



**CROWN PAINTS KENYA PLC**



## COMPANY PROFILE



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# Kenya's #1 Paint Manufacturer

Established in 1958, Crown Paints (Kenya) PLC has grown to a company with an annual turnover of KSH. 8.6 billion in 2019, producing 2.4 million litres of paint per month and employing over 1,000 staff members. It is listed on the Nairobi Stock Exchange and has regional operations in Uganda, Tanzania and Rwanda. Crown Paints is the most innovative paint company in East Africa, providing tailor-made solutions to the construction and retail segments of the market with innovative products, services and world-class after-sales support.

The company's offerings are enhanced by international brand partnerships that collectively provide the most comprehensive product range in the region. Crown Paints has the most extensive dealer network in Kenya in both semi-urban and rural areas, including depots and Crown Décor World showrooms countrywide.

The firm also possesses the most significant number of computerized tinting machines in the market, which can dispense a range of over 6,000 shades in minutes, providing customers with a higher colour range and unparalleled convenience. Award-winning and superior service from knowledgeable, well trained and customer-focused staff enriches the consumer experience.

We provide valuable insights and technical know-how from project planning, interior design, colour scheming or product selection to purchase to after-sales support. The company's diversified range of quality-driven, innovative products and services remains the first choice for homeowners, painters, architects and professionals for over 60 years.

In addition to decorative paints, Crown Paints has supplemented its product range with a wide array of fashion and textured paint finishes. We target consumers who want their homes, offices or commercial developments to be an extension of their personality as well as to reflect global design trends and colour palettes.

The company has launched several textured paints from unique affordable interior Italian luxurious designer finishes in the Candis Range & Italia range to Crown Paints Ruff N' Tuff exterior textured finish all have been the first choice in the industry for decades, together with an extensive range of textures that cater to a multitude of tastes as well as budgets.

Crown Paints have an extensive range of automotive paints available under its own Motocryl for the Jua Kali market, Duco brand as well as world-leading products from Nexa Autocolour (PPG) and Duxone (Axalta Coating Systems). The paint manufacturer has a supply agreement with Oil, Gas and Marine Specialist Coatings giant, Akzo Nobel, as well as leading adhesive and construction chemicals company, Pidilite. The Crown Silicone range of paints are produced under license from Wacker Chemie AG. They offer superior exterior wall protection from water, dust and extreme weather conditions that cause dilapidation of buildings and loss of value in the property market. Additionally, to address the gap in the sealant market, in partnership with Wacker, introduced general-purpose, sanitary and construction sealants to the market.

Crown Paints, also has an extensive range of wood paint and varnish products that help achieve modern, classic and timeless finishes for any furniture or home décor projects.

## OUR PARTNERS



## 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



# Board of Directors



**Mhamud Charania**  
Chairman



**Hussein Ramji**  
Vice Chairman



**Rakesh Rao**  
Group Chief Executive  
Officer



**Patrick Mwati**  
Finance Director



**Stephen Oundo**  
Non Executive Director





# Social Environmental Sustainability

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

1. Crown Paints Kenya PLC is now a recipient of three major ISO certifications as follow;
  - o ISO 9001:2015 (Quality management system),
  - o ISO 14001:2015 (Environmental Management system)
  - o ISO 45001:2018 (Occupational Health & Safety)
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 provides employment opportunities, thereby increasing artisan professional standards.



To this end, Crown Paints runs painter trainings countrywide with an annual target of over 140,000 painters with the aim of educating them on the adoption of safe, sustainable and environmental friendly practices within the paint industry.

## Crown Paints (Kenya) PLC will strive to:

- Adhere to 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.
- Adoption and implementation of environmental friendly strategies of paint and resin production and supply to prevent pollution and waste generation.
- Educate, train and inform all its employees on environmental protection and empower them to contribute and participate.
- Link environmental management systems with occupational health and safety guidelines.
- Regularly and appropriately communicate the Company's environmental policy and programmes to all its employees and the concerned public.

## QUALITY POLICY

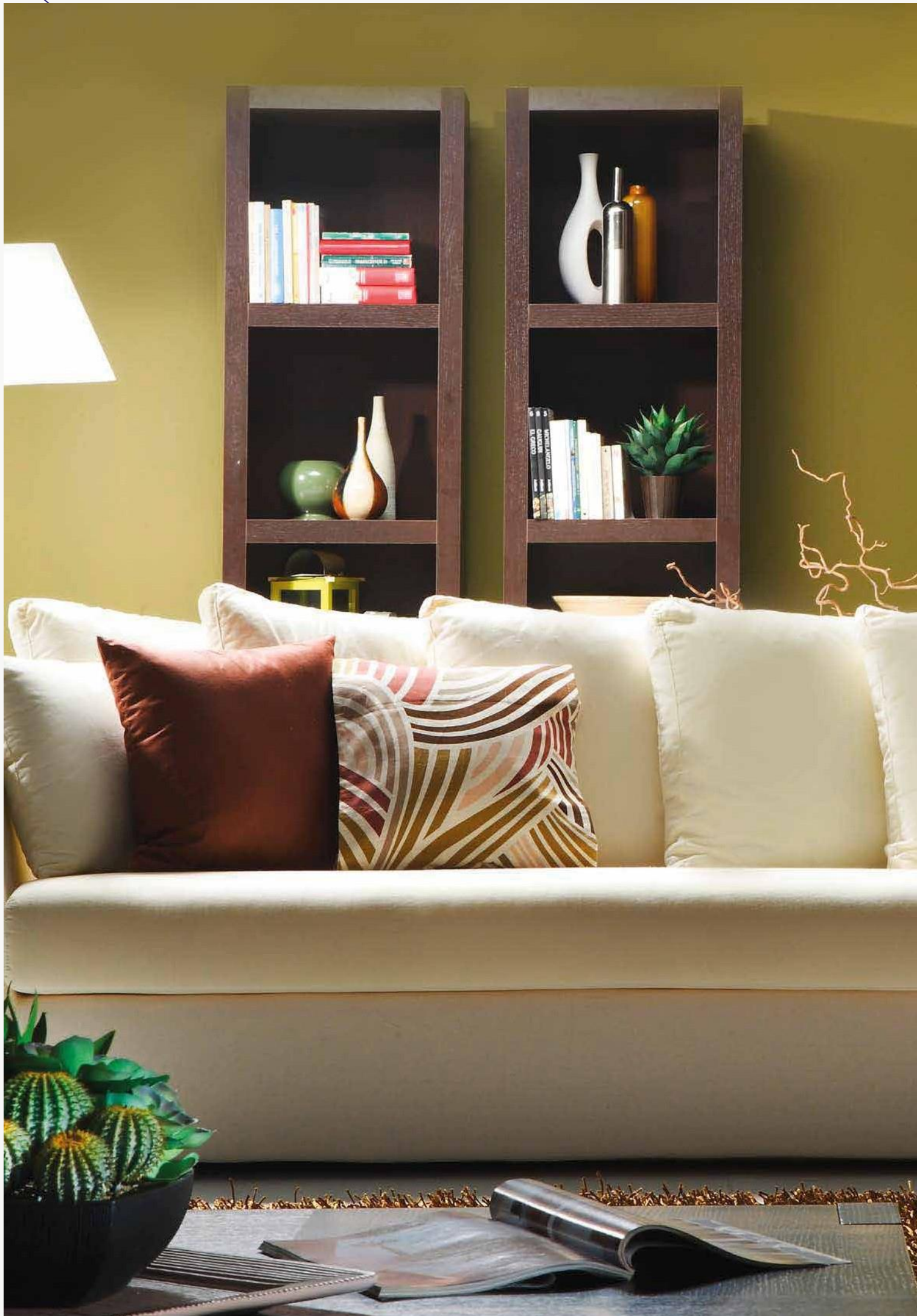
To win customers and retain them by manufacturing consistently high quality products

## TRIPLE ISO CERTIFIED

The world class standard of quality, safety and environmental responsibility.







# Services

**Crown Your Space** - A service offered by Crown Paints to help customers by providing end-to-end, hassle-free solutions for the painting process. The benefits are:

Assured quality material. Technically qualified supervision. High quality of finish. Reliability

**Field Technical visits** - With free advisory.

**Crown Decorator Service** - Includes the ability to price and carry out all the nominated works known as Supply and Apply for big projects

**Crown Décor World** - 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 Visualizer to sample colours in different rooms.

**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 6,000 colours.





## Crown Call Centre

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.

Also now whatsapp service for dealers.

# Crown DécorWorld

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 Your Space

This is an Express Painting service where you can create your dream home in 4 easy steps:

1. Get in Touch: Reach out to CYS through multiple platforms/touchpoints like our official website, call-center, dealers, showroom, etc. and we will follow up your request with an appointment booking through our call center – for a professional site visit by our expert. [Click here to call.](#)
2. Personalise: Choose the service most suited for you. Be it painting, wood polishing or waterproofing.
3. Visualise: Get advice on colours, designs, materials and budget.
4. Experience: Sit back and relax while we create your dream home, on time and with a lot of care!.



# 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:

### DECORATIVE PAINTS PRODUCTS

#### SUPER PREMIUM QUALITY RANGE

WALL FINISHES	WOOD FINISHES	SKIMMING / PUTTY	UNDERCOATS / PRIMER
ULTRAGUARD PROTECT SILICONE EXTREME	AQUAVAR WOOD FINISHES	WALL CARE CEMENT PUTTY	
PERMACOAT ULTRAGUARD SILICONE			
PERMAPLAST	<b>PREMIUM QUALITY RANGE</b>		
WALL FINISHES	WOOD FINISHES	SKIMMING / PUTTY	UNDERCOATS / PRIMER
VINYL MATT XTREME - STAIN BLOCK	TIMBER MASTER - ULTIMATE WOODSTAIN	WALL CARE ACRYLIC PUTTY	ACRYLIC PRIMER SEALER
MEDICRYL ANTIBACTERIAL PAINT MATT & SILK	2 PACK POLYURETHANE	CROWN GLOSS PUTTY	ALKALI RESISTING WALL PRIMER
VINYL MATT EMULSION - LUXURY	MULTIPUROS E VARNISH		PENETRATING PRIMER
CROWN SILK EMULSION			UNIVERSAL UNDERCOAT
COVERMATT			WOOD PRIMER
COVERMATT +2			ALUMINIUM WOOD PRIMER
CROWN SUPERGLOSS EMULSION			
TRANSEAL-ACRYLIC CLEAR WALLFINISH			

#### CROWN HIGH PERFORMANCE TEXTURE FINISHES

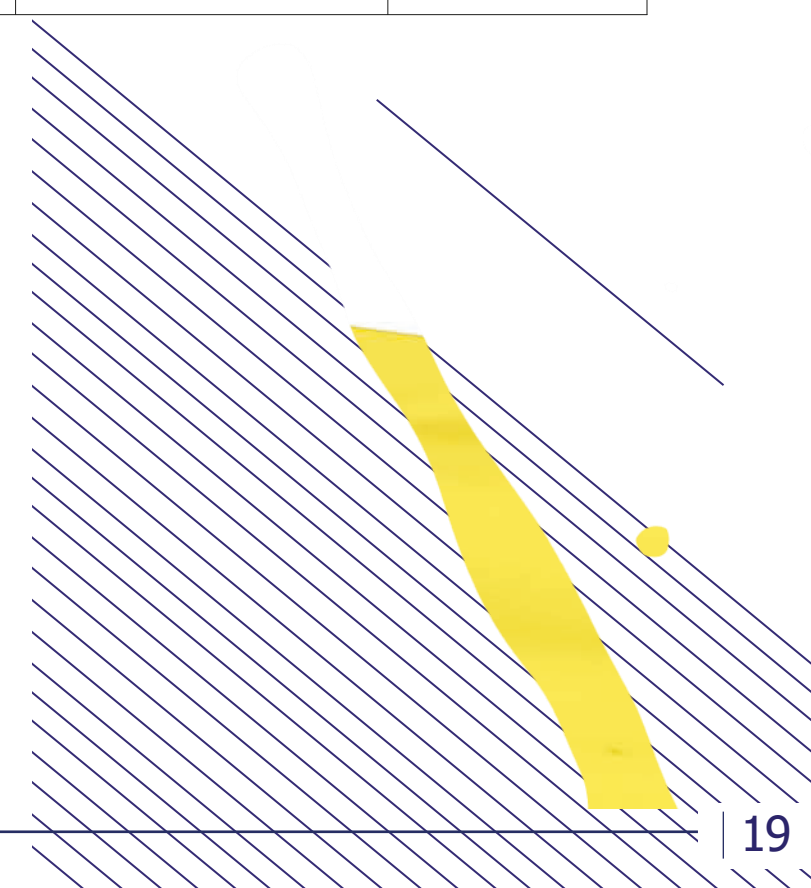
RUFF N TUFF NORMAL	CROWN GLASS PLASTER	CROWN STONE ELEGANCE	
RUFF N TUFF INBUILT STONELESS	CROWN GLASS VARIATION	CROWN VARIATION	
CROWN ROCKFAST HI BUILT	CROWN STRONG HOLD	CROWN SUPERLAC TOPCOAT	
<b>CROWN DESIGNER FINISHES</b>			
CROWN ITLAIA SERIES	CROWN CANDIS ITALIAN FINISHES	CROWN COLOUR CREATIONS	
CROWN METALLICA			

#### VESTA RANGE (SUITABLE FOR INTERIOR ONLY)

WALL FINISHES	WOOD FINISHES	SKIMMING / PUTTY	UNDERCOATS / PRIMER	THINNERS
VESTA GLOSS ENAMEL	ECONOMY VARNISH STAIN	VESTA POLYFILAN	WALL UNDERCOAT	WHITE SPIRIT
			VESTA WALL PRIMER	Hi GLOSS
VESTA EMULSION				STANDARD THINNER

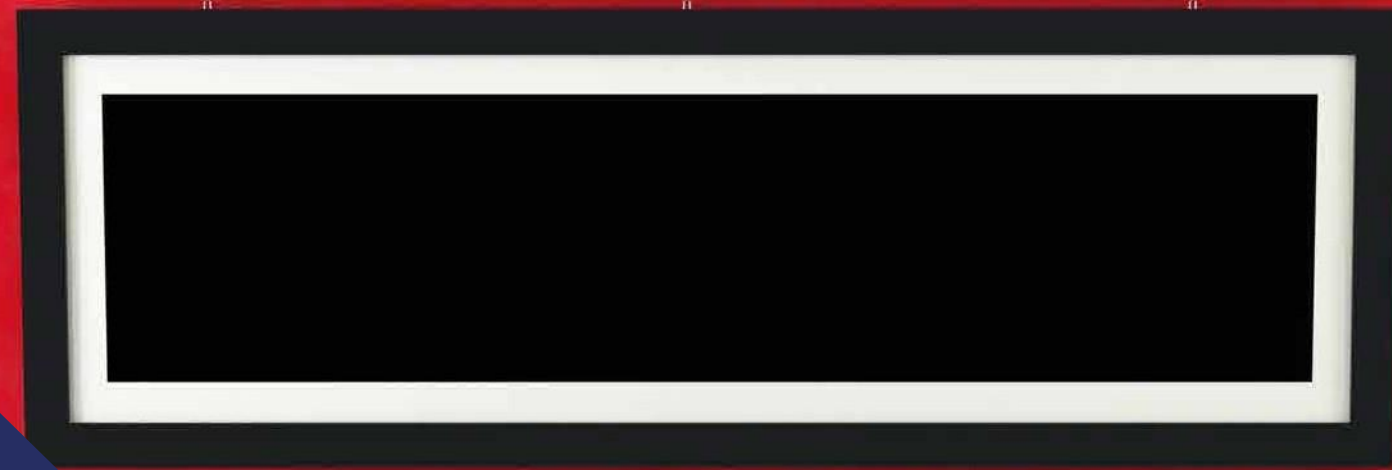
#### NGAO BUDGET VALUE RANGE (SUITABLE FOR INTERIOR ONLY)

WALL FINISHES	WOOD FINISHES	SKIMMING / PUTTY	UNDERCOATS / PRIMER	THINNERS
NGAO GLOSS ENAMEL	NGAO VARNISH STAIN		NGAO UNDERCOAT	Hi GLOSS
NGAO EMULSION			NGAO RED OXIDE PRIMER	STANDARD THINNER





# Wall Finishes







## Premium Interior Smooth Finish



**Crown Vinly Matt Xtreme**  
Washable Matt Finish.



**Crown Silk Vinyl Emulsion**  
Washable Silk Finish.



**Crown Covermatt Emulsion**  
Matt Finish – designed for new buildings.



**Crown Vinly Matt Emulsion Luxury**  
Stunning Matt Finish for Interior & Exterior\* walls,



**Crown Medicyl Antibacterial**  
Obtain the ultimate germ defense with the best anti-microbial paint in the market.

## Premium Exterior Smooth Finish



**Crown Ultra guard Protect Silicone Extreme**  
Smooth, Self cleansing, Anti dust paint with 15 years protection



**Crown Permaplast**  
Smooth exterior with biocides.



**Permacote Ultraguard Silicone**  
Perfect weather care silicone technology for exterior walls from Water for 10 Years. Self Cleaning of walls



# Give your walls the magical touch



**CANDIS**

#CrownTexturePaints

## Premium Designer 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.



**Crown Italia**  
Unique designer finish



**Crown Candis**  
Italian Designer finish





# Other Specialised Products



**Crown Antibacterial Medicryl** Antibacterial for hospitals, restaurants, schools.



# 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.

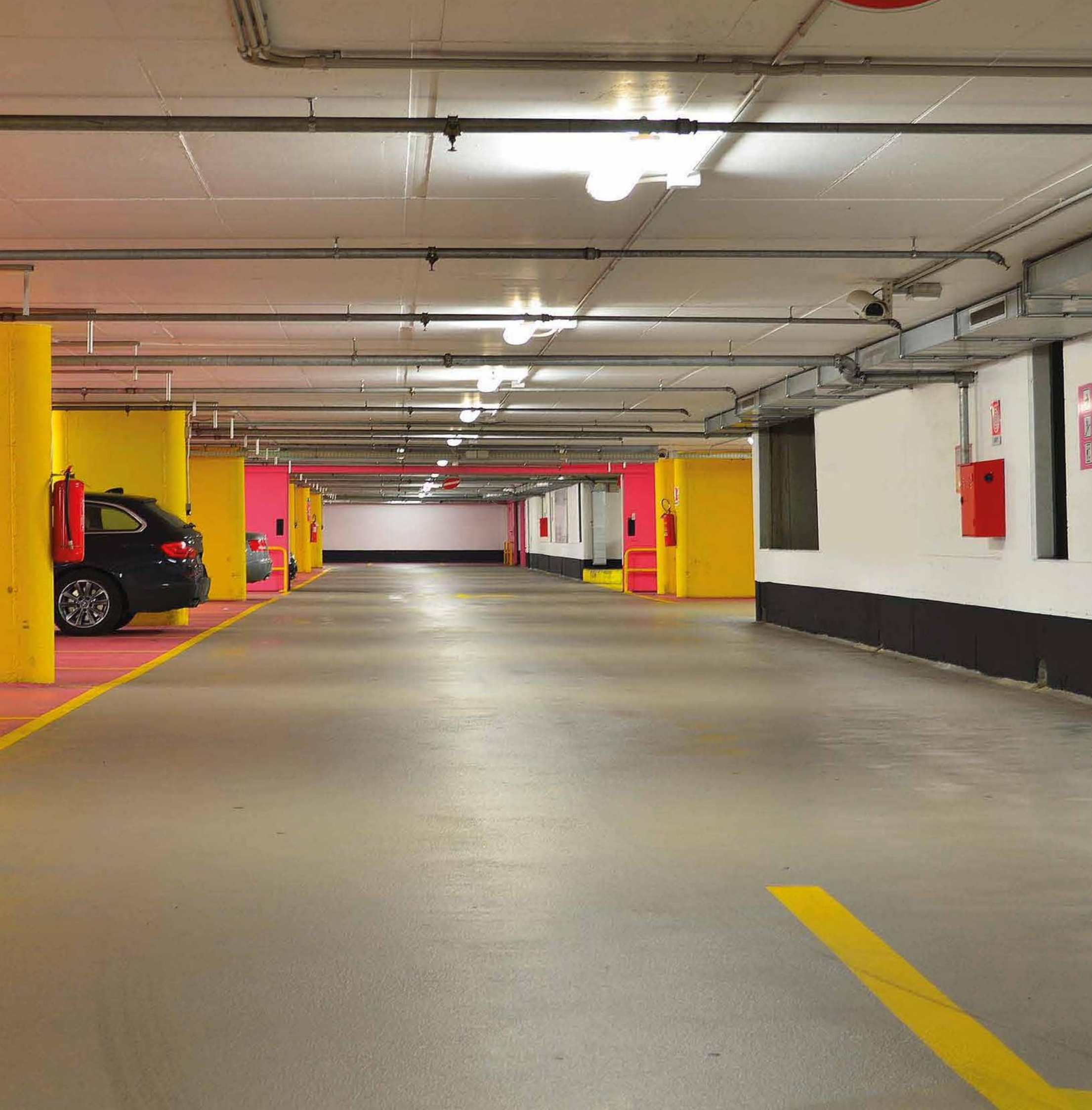


**Polyfilla**  
For cracks in plaster, joints in plasterboards, cracks between plaster and woodwork.



**Walplast**  
Cement base putty cover unevenness and pinholes on interior and exterior surfaces.





## Flooring Solutions

Cipy Polyurethane is leading floor coatings suppliers in India having more than 42 Years of vast experience in flooring markets. Our mission is to set new standards in surface care and to remain the technology leaders in high performance coatings, specifically in niche markets.

We have wide range of products to cater to markets like Automotive, Engineering, Electronics & IT, Power, Healthcare , Paper & Packaging , Defence , Pharma and Food , Chemicals and Fertilizers , Construction Industry , Oil and Gas , Bridges and Highways , Airports

Crown Paints Kenya has the perfect partner in Cipy Polyurethane with focused technical expertise, flexible and responsive service, inventive research and development and the zeal to create value addition to our customers.



# Protective and Marine Coatings

AKZONOBEL

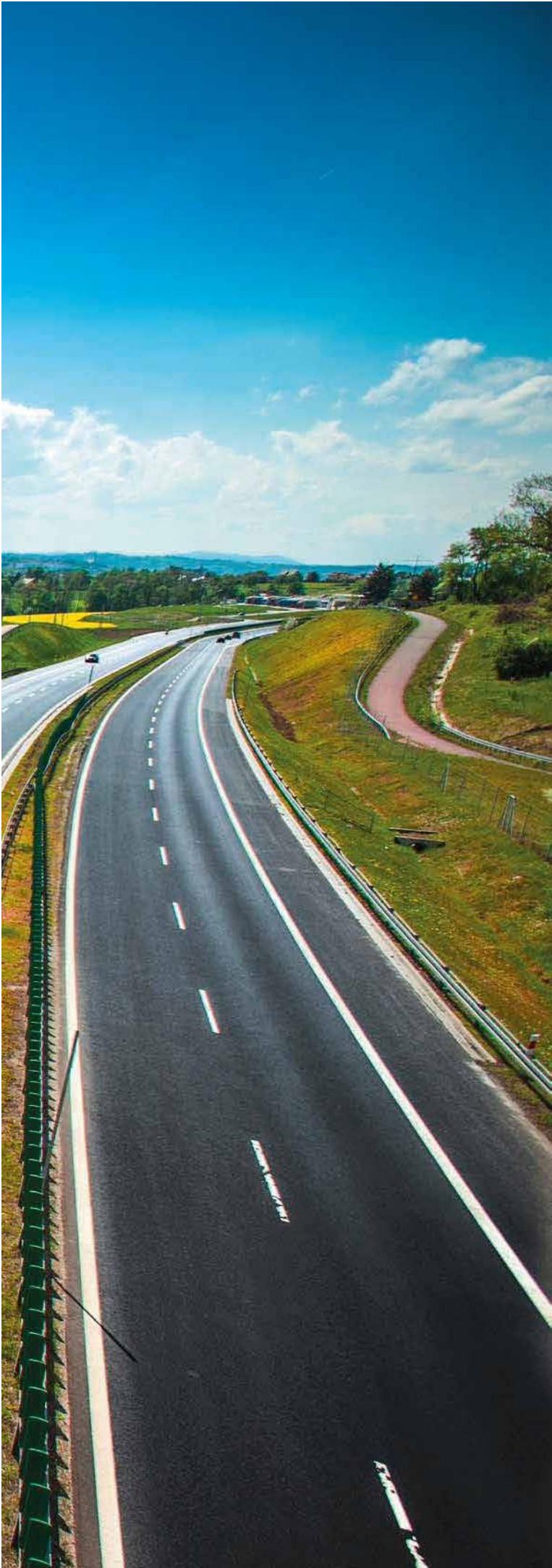




# AKZONOBEL







# 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.

**PPG Nexa Autocolour** world's leading brand in Automotive Paints

**Motocryl** A two pack thermosetting Acrylic Enamel is optimum quality paint for automobiles. 2K Acrylic give aesthetic looks to automobile.

**Spies Hecker**

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

**Motocryl, 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.





## Duxone

Duxone, from Axalta Coating Systems, is the easy-to-use refinish paint brand that combines value with quality since 1997. An all-round brand, Duxone's efficient application process and extensive range of colour tools help its bodyshops deliver consistently good, durable results, while staying competitive.



# Motocryl

## CROWN MOTOCRYL AUTO REFINISH PAINT

PRODUCT DESCRIPTION: A two pack thermosetting acrylic enamel is optimum quality paint for automobiles.

2K acrylic give aesthetic looks to automobile. Its high-end features like best coverage & fast drying make 2K acrylic a lucrative product which save cost in long run.

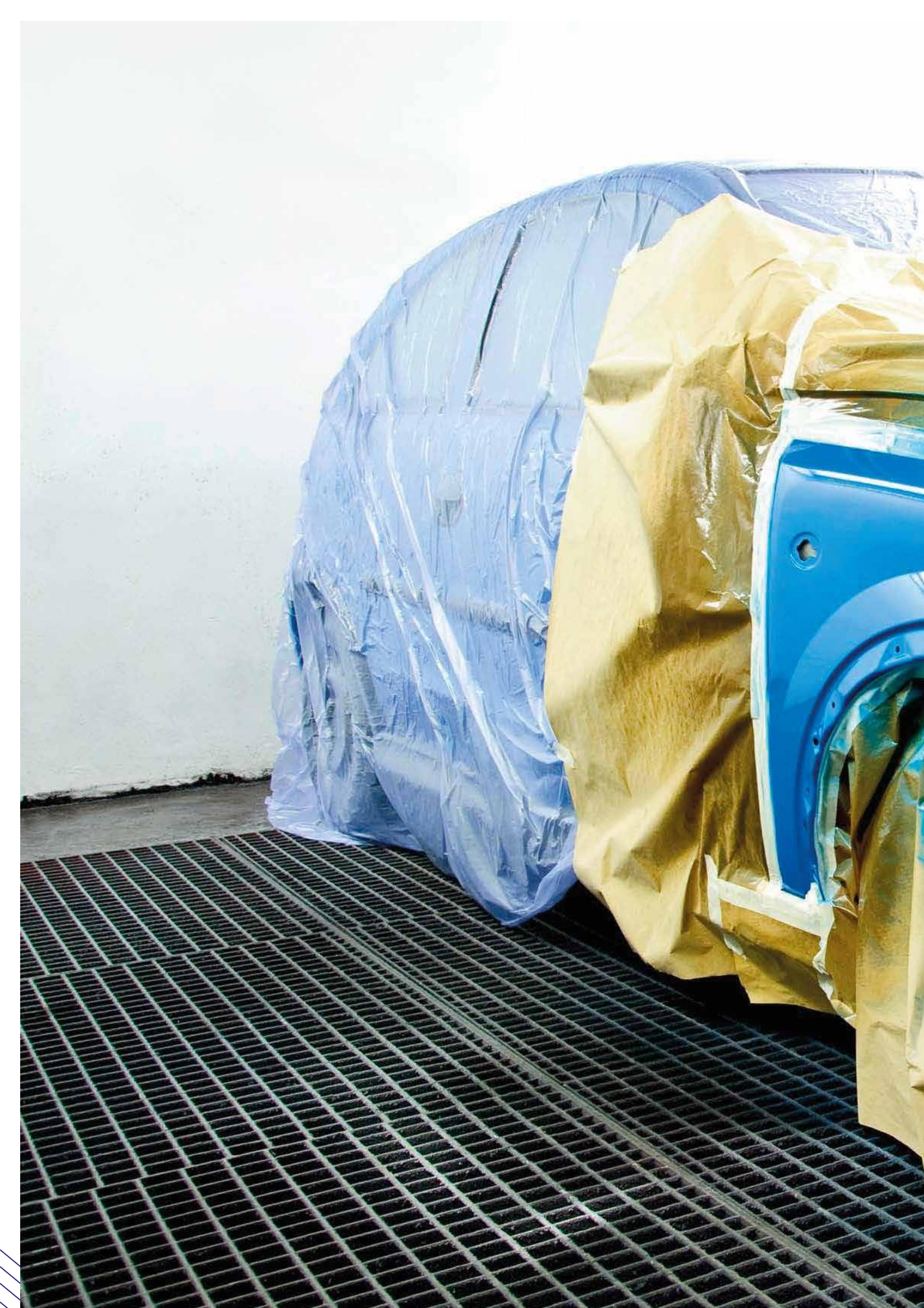
it gives excellent gloss, flow, colour retention & weather protection.

## MOTOCRYL PRODUCTS

1. 2K refinish paints – packs available – 4l & 1l  
2K hardener – packs available – 1l & 250 ml  
2K thinner - 5l & 1l
1. Primer surfacer – motocryl primer surfacer is fast drying formulation designed to give maximum coverage, protection & provides anchoring between surface & motocryl 2K refinish paint available in grey & beige colour packs – 4l & 1l







# 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.





If you like it... Crown it!

A leader in the East African paint industry, Crown Paints Kenya PLC has achieved 60 years of growth and success since 1958. Not only are we the largest paint company in the region but we also proudly hold a position of trust and integrity.

Our commitment to innovation continues to be unprecedented, as our consistent output of world-class paint solutions keeps on transforming lifestyles and adding a touch of beauty all around.

As we move forward, dedication to our customers is a priority that we will fulfill by providing superior service, innovative and quality products.

With sincere efforts, we will continue to contribute to social and environmental causes.



## POLICY

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



## VISION

To be the most preferred innovative and colourful brand.



## MISSION

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



## VALUES

Integrity | Transparency | Think big | Ownership | Innovation



If you like it... Crown it!

### HEAD OFFICE

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Likoni Road, Industrial Area, Nairobi, Kenya  
Call Center: +254 709 887 000  
Email: info@crownpaints.co.ke  
sales@crownpaints.co.ke  
Website: crownpaints.co.ke

### DEPOTS AND BRANCH OFFICES - KENYA

**AUTOMOTIVE DIVISION**  
CROWN PAINTS KENYA PLC  
P.O. Box 18112 - 00500  
Dar es Salaam Road, Nairobi, Kenya  
TEL: +254 20 6651331/2, 3824356  
EMAIL: autopaints@crownpaints.co.ke

**CROWN PAINTS KISUMU**  
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EMAIL: kisumu@crownpaints.co.ke

**CROWN PAINTS MERU**  
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Next to Associated Motors,  
Meru, Kenya  
TEL: +254 20 2001251  
EMAIL: meru@crownpaints.co.ke

**CONSTRUCTION SECTOR**  
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TEL: +254 41 2314777-8 / 2220412 / 6292 / 8762  
MOBILE: +254 790 659935  
EMAIL: mombasa@crownpaints.co.ke

### CROWN DECOR WORLD - KENYA

**LAVINGTON**  
1<sup>st</sup> Floor Lavington Curve Mall, Nairobi  
El Molo Drive, James Gichuru Road  
MOBILE: +254 721 885488, 0722 985171

**NYALI**  
Nyali Centre, Links Road, Mombasa  
MOBILE: +254 711 957449  
EMAIL: nyalishowroom@crownpaints.co.ke

**ELDORET**  
Eagle Hardware, 1<sup>st</sup> Floor,  
Sisian Street, Eldoret  
TEL: +254 53 2033679 / 2032797  
EMAIL: eldoretshowroom@crownpaints.co.ke

**KAREN**  
Ground Floor, Symbion House, Nairobi  
Dagoretti Road next to The Hub  
MOBILE: +254 715 361027  
EMAIL: karenshowroom@crownpaints.co.ke

**MERU**  
Nanyuki Highway,  
Next to Associated Motors, Meru  
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**NAKURU**  
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Kenya Avenue, Nakuru  
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### EAST AFRICA OPERATIONS

**DAR ES SALAAM, TANZANIA**  
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Dar es Salaam, Tanzania  
TEL: +255 769 482285, 745 200299  
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**KIGALI, RWANDA**  
Warehouse No.1, Rwanda Estate Ltd  
Phase-1, Free Trade Zone Sez  
Gasabo District, Kigali, Rwanda  
Phone: +250 785450180, +250 788387440  
Email: sales@crownpaints.co.rw  
Website: www.crownpaints.co.rw

**ARUSHA, TANZANIA**  
P.O. Box 7127, Plot No: 279, Block E,  
Unga Limited Industrial Area,  
Phone: +255 753 115551  
Email: sales@crownpaints.co.tz  
Website: www.crownpaints.co.tz

**REGAL PAINTS UGANDA LTD**  
(A Wholly Owned Subsidiary of Crown Paints (Kenya) PLC)  
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CrownPaintsPLC