



Crown Paints Bets on Machakos Construction Boom with Mlolongo Xperience Centre

MACHAKOS, Kenya — Crown Paints has opened a new Xperience Centre in Mlolongo, Machakos County, as it seeks to deepen its presence in the rapidly expanding residential and commercial construction market along the Nairobi–Mombasa highway corridor.

The new facility is designed to move beyond traditional paint retailing by offering developers, contractors, interior designers and homeowners’ access to live colour-matching technology, textured finish displays and technical advice. The investment comes as Mlolongo and surrounding areas experience increased construction activity, driven by urban expansion, infrastructure development and growing demand for residential and commercial property.

Crown Paints Group Chief Executive Officer, Mustafa Turra, said the Mlolongo outlet forms part of the company’s broader strategy to strengthen its footprint in key growth centers while bringing specialized products and technical expertise closer to active construction projects.

The showroom will also support growing demand for durable and environmentally conscious building solutions, including low-VOC paint formulations and specialized coatings. Customers will receive guidance on product selection, colour application, surface durability and other technical considerations that can influence the long-term performance of buildings.

The company says the new outlet will strengthen its distribution network in the region by placing greater product availability and technical support closer to construction sites. This is expected to help contractors improve project turnaround times, manage material requirements and reduce waste.

Joseph Waigwa, Director of Paints & Hardware Mlolongo, said the facility is intended to serve as an advisory center where contractors, developers and homeowners can access technical expertise alongside products, particularly as construction projects become more specialized.

The Mlolongo investment forms part of Crown Paints’ wider growth strategy, which combines physical retail expansion, contractor training and digital customer engagement. The company plans to extend technical support and experiential retail facilities to other high-growth markets as it seeks to remain closer to emerging construction activity across Kenya.

For Crown Paints, the expansion reflects a shift in how construction materials are marketed and specified, with customers increasingly seeking not only access to products but also technical guidance on durability, sustainability, aesthetics and overall project value.