COLOR CARDS
& FAN-DECKS
PHOENiX
SAMPLE

Where Color Takes Shape.

Company Profile



About Us

PHOENiX Sample manufactures physical color presentation tools for paint and coatings companies.



Printing heritage. Specialist manufacturing.

Our roots trace to a family printing house founded in 1906. Today, our work brings together real-paint sampling, color presentation design and the production of finished tools for customers in international markets.

From an approved color reference to a fan deck, chart or retail display, we help brands build samples around the decisions their customers need to make.

1906

Printing heritage

EGYPT

Manufacturing base

REAL PAINT

Physical color samples

Color Fan Decks

Custom fan decks for organized, portable presentation of paint and coating collections.

A deck should make it easy to find a shade, compare neighboring colors and identify the code used to order it. We design the leaf format, sequence and sample area around the collection and its intended users.



Coating layouts

Choose full-page or stripe-coated leaves according to the size of the collection and the area needed for shade comparison.

Custom construction

Specify leaf dimensions, covers, binding, coding and finishing to suit repeated handling.

Typical applications

Architectural paint ranges, professional specification tools and dealer collections.

AVAILABLE FORMATS



Full-page paint fan deck



Striped paint fan deck



Automotive fan deck

Product details on phoenixsample.com

Color Cards & Charts

Real-paint samples arranged for clear comparison in a format that fits the range.

A color chart brings multiple shades into view at once. Layout, backing and spacing help the reader compare related colors without losing track of names, codes or finish options.



Formats

Flat cards, foldouts, books, binders and wall charts for different viewing settings.

Sample layout

Group related shades, choose practical sample sizes and keep names and codes close to each sample.

Typical applications

Paint range launches, dealer desks, specification libraries and customer takeaways.

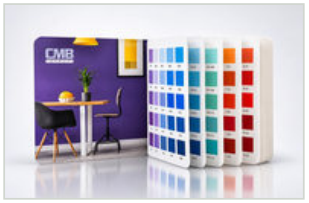
AVAILABLE FORMATS



Interior paint chart



Fold-out color folder



Color sample book

Product details on phoenixsample.com

Special Effects Catalogs

Physical samples that communicate texture, sheen and decorative finishes.

Decorative finishes respond to lighting and viewing angle. The sample area and mounting method should allow people to see the surface character and compare options under suitable light.



Finish presentation

Select a format appropriate to metallic, textured or other decorative coatings.

Sample construction

Plan backing, sample size, mounting and page clearance around the finish.

Typical applications

Interior finish collections, showroom consultations and architectural specification.

AVAILABLE FORMATS



Decorative sample book



Exterior texture catalog



Wood stain catalog

Product details on phoenixsample.com

Retail Color Chips

Individual coated chips organized for browsing and take-home comparison.

A useful retail chip connects a shade on the display to a physical sample the customer can compare in the intended space. Clear coding also supports replenishment and helps staff find the correct shade.



Chip format

Agree the dimensions, substrate, printed information and coating with the display in mind.

Retail identification

Keep color codes consistent across the chip, the display and the paint ordering system.

Typical applications

Paint counters, dealer networks and take-home shade selection.

AVAILABLE FORMATS



Individual paint chips



Striped color chips



Retail sample sets

Product details on phoenixsample.com

Retail Displays

Color selection systems for showrooms, paint counters and dealer networks.

A retail display brings together sample visibility, clear navigation and practical restocking. We develop the structure around the range, available floor space and how customers approach the display.



Organization

Lay out color families and collection zones so customers can find and compare shades.

Components

Coordinate pockets, sample formats, graphics and replaceable parts where the project calls for them.

Deployment

Plan how the display fits the site, how it is replenished and how changes to the range are handled.

AVAILABLE FORMATS



Color chip display



Wall color display



Sample rack

Product details on phoenixsample.com

Design & Consulting

Planning support from the initial color brief through artwork and sample approval.

The design process connects the color collection to its physical presentation. We work through the audience, sample format, graphics and reference hierarchy before the specifications are released for production.



Collection planning

Structure color families and codes around the decisions the user needs to make.

Artwork & prepress

Coordinate graphics, labels and sample positions with format and production constraints.

Prototype review

Evaluate usability, sample construction and presentation before releasing the production design.

Product details on phoenixsample.com

From Reference to Production

A defined sequence for translating an approved appearance into a finished sample.



01 **Agree the master**

Confirm the physical reference, intended finish, sample format and acceptance criteria.

02 **Develop and review the sample**

Prepare a prototype or pilot and evaluate the color, construction and artwork together.

03 **Convert and assemble**

Apply the agreed coating, then cut, finish, mount or bind the samples for the specified format.

04 **Release and pack**

Check the production samples against the agreed criteria and pack the tools for the intended distribution route.

Quality You Can Compare

Physical references, controlled viewing and documented acceptance criteria.



Application method, film build, substrate, illumination, gloss and texture can influence appearance. We review color against the approved physical reference and agree how the result should be evaluated for the intended product.

Reference

Identify the approved master and the conditions used to compare samples.

Measurement

Use instrument readings where they are relevant to the material and project criteria.

Visual review

Assess appearance and finish together with the measurements, using the agreed viewing setup.

Explore color accuracy and quality control

Fan Decks, Cards & Charts

Physical sample formats for browsing, specifying and comparing coatings.

Color Fan Decks



Full-page paint fan deck



Striped paint fan deck



Automotive fan deck

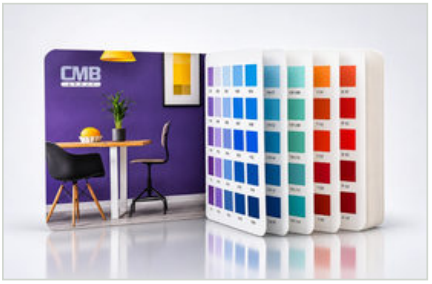
Color Cards & Charts



Interior paint chart



Fold-out color folder



Color sample book

Finishes, Chips & Displays

Formats for presenting surface effects and organizing samples at retail.

Special Effects Catalogs



Decorative sample book



Exterior texture catalog



Wood stain catalog

Retail Color Chips



Individual paint chips



Striped color chips



Retail sample sets

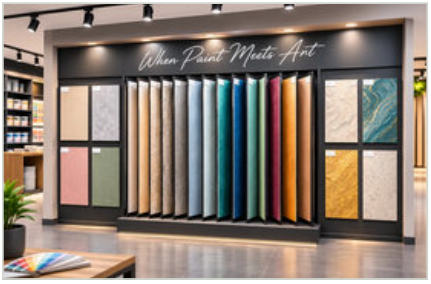
Retail Displays



Color chip display



Wall color display



Sample rack

Built for Use

Material, production and packaging decisions made at the project level.



A sample tool has a job to do throughout its service life. Choosing the right materials and construction for repeated use, planning production quantities and fitting packaging to the finished tool all help reduce avoidable waste.

Material selection

Review substrate, finish and construction in light of the expected handling and service life.

Production planning

Approve samples before the production run and plan formats and quantities around expected use.

Packaging

Choose protection and packaging based on the format, handling and distribution route.

Explore our manufacturing approach

Choose a Sample Format

Start with how your customer will use the sample, then choose a format that supports that decision.



Sample format	When to use it	What to specify first
Color Fan Decks	Comparing neighboring shades across a portable collection.	Confirm leaf size, shade sequence and coating layout.
Color Cards & Charts	Seeing a group of shades together at a glance.	Confirm how colors are grouped and the size of each sample.
Special Effects Catalogs	Evaluating texture, sheen and decorative finishes.	Confirm the sample area, mounting and page clearance.
Retail Color Chips	Taking individual shades away to compare in the intended space.	Confirm chip dimensions, coding and how stock is replenished.
Retail Displays	Helping shoppers browse and select colors at the point of sale.	Confirm the footprint, capacity and how often the range changes.

Plan Your Next Color Program

Manufacturing in Egypt, with commercial contacts in Canada and the United Kingdom.



What to share for an initial discussion

Collection

Number of colors, approved references, coating type and target finishes.

Format

Fan deck, chart, catalogue, retail chip or display. Include artwork and size requirements where available.

Delivery

Estimated quantities, target timing, destination markets and pack-out requirements.

Egypt’s International Trade Agreements

Egypt has trade agreements with the European Union and a number of Arab and African countries. These agreements support cross-border trade and improve access to international markets.

European Union	Arab markets	African markets

Contact PHOENiX Sample

COLOR CARDS & FAN-DECKS
PHOENiX SAMPLE

Contact

Head office
49 Hassan Aflaton Street
Ard El Golf, Cairo, Egypt

Manufacturing facility 01
1st Industrial Zone 75/77/79
Badr City, Cairo 11829, Egypt

Manufacturing facility 02
1st Industrial Zone 74
Badr City, Cairo 11829, Egypt

Manufacturing facility 03
100 Fadan Industrial Zone 107
Badr City, Cairo, Egypt

Canada office
292 Montreal Road, Suite 100B
Ottawa, Ontario K1L 6B8, Canada
+1 (343) 463-4146

info@phoenixsample.com

phoenixsample.com

+20 122 765 2311

+20 100 040 0534

LinkedIn

RAL COLOURS
OFFICIAL PARTNER