Permacote Smooth Exterior Emulsion
Now with Teflon® surface protector

The Untouchable Paint

The best just got better. The paint leader, Crown brings the global paint revolution to Kenya. Your trusted Permacote Exterior Paint now comes with Teflon® surface protector technology. Known for its extreme protection and the ability to resist dust, dirt, rain or weather. Result: your house look newer for longer. If that wasn't enough, you can choose from over 6000 shades. Now, can any paint even think of touching Permacote?

Teflon® is a registered trademark of DuPont and is used under license by Crown Paints Kenya Ltd.
Welcome to the latest edition of Brushstrokes.

Our aim in putting together this publication is to communicate to our customers and partners the latest news from Crown Paints on paint and allied products. This is our sixth edition and a lot has happened since our last issue.

It never rains when it pours! In the last couple of months, we have left the market gasping for air with new products which continue to push the boundaries of innovation in the coating solutions market.

Take Crown Permacote with Teflon® surface protector and Crown Matt Emulsion with Teflon® surface protector for instance. Crown Permacote helps cut the cost of recurrent maintenance due to its easy-to-wash and stain resistance ability. What better deal can a paint company give its loyal customers than the ability to save money on maintenance? DuPont Chemicals of the US, with whom we partnered to launch this product, knew what to expect and Kenya has not disappointed.

Our latest addition, Crown Medicryl Silk Emulsion not only helps to significantly enhance hygiene in hospitals, clinics, restaurants, kitchens and schools, but also reduce hospital-related infections. Talk of coating solutions that dramatically change consumers' lives. The endorsement of this product by Industrial Micro-Biological Services (IMSL) in the UK says it all.

Our painters' training program has not only expanded but we added a practical dimension to allow decorators to use rollers that give them a competitive edge. We can never forget Mother Nature. We are on the eve of a leadership campaign we are calling the ‘Green Dream’ where for every can of paint our customers purchase, we plant a seedling to conserve our environment. Our goal is to plant one million trees to make East Africa greener. As you would expect, we have a new product to spearhead the campaign – yet another world-beating product.

Our growth and future product offerings will primarily be distinct products driven by quality from which we can never shirk. We will, of course, keep an eye on pricing for affordability as we expand our partnership base and franchises.

There will be never a dull period at Crown; we will continue to ring the bell!

John Hadley

Contents

Message from the Group CEO — 4

Introducing Crown Permacote with Teflon® surface protector — 5

Medicryl, the paint that fights bacteria? — 6

Flexing regional tentacles — 7

Pictorial feature — 8

Crown Paints eyeing oil and gas sector with Hempel — 10

Painting the colors of peace and unity — 11

Teaming up with Rotary to uplift humanity — 12

Building a green culture step by step — 15
I am delighted to once again write to you in this edition of Brushstrokes, a magazine designed to brief our customers on the latest news from Crown Paints.

First, let me thank all Kenyans who participated in the peace campaign we initiated in the run-up to the last General Elections. The campaign dubbed ‘Uniting Colours of Kenya’ was launched in Nairobi’s Kibera area. It attracted a lot of interest from Kenyans from all walks of life who heeded our call for peace. I also wish to salute all Kenyans for upholding peace during and after the elections.

On behalf of Crown Paints Directors, Management, Staff and Shareholders, I congratulate His Excellency President Uhuru Kenyatta and his deputy William Ruto on their election and assure them of our company’s commitment to working with the government to build our economy.

The last one year has been an exciting time for us as we expanded our business and product range. We have seen our premium category grow significantly and it now accounts for 70% of our total sales. This shows that the appetite for quality paint in Kenya and the region has gone several notches higher.

In 2012, our turnover increased by 15% crossing the 4 billion shilling mark. This was attributable to the rising demand for new products. We managed to grow our sales by 10% despite the high interest rates in the market that affected all sectors including construction. Our impressive sales levels are the result of many improvements we have made internally to our processes as well as aggressive effort by our marketing team. Profit before tax rose from Kshs 200.5 million to Kshs 224.1 million. As good as our overall trading performance has been, we have continuously grappled with the challenge posed by counterfeit products in the local market. The paint industry is very competitive from a price perspective. We have responded by incorporating security seals into our premium products. These actions come at a cost but they ultimately protect our customers from cheap fakes.

Crown Teflon-surface protector-based products remain our flagship brand and we consider them the biggest breakthrough to hit the Kenyan market since Permaplast exterior emulsion was introduced by Crown in 1986. Call it brand leadership: we have been transforming painting standards in Kenya. Teflon® surface protector exemplifies this spirit. The unequivocal commitment to quality saw us introduce two products in the automotive paint segment that have since raised the consumer value bar. It’s no wonder then that we have attained Superbrand status. The pinnacle of our achievement has been innovation which has been accepted across our customer spectrum, be they direct buyers or dealers or key specifiers such as architects, quantity surveyors and interior designers.

As we grow our business and strive to deliver excellent value to our customers, we also plan to step up our environmental conservation efforts. We will soon launch the Green Dream campaign which aims to plant one millions trees over the next five years. As a company, we have embarked on initiatives to reduce our carbon footprint including launching only water-based products in the market. We highly value the community around us. This year, we sponsored the 88th Rotary District Conference held in April in Mombasa. Crown Paints will continue to support the good work of the Rotarians.

We also continue to support education for less privileged children in our society through school fees and feeding programs.

As I sign off, the promise I made in the last edition stands. I guarantee that more innovative products are on the way.
Crown Permacote with Teflon® surface protector - A real cash-saver for building owners

How often do you have to re-paint the walls in your house or office owing to dirt or stains? Woe unto you if the painter did a shoddy job or used paint that gets dirty at the slightest touch or murrum dust from even the slightest breeze. Property owners can now smile as maintenance costs will come down following the introduction of Teflon® surface protection coating solution that makes walls easier to clean while making them dirt and stain resistant. This new product is a partnership between Crown Paints Kenya and US-based DuPont Chemicals. The move brings this innovative product ideal for hiding surface imperfections and enhancing wall wash ability into the Kenyan market.

What is Teflon?
Teflon® is the trademarked name for the chemical Polytetrafluoroethylene (PTFE); a chemical that makes things “non-stick” and is therefore suitable for cookware as well as fabrics and pipes. PTFE is exclusively a product of DuPont Chemicals, a global science-based products and service conglomerate. In partnership with Crown Paints, Kenya’s leading paint maker, DuPont offers Kenyan paint users access to a quality product from an internationally acclaimed brand. Crown Paints is the first company in Africa to use Teflon® in paint. The benefits of using Teflon® surface protector include surfaces that are easy to clean and are dirt and stain resistant. It is available in over 3000 shades. “Crown Paints is the first to bring Teflon® surface protector to paint buyers in Africa which reinforces our commitment to innovation, quality products and customer satisfaction,” says Crown Paints CEO, Rakesh Rao.

At no extra cost
Being a superior matt emulsion, Crown Paints was expected to charge customers an extra 12.5 per cent over the normal price of this kind of paint. But the company has instead chosen to focus on giving consumers quality at the same price considering the benefits that come with using Teflon® surface protector.

“aracheRa was the nee d to penalize our customers with a higher price. As a company committed to giving our customers superior quality, we have had to shoulder the additional Ksh 70 million used to acquire the Teflon additive and retain the normal price of Matt Emulsion. This is double benefit for our customers,” says Crown Paints Chief Marketing Officer, John Hadley. Currently, the expected lifespan of a normal wall and surface paint job is 3-4 years.

However, with Teflon® surface protector, this is extended to six years, constituting a huge saving to property owners and the economy at large. Paint sales in Kenya currently stands at five million litres a month. Recognized as a leader in architectural coatings, Crown Paints has successfully advanced the regional paint manufacturing standards. It has introduced leading brands such as Sandtex and Ruff n Tuff for exterior surfaces. Crown Matt Emulsion with Teflon® surface protector combines physical and chemical features to provide consumers with the ultimate decorative finish while also meeting regulatory requirements.

Teflon is zero-rated for volatile organic compounds (VOC). Globally, its proven efficacy and safety assures exclusive performance. According to Mr. Rao, Teflon® Surface Protector is the most successful product in the company’s product portfolio.

Crown Paints sells over 18 million litres of paint per year. The Crown Matt Emulsion launched three decades ago is reputedly Kenya’s leading interior paint across all decorative segments and was available in over 3,000 shades.
A paint that fights bacteria?  
You must be kidding!

A stay in hospital is something many people dread. No one likes to fall sick but life is such that we cannot avoid illness at some point in our lives. Of even greater concern is the risk of contracting a deadly infection while in hospital. Cases of patients contracting infections while in hospital have been reported in some parts of the world. Recently, three patients died in Scotland from Clostridium Difficile Infection (CDI) which commonly affects people staying in hospitals.

Clostridium difficile is a form of bacteria that causes diarrhoea, abdominal cramps and severe swelling of the bowel. According to the World Health Organization (WHO), seven out of every one hundred people admitted in hospital in developing countries like Kenya run the risk of contracting hospital-related infections. Also known as nosocomial infections, such infections complicate the patient’s condition and impose a heavy financial burden on the affected families.

However, a paint solution has been developed by Crown Paints UK that helps curb the growth of certain types of bacteria. Medicryl Silk Emulsion is formulated to prevent the growth of bacteria and fungus.

The paint was launched in the Kenyan market by Crown Paints Kenya Limited in April 2013. The introduction of Medicryl in the Kenyan market is expected to contribute significantly to improvement of healthcare in public and private hospitals. Kenya Medical Association Chairman, Dr Elly Opot, who was the guest of honor at the launch of the new product at a Nairobi hotel, hailed the product as a welcome intervention in the health sector.

“We commend Crown Paints for bringing this innovative product into the Kenyan market. We believe it will help improve the capacity of our health facilities to provide quality services in a friendly and safe environment,” said Dr Opot.

In addition to its ability to resist certain kinds of bacteria like Escherichia coli and Staphylococcus Aureus, Medicryl Silk Emulsion is also fast-drying, low-odour and easy-to-apply. This makes it ideal for buildings that require a high level of hygiene and also a quick turnaround for paint jobs. “The product is designed for application in hospitals, clinics, hotels, restaurants and school kitchens. It is a premium product delivered at an affordable cost,” said Crown Paints CEO, Rakesh Rao at the launch.

Medicryl has received a seal of approval by the Institute for Microbiological Studies based in the United Kingdom. “The endorsement by IMS is significant given the overall beneficial impact on the living environment,” said Crown Paints Chief Marketing Officer, John Hadley.

The launch of the product emphasizes Crown Paints’ relentless focus on innovation-led approach to products.

The firm has in the past introduced first-of-their-kind coating solutions such as Permacote with Teflon® surface protector, a paint that makes surfaces dirt and stain resistant and thus easier to clean.
Flexing regional tentacles

The East African Community market is opening up rapidly. With an estimated population of 140 million people, EAC presents a large, attractive market for companies seeking to grow their footprint across borders.

A number of Kenyan companies have spotted this huge opportunity and spread their wings into the region. They include financial institutions like Equity Bank and Kenya Commercial Bank and retailers like Nakumatt and Uchumi. Crown Paints belongs to this league of regional players having already established a presence in Kenya, Uganda and Tanzania. The company also sells its products in Rwanda, South Sudan and Burundi.

Regional expansion, however, does not come cheap. The cost of putting up a large factory runs into millions of dollars.

To surmount this challenge, Crown Paints, has adopted a cost-effective model that entails setting up mini-plants across the region to meet the growing demand for its products. “We are working on an economic factory model that involves setting up satellite plants rather than large factories,” said Crown Paints CEO, Rakesh Rao, in an interview in his office.

The model will see the company invest $3 million in setting up three mini-plants in Tanzania, Uganda and Rwanda.

Sales are also growing in Uganda where Crown Paints operates as Regal Paints. It is targeting sales growth of 40 per cent there. Setting up mini-factories will not only strengthen Crown Paints’ capacity to meet this growing regional demand but also expand fast at an affordable cost. Last year, the company announced a 46 per cent increase in pre-tax profits buoyed by improved cash flow from operations.

Mr. Rao attributed the company’s improved performance to product innovations and expansion into the East African region. With the firm expected to beef up its production capacity in the region, its business prospects are promising.
Crown Paints CEO, Rakesh Rao hands over a cheque for Ksh 270,000 to Stephen Kituva and Vivian Mnioo, pupils of Amma Primary School in Athi River to cater for school fees for a whole year for ten children at the school.

Amani Art Amani Heart spreads the message of peace through face painting at the Crown Paints ‘Uniting Colours of Kenya’ peace campaign at the Undugu Grounds, Kibera.

Crown Paints CEO, Mr. Rakesh Rao, takes a picture with the staff at the Crown Paints Headquarters in Nairobi during the national peace/prayer day on the 28th of February 2013.

Mr Tom Oyier of Crown Paints carry paints to a classroom at the Ngala Special Secondary School for the Deaf in Nakuru County where Nairobi University Hindu Association students painted classrooms and presented basic medical supplies to the deaf students.

Mr. Rao talks with customers at the Crown Paints tent at the Bomas of Kenya during the National Contractors Conference.
WINNERS OF ‘UNITING COLORS OF KENYA’ SOCIAL MEDIA COMPETITION

1. Crown Paints CEO, Mr. Rakesh Rao hands over a winner’s cheque for Ksh 40,000 at the Crown Paints Offices.

2. Crown Paints CEO, Mr. Rakesh Rao hands over a winner’s cheque at the Crown Paints Offices.

3. Charlene Mugo and her younger sister receive a cheque for Ksh 100,000 from Crown Paints CEO, Rakesh Rao, at the Crown Paints Offices.

Nairobi University Hindu Association Student Chandri Shah hands out sweets to the students at the Ngala Special Secondary School for the Deaf in Nakuru County.

Crown Paints CEO, Mr. Rakesh Rao, shares a light moment with the staff at the Crown Paints Headquarters Nairobi during the national peace/prayer day on the 28th of February 2013.

Customers interact at the Crown Paints tent at the 88th Rotary Conference in Diani, Mombasa.

Philip Lee of the English Painting Company with part of the trainee team during the Crown Paints Mathare Training Session at Mcedo Beijing School.
The discovery of oil deposits in the Ngamia area of Turkana last year triggered immense international interest in Kenya as a potential oil producer.

Suddenly, everyone wanted a piece of this delicious commercial pie. As oil exploration intensifies both on land and the Indian Ocean off the Kenyan coast, huge opportunities will open up for equipment and material suppliers.

This includes paint manufacturers, especially for offshore exploration rigs that require a protective coating to withstand aquatic vagaries. The biggest threat to such rigs, mostly underwater, is corrosion. You cannot use just any paint on an oil rig.

To counter corrosion, one requires a coating solution that is designed for marine application.

One such solution is the Hempel range of protective and marine products. Hempel is a leading global brand in marine coating solutions having been established in Denmark more than a century ago. Hempel controls 20 per cent of the global market for protective and marine coating solutions. It is also a strong player in the container paint segment.

Hempel acquired Crown Paints UK in 2008. Since then, the partnership between Crown Paints Kenya and Hempel has been growing.

Crown Paints Kenya Chief Marketing Officer, John Hadley, says they have identified a strong opportunity for Hempel products in the local market.

He added that with the increased activity by international oil exploration companies in the region, there is certain to be increased demand for Hempel products. He also cited Kenya’s growing status and strategic position as the regional business hub.

Maritime laws require that a ship and other sea-going vessels are re-painted every two years. They have to be dry-docked during that time to adhere to Lloyd’s insurance rating.

“We anticipate increased demand for marine protective coating solutions as Kenya’s status as the regional gateway rises and maritime traffic grows,” said Hadley. Kenya has also stepped up its offshore oil exploration efforts and allocated various blocks to international firms.

The discovery of oil in Northern Kenya has stirred hope that similar finds may be in the offing on its continental shelf and promises good times ahead for Crown Paints.
Painting the colors of peace and unity

In the run-up to the General Elections held on March 4, 2013, one message resonated across the country: peace. Political and religious leaders, civil society, media and opinion leaders everywhere tirelessly preached peace, exhorting Kenyans not to allow a repeat of the tragic events of 2008. And the business community was not left behind in this regard.

On February 4, exactly one month to the polls, Crown Paints embarked on an initiative to promote peace and unity among Kenyans. The peace initiative, dubbed the ‘Uniting Colors of Kenya’, was launched in Nairobi’s Kibera slums. The choice of Kibera as the launch pad was symbolic given that practically every tribe in Kenya is represented in Kibera.

Crown Paints CEO, Rakesh Rao alluded to this fact when during the launch ceremony he said, “Kibera is the face of Kenya”. Moreover, Kibera bore the brunt of the 2008 post-election violence with dozens of residents killed and hundreds more maimed in the mindless carnage that gripped the nation then. The world was horrified by graphic television footage of a man hacking another man to death using a machete.

‘Uniting Colors of Kenya’ peace initiative had one clear message: Kenyans must embrace each other as brothers and sisters living in a peaceful and united nation. At the launch ceremony held at the Undugu Grounds in Kibera, what stood out was the enthusiasm with which area residents etched messages of peace on a specially designated ‘Peace Wall’. “We want all Kenyans to coexist harmoniously. Kenya is our home and we must ensure that as citizens we play our part in promoting peace. Elections will come and go, the nation remains,” said Mr. Rao, underlining the importance of peace to the country’s survival.

The ceremony was also attended by various community leaders led by area chief Mr. Adira who lauded the peace initiative while calling on youth not to be misused by those bent on fomenting chaos. Crown Paints partnered with a group of artists in Kibera to launch the initiative in the area.

As a way of rallying Kenyans behind the ‘Uniting Colors of Kenya’ campaign, Crown Paints launched a competition on social media to promote peace. To enter, all one was required to do was to post a message of peace on Facebook and Twitter. The best messages were then selected and winners rewarded handsomely. Surprisingly, the winner of the contest was nine-year old Charlene Mugo who posted a video on You Tube calling on her compatriots to vote in peace so as not to destroy the future of young Kenyans like her. Young Charlene won herself Ksh 100,000. The cheque was presented to her by Mr. Rao. Mr. Elias Bosire was the runner up and took home Ksh 70,000 followed by Mr. Joshua Nyantika who won Ksh 40,000. From the messages posted during the competition, it manifested clearly that Kenyans from all walks of life were yearning for peace. The memories of the 2008 post-election violence were too strongly etched in their minds and no one wanted a recurrence.

Crown Paints staff were themselves walking the talk on peace. On February 28, they assembled at the head office in Industrial Area to sing the National Anthem to signify the day that peace returned to Kenya after the 2008 post-election violence. This show of patriotism signified Crown Paints’ commitment to peace and harmony.

Happily, Kenyans displayed remarkable maturity during and after the elections. Peace prevailed thanks to the efforts of our leaders, artistes, the media and the thousands of Kenyans across the country who contributed in their own humble ways. At Crown Paints, we are proud to have been part of this effort.
“Service to others is the rent you pay for your room here on earth.” Those words were uttered by Mohammed Ali, the greatest boxer the world has ever known. It is easy to talk about helping others but translating words into action is what brings about the difference in the lives we touch with our compassion. When it comes to rendering service to humanity, Rotary International stands out for its exemplary humanitarian work.

Crown Paints has a long-standing relationship with Rotary International and has sponsored the latter’s various initiatives over the years. This year, Crown Paints sponsored the 88th Rotary District Conference held at Leisure Lodge, Mombasa between April 24th and 26th to the tune of Ksh 1 million. The theme of the conference, which was officially launched by President Uhuru Kenyatta, was ‘We celebrate the past to build the future.’

Speaking at a breakfast event hosted by Crown Paints on the sidelines of the conference, CEO Rakesh Rao highlighted various initiatives undertaken by the firm to assist individuals and communities. “At Crown Paints, we know our business depends on the sustainability of communities and the environment we live in. Through various social investment initiatives, we have endeavored to transform lives through education and health,” said Rao.

This year, Crown Paints sponsored ten poor children schooling at AMMA Primary School in Athi River. The sponsorship covers tuition fees, learning materials and three meals a day for a whole year. In April, Crown Paints offered to paint some wards in Pandya Hospital in Mombasa as well as Eldoret Hospital using Medicryl Silk Emulsion paint which helps fight bacteria and fungus. (See separate story on page 6).

Rotary District 9200 Governor, Geetah Manek, praised Crown Paints’ efforts to assist under-privileged members of society. Rotarians, (as the members of Rotary International are known) is a network of business people and professionals who have come together to provide humanitarian services. Their primary motto is ‘Service above Self’.

The conference was attended by Rotarians from Uganda, Tanzania, Rwanda and Ethiopia.
Catch up on the latest news and developments at Crown Paints

Painters' training gathers speed
One could say that painters are the backbone of Crown Paints’ business. As the people who apply the product to walls and other surfaces, painters, besides distributors and retailers, are the other key specifiers who drive sales.

But painters are even more critical because to a significant degree, they determine the customer’s experience with the product. A bad paint job certainly means a dissatisfied customer even where the quality of the product is not in question.

For this reason, Crown Paints has embarked on an aggressive training program targeting painters. The objective of the program is to equip them with enhanced knowledge and skills in the use and application of coating solutions. This will in turn help them earn more money.

Crown Paints CEO, Rakesh Rao says the training program has been expanded to various regions in the country as the devolved system of government takes root.

Rao extols Kaizen values at OPI conference
One is judged by the company they keep. Crown Paints strives to not only keep good friends but compete with the best. This is one of the reasons the company sponsored this year’s Organizational Performance Index (OPI) conference held in May at the Laico Regency in Nairobi.

The conference theme was “Shaping the future for competitive excellence using innovation, information and knowledge management.”

Crown Paints CEO, Rakesh Rao who was one of the keynote speakers noted that Kenya’s business environment was becoming increasingly dynamic and competitive. “Local firms must embrace mechanisms of continuously improving their systems and processes to make them more competitive. OPI offers a comprehensive mechanism for doing so,” said Rao.

OPI seeks to foster excellence in management and recognizes and rewards companies that continuously enhance their operational efficiencies. Business leaders in Kenya have been pushing for the wide adoption of OPI as a way of promoting a culture of excellence required to attain Vision 2030.

The OPI model was created three years based on identified success factors underpinning the Company of the Year Awards (COYA).

Crown Paints scoops top financial honors
It was a moment of celebration for Crown Paints staff when the company was announced the winner of the 2012 Company of Year Award in the Financial Management category at the colorful COYA Awards gala night held in November.

Speaking after receiving the award, an elated CEO Rakesh Rao termed it as the recognition of the firm’s continuous focus on improving its operational systems and processes. “We are more than delighted in being bestowed with this honor. It is a clear demonstration of our commitment to excellence.”

The awards are based on the Organizational Performance Index (OPI) introduced by the Kenya Institute of Management in 2010.
Design House Cocktail attracts young interior designers
A convivial mood pervaded a cocktail that Crown Paints hosted for interior designers in March 2013 at the Southern Sun Holiday Inn in Westlands, Nairobi. The mostly young designers had a good time engaging Crown Paints experts on interior finishes over a glass of wine and tasty bitings.

The company’s Chief Marketing Officer, John Hadley gave an illuminating presentation on recent developments in that space. He dwelt on unfolding trends in the decorative paints category much to the delight of the audience.

CEO Rakesh Rao promised that Crown Paints will continue to engage interior designers on a regular basis. The work of an interior designer is to help property owners and developers achieve an environment that is suitable for users and meet the functions it is intended for.

Regional mini plants on the way
Crown Paints plans to put up several mini factories to meet the growing demand for its products in the region. The plants to be initially built in the Tanzanian towns of Dar es Salaam, Mwanza and Arusha will cost an estimated $3 million. Currently, the company has a depot in Arusha. Similar plants are planned for other countries in the region.

Crown Paints sells its products in Kenya, Uganda, Tanzania, South Sudan, Rwanda and the Democratic Republic of Congo. The decision to open mini plants is meant to ensure customers can get products quickly and at a reduced cost.

Crown sponsors national contractors’ conference
Contractors from all over the country converged at the Bomas of Kenya in February for the inaugural Kenya National Contractors Authority conference. Crown Paints sponsored the conference to the tune of Ksh 1 million. Crown Paints, one of the sponsors of the event, was ably represented by a high-powered team led by CEO Rakesh Rao, who addressed the conference.

The government is seeking to register all contractors in the country. This move is meant to address perennial malpractices by rogue contractors who are paid money but fail to do the job.

Crown Paints launches new range of automotive paints to meet growing demand
Crown Paints CEO, Mr. Rakesh Rao and Free World Coatings Global Group Managing Director Automotive Division, Mr. Neil Davies, view the final work done by the new range of Automotive Paints that Crown has introduced into the market; 2K Acryline and Master Mix Paint.

The partnership is aimed at boosting the automotive division and the two companies have invested Ksh 15 million to train about 1000 body shops and spray painters countrywide on the sophisticated application technology.

The products’ key attributes include extreme durability, long lasting gloss, resistance to numerous chemicals and an ultra smooth finish.
Every Kenyan has a love affair with their mobile phone. Maybe. The exponential growth in the number of mobile phone subscribers in Kenya is testimony to just how important this gadget has become in our lives. Our international correspondent thinks that whilst we bring you the latest news from the paint front, it would do no harm to keep you abreast with the fast-changing world of technology.

Now, the latest from the tech world is that Samsung has opened a new battlefront in innovation with the unveiling of a new phone that comes with some truly stunning features.

The giant Korean consumer electronics manufacturer has just launched a phone that allows users to scroll up and down the screen using their eyes. No more messy fingerprints and smudges on the screen. The new Galaxy S4 comes with never-before-seen features including ‘Smart Scroll’ that allows users to scroll up and down without touching the screen. One only needs to have their eyes looking at the screen to go through stuff on their phone. Users also control some other applications by making gestures in the air above the phone’s screen.

“Now Crown Paints is planning something bigger. The company will soon launch an exciting one-million-tree campaign as part of its quest to reduce our carbon footprint. For every can of paint the company sells, it will plant one seedling. According to Crown Paints Chief Marketing Officer, John Hadley, the initiative is aimed at getting staff and customers to plant more trees to protect our planet. He added that the company was committed to protecting the environment and hence the decision to introduce only water-based paints.”

“Building a green culture step by step

Green has become a buzzword nowadays for governments, companies and even communities. Indeed, ‘reducing one’s carbon footprint’ has become almost cliché.

But how many organizations actually implement tangible programs to minimize the harmful impact of their activities on the environment?

Walking the talk on embracing environmentally-friendly business practices by putting in place concrete programs to achieve that objective is not easy.

But Crown Paints has not shirked from implementing best practices to conserve the environment.

Among the measures the company has undertaken in this regard include:

• Launching only water-based products
• Installing a plant that recycles oil

• Built drainage works to ensure no effluent from our factory gets into the Nairobi River

“This initiative is inspired by the idea that we need to actively engage key stakeholders including customers and employees for our efforts to protect the environment to bear fruit. To reinforce the measures that we have already undertaken, we felt that planting trees would have a positive impact on the environment. As we all know, trees are life,” says Hadley.

“Building a green culture step by step

Green has become a buzzword nowadays for governments, companies and even communities. Indeed, ‘reducing one’s carbon footprint’ has become almost cliché.

But how many organizations actually implement tangible programs to minimize the harmful impact of their activities on the environment?

Walking the talk on embracing environmentally-friendly business practices by putting in place concrete programs to achieve that objective is not easy.

But Crown Paints has not shirked from implementing best practices to conserve the environment.

Among the measures the company has undertaken in this regard include:

• Launching only water-based products
• Installing a plant that recycles oil

• Built drainage works to ensure no effluent from our factory gets into the Nairobi River

This recent development comes at a time when Samsung is upping its game against key rivals like Apple which makes the iconic iPhone. The two firms have been locked in protracted patent battles running into billions of dollars. Samsung and Apple have accused each other of infringing patents belonging to the other.
Here’s to germ-free walls
Hospitals • Schools • Restaurants • Day Care Centres

Complete Protection
Crown Medicryl Anti-bacterial sheen emulsion is a biocide-fortified premium water based paint which prevents bacteria and fungus growth on your walls.