

Berger offers first-hand feel



Berger Paints Bahrain, which has returned to gulfInteriors this year, says its primary aim in participating at the event is to give visitors an opportunity to touch and feel, first hand, the quality and texture of its wide range of finishes.

On show is its entire product range with the spotlight being on its latest lines. "Although the company is not focusing on a particular product, there are a few new products such as the Wood finish range, Royale Crystalle and Tuff Shyne, that will be part of the showcase," says R Raghupathi, senior manager sales and marketing for Bahrain and Kuwait.

Berger Paints offers a wide range of decorative, industrial, marine and floor coatings that have evoked interest among consumers particularly because of their environment-friendly properties.

He says Berger was at the show last year as well and received positive response with a number of inquiries. "It's the turnover of local Bahraini participants and influential companies visiting the fair that has encouraged us to exhibit at gulfBID," he adds.

Commenting on business, Raghupathi says: "We are the Number One paint company in Bahrain and continue to dominate the market with our local manufacturing set-up here. We are servicing the Ministry of Housing, the retail market, private projects, protective coating industries and others."

"More than 85 per cent of Bahrain's Ministry of Housing projects are coated with Berger's range of products," he says.

While Berger's most prestigious projects have been for the Ministry of Housing – with whom it enjoys a "good relationship" – the company is also providing its solvent-free coatings for water tanks to the Electricity and Water Authority (EWA), which has approved these coatings.

Furthermore, Berger has also been associated with other recent prestigious projects in Bahrain including Amwaj Tower, The Indian School in Riffa, New Millennium School, the sewage treatment plant in Muharraq, King Hamad Hospital and Lulu outlets at Ramli Mall and Hidd.

Berger's paints are currently being used for the Muharraq Seef Mall, a twin-tower complex in Juffair, an eight-storey building at Reef Island, Nasser Towers in Busaiteen, Business Bay and a 29-storey building in Seef.

Raghupathi says all decorative products manufactured and supplied by Berger Paints Bahrain are environment-friendly, and are free from lead and hard metals. Additionally, all decorative products come with a manufacturer's lead-free guarantee, as indicated on all paint cans.

Among its latest innovations is the recently launched intumescent coating, which is used to fire-proof structures.

Berger Paints Bahrain was established in 1979 and is located at Sitra Industrial Estate, where it has a production facility. The company is exploring the possibility of exporting from Bahrain.

The company's head office is Berger International in Singapore (a subsidiary of Asian Paints Group, India). Regionally, Berger has opened new operations in Kuwait, in addition to having offices in the UAE, Oman and Qatar.

Commenting on the construction sector, Raghupathi says the industry will continue to have flat growth due to the oil price which is expected to slide further. For Berger, the main markets remain the UAE, Oman, Qatar, Bahrain and Kuwait.

Berger Paints Bahrain can be visited at Stand 2C08 at gulfInteriors.