebrate 70 years!

1

**1953**

Pasuto was born in 1953, near Venice, from an idea of Elia Pasuto, its founder who started his activity that year with the trade of fountain pens.

2

**1965**

Construction of the first industrial plant in Santa Maria di Sala, in the province of Venice.

3

**1975**

Start of production of Tempera, Glue and Watercolors with a unique and patented system.

4

**1993**

**Toy Color** brand was born in 1993, dedicated to the production of articles for leisure activities for children and adults.

# Our History

1953 - 2023. We celebrate 70 years!

5

2003

The new plant is built in Massanzago, in the province of Padua, as a second production unit.

6

2005

Start a new adventure with the production of modeling dough dedicated to children, adults and the world of hobbyists.

7

2018

From a Pasuto exclusive technology the first watercolors eco palette was born in the world, made on FSC certificated waterproof cardboard.

8

2022

New brand **Kreable** is born, embraces the wide range of modeling dough, acrylic paint, varnish, fabric fiber-pens, textile paint and extra strong glues, born for lovers of Art, Hobbies.



## The Core business is the production of Tempera paint, Clays and Watercolours with a unique and patented system

Since **2003**, Pasuro has been producing its own brand "**Toy Color**", which includes items for recreational activities for children and hobby lovers with products such as watercolors, tempera, markers, paints, varnishes and accessories. Recently, **Kreable** line was born, embracing the wide range of clays, acrylic and textile paints and extra strong glues, perfect for Art and Hobby lovers.

# Our Brands



The world  
of Colours and  
Gift Ideas



Range  
of products  
for Hobby and Art



Gadgets  
and promotional  
clothing

# Our Plus

1 We are a solid group,  
present on the market since 1953

2 We produce certified products

3 We are a Private Label Producer at 360°

4 We know the paint market globally







5 We have an internal Research and Development Department

6 We use high quality ingredients, starting from water

7 We collaborate with important players

8 We advise you on the European Legislation





## **Certification**

### **UNI EN ISO 9001:2015**

In 2023, Pasuto reached another important goal:

Pasuto is certified according to internationally recognized management standards.

The certification concerns quality.  
Currently, Pasuto has obtained the following Certification:

- ISO 9001:2015



# Our Product Ranges

Tempera, Watercolor, Clay ...

## TEMPERA

- Finger Paint
- Ready Mix  
Tempera
- Extra fine  
Tempera
- Special  
Tempera  
(pastel, pearly,  
fluo, glitter, metal)

## WATERCOLORS

- Maxi
- Colormix
- Pearly
- Pearly and Fluo
- Eco Palettes

## CLAY

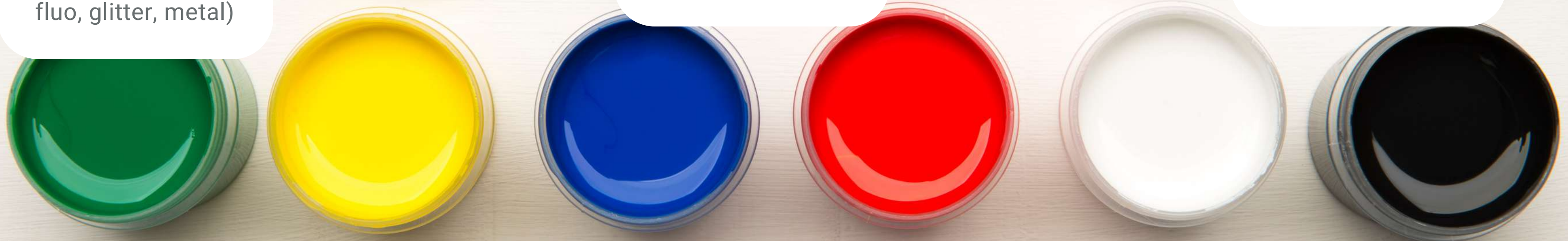
- White
- Terracotta
- Black
- Glittery  
slate-black
- Fluo (pink,  
yellow, orange,  
green)

## GLUE

- Kids 2+
- Vinyl
- Glue for Slime
- Extra  
strong vinyl glue  
Marwinline

## TEXTILE PAINT/ ACRYLIC AND VARNISH

- Tempera
- Junior Fiber Pens
- Matt Acrylic Paint
- Glossy Acrylic  
Paint
- Glossy Varnish





# Our Product Range

Palette, Brushes, Round pots for paint ...

## ACCESSORIES

- Palettes
- Brushes
- Brushes holders
- Multibox
- Cases
- Round pots for paint





# What makes us different?

Our production is characterized by a very high quality, selected and controlled raw materials, environmental protection, continuous commitment to research and development and safety.



# Contacts us

## **Administrative Office**

Via delle Industrie, 4  
30036 - Santa Maria di Sala, (VE) IT  
+ 39 041 486056

## **Production site**

Via Cornara, 2/s  
35010 - Massanzago, (PD) IT

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Colours are within us!