



Crown Paints advocates quality-led development to shape Kenya's next generation of cities.

Nairobi, 29 October 2026 – Crown Paints has warned that poor material selection and the pursuit of cheaper construction finishes could leave Kenyan property developers facing escalating maintenance costs, undermining property values and long-term investment returns.

The warning comes as Kenya's construction sector rebounds, growing by 6.8 per cent in 2025, according to the Kenya National Bureau of Statistics (KNBS). The company says renewed investment in housing and commercial developments must be matched by greater attention to durability, quality and the lifetime cost of buildings.

Speaking at the Kenya Property Developers Association (KPDA) Conference in Nairobi, Crown Paints Group CEO Mustafa Turra said developers must reconsider how they assess construction costs. "The lowest construction cost does not always deliver the best investment value. Poor material choices can lead to repeated repairs, premature deterioration and higher maintenance expenses. Developers must prioritise quality from the outset to protect property values and deliver sustainable returns," said Turra.

He noted that growing competition in the property market is placing greater pressure on developers to deliver buildings that combine affordability, attractive design and long-term performance. "Kenya's next phase of property development must focus on building better, not simply building more. Buyers and investors want properties that retain their appeal, require less maintenance and deliver lasting value. Quality finishes and durable materials are central to meeting those expectations," he added.

Crown Paints is advocating closer collaboration between developers, architects, contractors and building materials manufacturers to improve material specifications and address maintenance considerations during project planning.

The company is also promoting technology-led design solutions, including the Crown Colour Visualizer, which enables developers and architects to assess colour combinations before application, improving design confidence and reducing costly changes during construction.



Crown Paints Kenya PLC

Head Office, Likoni Road, Industrial Area - Nairobi. P.O. Box 78848 – 00507, Nairobi,
Telephone Number: +254 20 2165703 / 2032751 | Email: info@crownpaints.co.ke

Its newly introduced Crown Italia Series offers premium decorative finishes aimed at helping developers create distinctive residential and commercial spaces while meeting evolving expectations for design quality.

Turra said manufacturers must increasingly serve as technical partners in property development, helping project teams make informed decisions on material performance, application standards and maintenance requirements.

"Building materials should be evaluated on their ability to protect investments over time. Our role is to equip developers with reliable solutions and technical expertise that improve building performance and minimise avoidable maintenance costs," The firm boss explained.

Crown Paints is participating as a key Sponsor of the KPDA Conference at a Nairobi hotel, under the theme *"Building Legacy, Shaping Cities: Kenya's Next Decade of Development."* The forum brings together property developers, investors and construction professionals to examine the future of Kenya's built environment.

ENDS

About Crown Paints Kenya PLC

Crown Paints Kenya PLC is a leading Kenyan manufacturer of decorative and protective coatings, providing innovative paint solutions and technical expertise for residential, commercial, industrial and institutional developments. The company works with developers, architects and contractors to promote quality construction, design innovation and lasting building performance.