



Petit a petit, l'oiseau fait son nid,
Lily Briq, LaBel Valette Fest 2019.
Credit: Fabe Collage

Turning collaboration into a fine art

LINDAL Group and global spray paint manufacturers Montana Colors bring a splash of colour to the aerosol industry

Graffiti art is not commonly associated with business collaborations, but the partnership between aerosol dispensing experts LINDAL Group and global spray paint manufacturers Montana Colors (Montana), a global leader in this vibrant and burgeoning market segment, has helped keep urban street art alive and well. Montana's CEO Jordi Rubio explains the passion behind his company and its unique partnership with Lindal.

Founded in 1994, the company was set up after Rubio met graffiti artists and saw some of the work they were producing. He realised it was the kind of art that brought life to urban landscapes, and saw it had the ability to radically change the vista of cities by not only infusing walls with colours, but

by making a positive impact on peoples' lives.

Passionate about graffiti art and an art collector himself, Rubio says Montana was born 'alongside graffiti and for graffiti'. He said: "I started the company for the sheer pleasure of it. I couldn't possibly have seen how street art would take off and become what it is today. Setting up the company was my way of creating, of being able to give something back to artists."

As further testament to the company's dedication to graffiti art, 10% of Montana's 200-strong employees are graffiti writers themselves. Product development is completely endorsed by all of them and they provide crucial feedback on product performance. Rubio states that the detailed,



It's very rewarding to see Lindal and its logo become an icon in the graffiti world"

technical aspects of Montana's products are pivotal, and this feeds the overall quality. "We are a spray paint factory; we manage every single step of the process: from research at our lab to International distribution" said Rubio. "This enables us to supervise the whole process and, ensure quality."

The iconic Lindal logo

Montana's pursuit for excellence extends to the meticulous dispensing quality of its products, thanks to its high-grade valves and actuators, produced by aerosol specialists, Lindal. Over the past 25 years, the partnership between the two companies has experienced success to the extent where Lindal's LI logo, which appears on all Montana actuators, has become a benchmark and synonymous with quality for graffiti artists.

Kashif Choudhry, Lindal's marketing manager, said: "Although many of the artists may not know the origin of the valves and actuators they are using to create their artwork, it's fulfilling for us to see the Lindal logo become a sign of quality for end-users." Rubio added: "In the beginning, we were a small customer for Lindal, building up our company little by little. It's now very rewarding to be one of their top customers in Spain and to see Lindal and its logo become an icon in the graffiti world!"

Strengthening the partnership

As well as working together to develop new products, the two companies also sponsored the annual graffiti event, LaBel Valette Fest, held in Pressigny-les-Pins in France every August, where many of Montana's customers exhibit their work. Rubio said: "Arts and culture are crucial to push society forward; events like LaBel Valette contribute to that. We think it's important for us to show our support not only by providing paint but also by being there."

Taking part in the festival last year was 29-year-old Spanish mural artist, Lily Brik, who began painting in 2015. Speaking



Montana Colors graffiti cans with LINDAL actuators



Montana Colors graffiti can with LINDAL actuator

about her use of Montana, she said: "The things I like about the Montana sprays are the variety in the chromatic matte palette and the variety of caps." Also participating in the festival was fellow street artist, Cazé Arte, from Rio de Janeiro, Brazil, who began

creating urban art when he was 15 years old. "Montana 94 sprays are excellent at the valve, are very soft and welcome any cap," he said.

Choudhry added: "LINDAL products are often used specifically on graffiti cans, thanks to the high precision spray they are capable of, but, it's not often we have the proximity to see first-hand the artwork they help create, that's yet another outcome of our strong relationship with Montana and one which I am certain we will be adding to in the future."

Sources:

1. www.lily.cat
2. www.montanagallerybarcelona.com
3. www.cazearte.com

For more information:

Visit: www.lindalgroup.com and www.montanacolors.com/en