



CROWN PAINTS KENYA LTD



COMPANY PROFILE



If you like it... Crown it!

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VISION

To be the most preferred innovative and colorful brand.

MISSION

Transforming lifestyles by providing world class coating solutions whilst caring for the environment and community.

CORE VALUES

- Integrity
- Think Big
- Innovation
- Transparency
- Ownership

Kenya's #1 Paint Manufacturer

Established in 1958, Crown has grown to a company with an annual turnover of 4.4 Billion Kenya Shillings and now produces 2 Million Litres of paint per month.

Having established the Kenyan home market, focus has spread to take on East Africa. This includes a factory in Uganda, branded Regal Paints and is currently the number two paint brand in Uganda. Three depots have been opened in Tanzania, namely Dar-Es-Salaam, Arusha and Mwanza. Plans are in place for Ethiopia and Southern Sudan.

Crown is not only in Decorative Paints, Automotive Paints are in the portfolio under world & regional leading brands via PPG – Nexa Autocolour and Plascon South Africa. The Crown Automotive division also manufactures under the brand Duco.

To bring rapid technology improvements, Crown has sought and obtained international brand partnerships for product lines which provide solutions such as Flowcrete UK for flooring. With eyes to the future, oil and gas will be the key to a dramatic envisaged development. To this end Crown has a supply agreement with the world's number two paint supplier to Oil, Gas and Marine Specialist Coatings, Hempel.

Kenya will remain the hub for the region with a second factory in Western Kenya. Quality will remain the key, and innovation the forward drive.

Crown has provided a heritage, providing employment for 450 people and all the families that depend on them.

OUR PARTNERS



Board of Directors



Mhamud Charania
Chairman



Hussein Ramji
Vice Chairman



Rakesh Rao
Chief Executive Officer



Patrick Mwati
Finance Director



Francis Maina
Non Executive Director



Anne Amadi
Non Executive Director

Social Environmental Sustainability

There are several consistent parts which make up our current commitment to corporate responsibility.

1. We have qualified ISO 14001 protection of the manufacturing process which protects the public and company employees.
2. We are committed to complete internal green working practices.
3. All product innovations are water based, hence combining safety with replenishable resources.
4. In a developing economy, it is the learning of skills that provide employment opportunities, thereby increasing artisan professional standards.

To this end Crown runs National Painter Trainings with an annual target of 7,000 painters via three modules.

Crown Paints Kenya Limited will strive to:

- Adhere with all applicable environmental regulations and other requirements.
- Implement and maintain a structured Environmental Management System based on the continual improvement of the environmental performance and regular review of the set environmental objectives, targets and programmes of all significant environmental aspects.
- Adopt and implement environmental friendly strategies of paint and resin production and supply to prevent pollution and waste generation.
- Educate, train and inform all the employees on environmental protection and empower them to contribute and participate.
- Link environmental management system with the occupational health and safety guidelines.
- Regularly and appropriately communicate our environmental policy and programmes to all our employees and the concerned public.



QUALITY POLICY

To win customers and retain them by manufacturing consistently high quality products



Services

Field Technical visits - With Free Advisory.

Colour Scheming and Interior Design - With Free Advisory.

Crown Decorator Service - Includes the ability to price and carry out all the nominated works known as Supply and Apply.

Crown Colour Showrooms - Strategically placed to provide centres of information for all these products available. These showrooms enable people to see and hence visualize products and colours. Each center has VU- Graph facilities.

Crown Colour Zones - Gone are the days of white, soft white and cream, to provide changes of lifestyle Colour choice has radicalized. To meet these differing expectations Crown has 180 outlets nationally which are equipped with tinting facilities and can provide over 4,000 colours.



Crown Helpline and Call Center

This is a Nairobi based operation but serving the region. It operates six days a week 8:00am to 6:00pm and provides members of the public with immediate access and response to who, what, where and when. Crown Paints can help provide solutions. The staff are constantly product trained and are conversant with the latest Crown Product technology.

Crown Colour Showrooms

Inspired to provide product knowledge visual images and reality. Each location offers colour visualization with colour tinting services. Each showroom is staffed with trained personnel whose sole pre occupation is to assist and provide on the spot assistance to enable discerning decisions to be reached.

There are currently three showrooms in Nairobi, with others in Nakuru and Mombasa. More are planned at other key population centers.



Crown Decorator Service

The origination of the service transpired out of client inertia. Crown received many requests for help to resolve technical problems and to define colour choice.

Hidden behind these requests was a lack of confidence in the artisans to achieve a result equal to their expectation. From these seeds the Crown Decorative Service evolved. Now the service is fully grown with a dedicated team of painters who are trained, professionalized and specialized to apply the range of decorative products and the innovative finishes that Crown has brought to the market.

Crown Paints therefore advises, informs, applies and completes decorative works of all types from small housing to industrial complexes.



Products

Just being a manufacturer is no longer the route to success. Expectations, demands for a One Stop Shop, changing demographics, environmental, health and safety are all changing the ground rules.

Crown has recognized these changes and has built into its ground operations, services and support operations which go beyond normal customer requirement. This includes being ISO 14001:2004 Certified.

Product Catalogue

Paint has long been regarded as an occasional commodity product. Now it fulfills the role of changing lifestyles via colour schemes. It can create mood, increase productivity, and add to the health and safety dimension.

Products long accepted as the standard are now in decline due to their environmental damage.

The Crown palette has widened to include specialist and designer products.

The principal product groups are:

Water Based

Internal
External
Textured

Solvent Based

Internal
External
Protective

Epoxy Based

Internal
External
Protective

Wall Finishes





Premium Interior



Crown Matt Emulsion with Teflon[®] surface protector
Washable Matt Finish.



Crown Silk Vinyl Emulsion
Washable Silk Finish.



Crown Covermatt Emulsion
Matt Finish – designed for new buildings.

Premium Exterior



Crown Permacote with Teflon[®] surface protector
Smooth, Self cleansing, with biocides and light fast pigments.



Crown Permaplast
Smooth exterior with biocides.



Crown Ruff N Tuff
Textured with biocides and light fast pigments.



Crown Variations
Stone finishes Designed to last the lifetime of the building.



Ultra Premium (UK) Interior



Clean Extreme Scrubable Matt

Scrubable, for high traffic,
historical colour range.



Crown Acrylic Eggshell

Subtle sheen, scrubable
and historical colour range.

Ultra Premium (UK) Exterior



Sandtex High Cover Smooth

Contains biocides and light
fast pigments, 720 shades,
15 year BBA advisory.



Textured Finishes



Crown Ruff N Tuff
Textured with biocides.



Crown Variations
Stone finishes Designed to last the lifetime of a building.



Crown Metallica
Designer wall finishes.



Armourcoat
Polished Plaster and sculptured designs.



Other Specialised Products



Crown Aquavar Varnish
Internal/external water based varnish for doors, skirting, garden furniture.



Crown Medicryl
Antibacterial for hospitals, restaurants, schools.



Crown Timonox
Fire retardant paint.



Decorative Sundries



Crown Wallcare
A ready mixed high build material for smoothing / skimming uneven plasterwork before paint application.



Gyplast
One coat high build smoothing plaster in powder form.



Polyfilla
For cracks in plaster, joints in plaster boards, cracks between plaster and woodwork.



Exterior Sandtex Filler
Guaranteed no shrinkage.

Flooring Solutions





Flowcrete



Flowcrete Flowfast Kristalina

A decorative smooth sparking resin floor finish ideal for a modern contemporary environment.



Flowcrete Flowfast Quartz

A hard wearing, decorative resin floor topping made up of colour stable quartz granules encapsulated in a clear resin binder.



Flowcrete Mondeco Earth

Hygienic Epoxy Terrazzo floor finish containing decorative Granite and Flint.



Flowcrete Ruskit Glamourstone

Ideal for use in car showrooms, retail stores, conservatories, atriums, reception halls, conference zones, use limited only by your imagination.



Protective and Marine Coatings

As industrialization gathers pace and the region becomes enmeshed in gas and oil exploration, the requirement for a world class product and available systems become mandatory. Crown Kenya has the perfect partner in Hempel Paints Denmark, No.2 in the world with knowledge and expertise of both upstream and downstream gas and oil. They have been suppliers to major shipping companies for over 97 years, so have extensive knowledge and product ranges to cater for today's shipping lines.



Hempel Paints



Hempel Shop Primer Range
Thin coatings applied to blast cleaned steel for transportation storage.



Hempadour
For marine exposed areas.



Hempel Tank Cargoes
Liquid cargoes marine.



Hempel Spray Guard
Textured heavy duty for impact and abrasion.



Hempel Marine Anti Fouling
3 time phased systems for below the water line protection.



Road Marking Paint

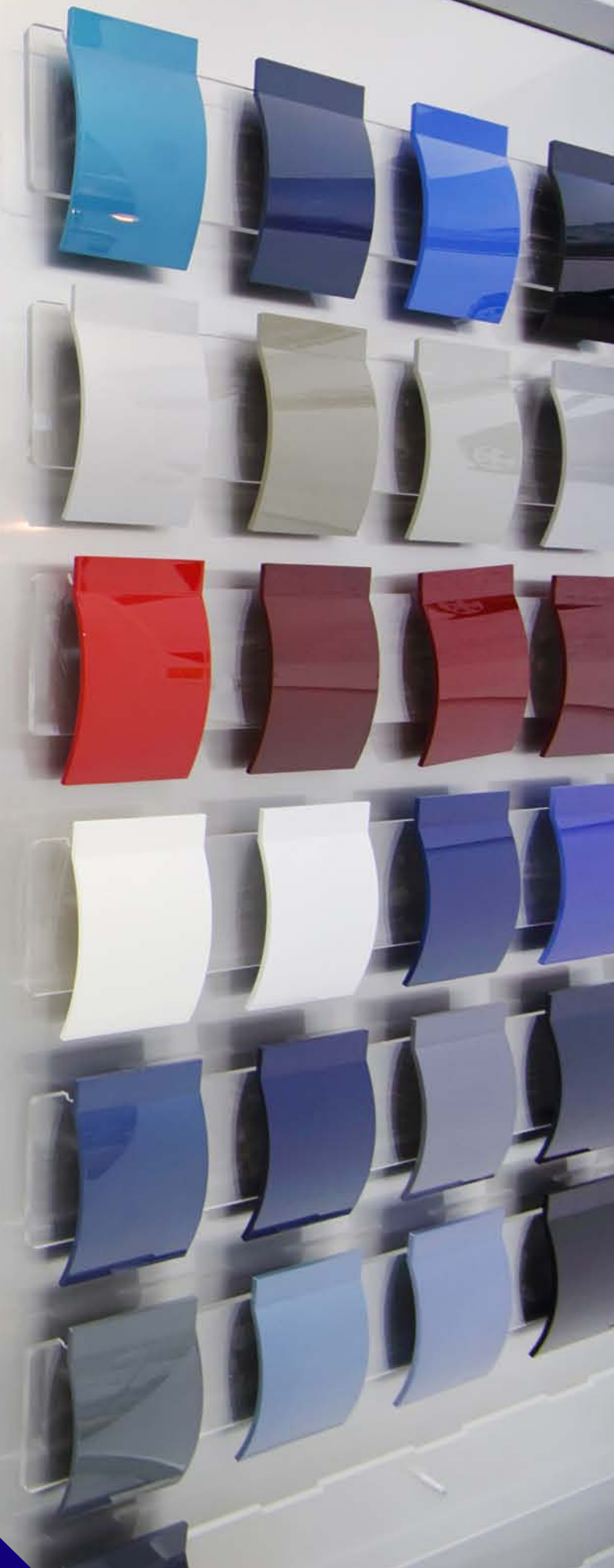


Thermoline Road Marking Paint
Hot & Cold Application.



Crown Roadline Paints
Yellow, White and Black.

Automotive Range



Local and Imported

Partnerships for Metallic Paints supported by computer controlled mixing and tinting systems and supported by independent and advanced primer ranges providing adhesion and easy sanding, colour matching for 2K and metallic can be undertaken with 100% certainty for all motor vehicle manufacturers from 1970 to date.

- | | |
|------------------------|---|
| Nexa Autocolour | World's leading brand in Automotive Paints |
| Mastermix | Regional leading brand, Technical advancement for aerosol touch up repairs, greatly reducing minor damage repair. |
| Acryline | 2K Solid Colours. Designed for fleet owners and bodybuilders. |

Brand heritage for conventional Automotive paints manufactured by Crown Paints Kenya.

- | | |
|-------------------|--|
| Duco Range | Fast dry, Nitrocellulose, 2K Thinners and all pre requisite primers. |
|-------------------|--|

Bakkeline Water based stone chip protector

In Kenya, and East Africa, Bakkeline refers to half tonne pickups.

This environmentally friendly product enhances the service life of the working area, the open body.



Nexa Autocolour



2K COLOUR

The 2K mixing scheme is a complete, compact, high technology system which allows you to match any vehicle finish from one single range of mixing basics and specialized blending clears. The scheme provides you with the capability to colour match vehicles right first time as well as providing an outstanding quality finish with long term durability.

2K CLEARCOAT – P190-535

Is a high quality normal solids 2-Pack clearcoat, designed to give an outstanding base and clear finish with Nexa Autocolor 2K basecoats.

HS+ PRIMER FILLER – P565-5301/5305/5307

P565-5301, P565-5305, P565-5307 are 2-Pack HS acrylic primer fillers, designed for use under Nexa Autocolor 2K topcoat systems. They are easy to apply and sand and give excellent final appearance and durability.

1K ADHESION PRIMER FOR PLASTICS – P572-2001

1K Adhesion primer for plastics is a fast, transparent 1 pack primer suitable for use on all paintable plastics and avoids the need to identify the plastic prior to spraying.



Mastermix

OBR RANGE OF MASTERMIX BASECOAT TONER

Good opacity.

- Easy to blend in.
- A wide range of coloured toners including silvers and a full range of pearls.

PTK TOPCOATS: PLASCON 2K TOPCOATS

- 2K MS Topcoats including white, black, clear and a range of mixed colours.
- Excellent gloss and flow.
- Excellent mechanical and chemical resistance.
- Easy to clean.

PLASCON 2K CLEARCOAT

- 2K clearcoat with excellent flow and gloss.
- High mechanical and chemical resistance.
- Excellent drying and polish ability.
- Resistance to weathering.
- Easy to clean.

PLASCON TOUCH-UP CUSTOM SPRAY SOLUTION.

- The new Plascon Touch Up Repair system offers a complete range of paint products in aerosol cans, from Primers to Clear coats.
- With this new system, professional and cost effective paint repairs can now be carried out on small areas.
- The system enables the distributor to fill into an aerosol can, any desired colour in various technologies and in the appropriate quantities.
- The aerosol filling technology unifies several patented innovations and excellent paint finishes can be achieved, which up to now would only have been made possible with a spray gun.

Acryline

APU TOPCOATS: ACRYLINE 2K HIGH PERFORMANCE TOPCOATS

- 2K MS Topcoat.
- Excellent gloss, flow, colour retention and UV durability.
- High mechanical and chemical resistance
- Resistance to weathering.
- Highly recommended for fleet vehicles

APU 104: ACRYLINE 5:1 2K SUPERFILL PRIMER

- High filling properties.
- Good vertical stability.
- Excellent gloss hold out of finishing coats
- Outstanding flow ensuring an ultra-smooth surface.
- Advanced drying and sanding properties.

APU 106: ACRYLINE ETCH/NON-SANDING FILLER

- 2K Epoxy Poly-Amide curing primer.
- Excellent adhesion on Steel and Aluminium
- Air drying properties.
- Good filling properties.
- Outstanding corrosion protection.
- Non-sanding application.

EP RANGE OF PRIMERS

- 1K Polyvinyl Butyral Primer with Epoxy reinforcement.
- Good weld through properties, adhesion and flexibility.
- Quick drying properties.
- Provides corrosion protection.
- Resistance to oil & splashes.

BAKKIELINE & WATER BASED STONE CHIP PROTECTOR.

- A waterbased coating for vehicles and working areas.
- Hard wearing and flexible.
- Very good resistance to abrasion, impact and stone chipping.
- Resistant to diesel, oil, petrol and dilute hydrochloric and sulphuric acids.
- Excellent resistance to water and marine environments.
- May be overcoated by itself or nitrocellulose, alkyd and 2K polyurethane coatings.





Duco

DUCO NITROCELLULOSE ENAMEL

- Combines quick-drying properties of Nitrocellulose lacquers with the high gloss of an Alkyd enamel.
- A Nitrocellulose, 1K topcoat.
- Durable gloss with excellent flow.
- A Nitrocellulose, 1K topcoat (white, black, clear and a wide range of toners to mix other colours).

DUCO FAST DRY ENAMEL

- Used as a finishing enamel on truck and bus chassis, agricultural implements and industrial equipments, etc. Exhibits good gloss retention and flexibility.
- Improved drying capabilities.
- A synthetic high gloss 1K Alkyd Enamel, (White, black, clear and wide range of toners and mixed colours).

DUCO 2K ACRYLIC ENAMEL

- 2K MS Topcoats (including white, black, clear and a range of mixed colours).
- Excellent gloss and flow.
- Excellent mechanical and chemical resistance.
- Easy to clean.

DUCO 2K ACRYLIC PRIMER YELLOW/BEIGE

- An economical high build filler primer.
- High filling properties.
- Good vertical stability.
- Advanced drying properties.
- Easy to sand.

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Kampala

KENYA

Nairobi
Kisumu
Mombasa

TANZANIA

Arusha
Mwanza

Partners:



USA



South Africa



Belgium



India



United Kingdom



France

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