If you like it... Crown it!

MARKET

With an annual turnover of Ksh3.8 billion, Crown deals with decorative paints, automotive paints, metallic and specialised coatings, thermoplastic and road marking paints, roof paints, floor paints, floor paints and accessories.

Crown products cater for both premium and economy users to cater for all industry needs. Their premium brands are targeted at the middle and upper class, usually segmented as A and B customers whilst their Economy brands are targeted at the C customer. However, the industry has been very dynamic in reference to contractual needs such that A, B and C often interact depending on the need.

Crown have put in place a delivery system where customers need not come to them, they deliver to them. The process is straight forward and timely. This service comes at no extra cost

Close to 200 dispensing Units have been positioned countrywide, they offer over 6,000 shades of colours, giving their customers an endless range to choose from, at a location of their convenience

An interactive website with information on shades, prices and a detailed product range allows their customers ease to access information

Crown have a helpline/call centre service where customers can call in with inquiries, get paint advice and they have extended a Crown Decorator Service where their executives can visit customers and attend to their specific needs, including supplying and application of Crown products.

Locally Crown want to be a key player in building and construction, venture beyond decoration, focus more on marine paints, marble, terrazzo and grow their automotive section

Regionally Crown are working towards building a strong hold in Tanzania (with the launch of their depot in Arusha early this year) and Uganda. At the moment they export to Rwanda, South Sudan and Burundi and are looking to expand into these regions over time.

ACHIEVEMENTS

2012
- Acquired Superbrands status.
- COYA awards, best financial management practice
- Launch of Teflon® surface protector
- Launch of Texture finishes and water based wood varnish "Aquavar ";
- Partnerships with Du Pont, Crown UK, Flowcrete SA and most recently Hempel

2011
- Home Design Interiors 'Winner' at the fifth Mombasa Homes Expo.

2010
- Awarded ISO 9001: 2008.
- "Best Advertising Campaign" Winner in the Marketing Society of Kenya Award.
- Awarded second runner up at the Mombasa Home Expo for Stall Designing and Display.
- Awarded first Position in the third Kisumu Homes Export Aga Khan Hall Kisumu.

2008
- Acquired a Superbrands status.

2007
- Participated in the Company of the Year Awards.
- Awarded second runners up in the Marketing Society of Kenya "Best New Product Launch" award.

2006
- Qualified for ISO 9001-2001.
- Awarded the Marketing Society of Kenya "Most Improved Brand" award.

1987
- Became the first commercial company to sponsor a local premier league soccer team (AFC Leopards).

HISTORY

Until 1989 Berger had many brands operated with a UK base, primarily in the commonwealth countries and territories (40 plus factories) while Crown was more UK based with external operations principally in Africa. In 1989 both companies were sold by their then respective owners – Crown, by Reed International and Berger by Hoechst, Germany. Both companies were bought by William Holdings UK. Within three weeks of purchasing, William sold the entire Crown and Berger companies in the Far East, Asia, Africa and the West Indies to United Brewery Group of Bangalore, India and retained only the European companies of Crown/Berger.

In Kenya the company was formed in May 1958. Initially, the operation only produced white gloss and distemper and imported everything else directly from the UK. At that time, 1958 – 1970, the company was The Walpamur Co Ltd and its main competitors were all European – viz Berger, Leyland and Goodlass Wall.

Berger was the preferred brand for all sectors; they had the range, the sales force, quality products, technical backup, colour cards and a large manufacturing capacity. In the 1970s the brand Leyland changed to Galaxy with an auto technical agreement with Nippon, Japan while Goodlass Japan closed shop leaving Crown against Berger.

At the time of William holdings UK purchasing both Crown and Berger worldwide, they asked Crown and Berger (Kenya) to merge the operation. A plan was drawn up that saw Crown focus on decorative paints allowing further expansion and domination of the premium paint market while Berger concentrated on the automotive, industrial and marine markets.

William Holdings however sold all the African companies to the UB Group India, who preferred the old business model with Crown and Berger fighting each other and with the opposition to gain volume and market share. Both brands competed against each other with dual availability resulting in a logistical nightmare. In 1994 UB Group bought Twiga paints (ICI) bringing three brands under one roof. All formulas for the three brands were standardised and compete against each other.

The Ramji family bought Crown Berger from

CROWN PAINTS KENYA LTD.

Thanks to you.

We won the Financial Management Award.

Crown Paints Kenya Limited are the proud winners of the 2012 COYA Financial Management Award. We are grateful to our dedicated staff and you, our valued customer for propelling Crown Paints Kenya forward.

FINAL Superbrands - EAST AFRICA Vol 3 - Book 4output.pdf 46 4/22/14 1:23 AM

UB in 1997. New management took over in 2004. Their focus was on brand rationalisation and the ICI license was foreclosed, positioning Crown as the only decorative brand of the company. A continuous branding exercise saw Crown Berger maintain its position as the number one decorative paints company and remain Top-of –mind in the market. Despite the brand rationalisation 2006 saw Crown Berger's sales volumes increase by 18%.

In 2010 Crown Berger's turnover increased by 21%, that is over four times the growth of the national economy. The company showed ability to manage a changing business environment. The increase in turnover allowed Crown Berger to cross the Ksh. 3 billion mark. This was against a backdrop of higher raw material prices and world oil price volatility which was evident.

With ambitions for regional expansion, Crown Berger changed the name to Crown Paints in June 22nd, 2012, and has since opened a depot in Arusha, Tanzania and will continue the conquest to penetrate the region.

PRODUCT

Crown Products are designed to Protect, Decorate and Ease lifestyles. The last two years have seen Crown get into partnerships with world class brands which have, in exchange, shared their innovation and technology.

Their License agreement with Dupont USA has allowed them to use the Teflon® surface protector technology in their products. Teflon® surface protector is based on the formulation development and collaboration with DuPont – the global science-based products and service company. It combines chemical and physical features to provide consumers with the ultimate internal decorative finish. The paint meets regulatory requirements and has been tested to qualify for its intended use. Globally, it's proved efficacy, performance and safety assures excellent overall quality.

Crown Paints is the first to bring Teflon® surface protector to paint consumers in Kenya, reinforcing their commitment to innovation, quality products and customer satisfaction.

The main features of the new and improved products with Teflon® surface protector are:

Hiding surface imperfections.

A surface that is easier to clean and resistant to stains, dirt, dust, harsh weather and spillages etc.

A surface that requires minimum maintenance.

A surface that facilitates longer periods before redecorating.

A surface that looks better, for longer.

A distribution agreement with Crown UK had allowed them to provide the market with the best available fashion products, products that demonstrate ease of application with only one coat required and even washable, scrub-able matt finishes and an amazing exterior finish Sandtex which give the customer up to fifteen years guarantee of performance.

Another distribution agreement was with Plascon SA. Plascon dominates the South African market with approximately 80% of the retail Market and 45% of the Auto Market. In automotive products Crown have spent five years searching for quality and price. Their customers can enjoy technology at a price that eliminates the need for mixing of product types just to lower the costs but at the expense of Integrity and Longevity"

The products are for solid colours-2K Acryline. This has higher rated technology and performance than products in the Kenyan Market. It is ideal for all fleet owners, truck, bus and body builders.

2K ACRYLINE is:

- Scratch Resistant
- Easy Clean.
- Higher Gloss Level.
- Its own mixing bank.
- Resistance to Ultra Violet fading.
- Instant Colour Matching.

For Metallics the product is titled Master-Mix:

- Quality Base Coat.
- Superior Clear-Coat at highly competitive price.
- Suitable for panels or overall repai.r
- Range also consist of pearls.
- Suitable for all passenger vehicles..

A partnership with Flowcrete SA: - Flowcrete is a seamless flooring system. As a company it leads the world as a flooring specialist. Their customer portfolio includes institutions which place priority on durability, extended life, health and safety.

It was only after Crown Paints connected with Flowcrete that they realised that the flooring solutions that were in use then still had problems.

Several industries were in need of the quickest possible fix at the most overall economical price and providing longevity of service.

This is what Flowcrete offers and Crown Paints joined commercial flooring sectors, to respond to customers' needs. The combination of the two world leading technologies has provided an incredible improvement to the standards of walls and floors.

Flowcrete is a world leader in the manufacture of both seamless resin flooring systems and self levelling floor screed treatments for the industrial flooring and commercial flooring sectors, to respond to customers' needs the combination of the two world leading technologies has provided an incredible improvement to the standards of walls and floors.

PROMOTION

Crown have adopted a culture of using both ATL and BTL for their campaigns depending on the nature of the campaign and the target audience. Recently Crown have reduced their focus on television and concentrated on newspaper advertising (Nation, Standard and Asian weekly) whilst their presence on radio has also increased (Citizen – Ramogi, Inooro*, Radio Maisha, East Fm, Capital and Classic). Currently Crown are working on a new television commercial campaign for Permacote which will air on KTN and Citizen TV.

They have done dealer activations e.g. token and Bamba Promotion and are currently running a Painters loyalty booklet promotion and 'Chezea team kubwa' SMS registration promotion. These have allowed them to connect with their customers at the individual level. They have received great feedback via their call centre with regards to the current promotions.

BRAND VALUES

Core Values: Integrity, Transparency, Think BIG, Ownership, Innovation.

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

Vision: To be the most preferred innovative and colorful brand.

www.crownpaints.co.ke

Things you didn't know about CROWN

Crown is involved in a number of CSR activities: - supports School painting programmes, churches, temples and mosques, Underprivileged girls sponsorships, City beautification carried out by a youth group they support, support university students CSR projects.

Crown is the only company that has security seals on tins to protect customers from counterfeits.

Crown's DU machines offer up to 6,000 shades.

Superbrands