



# Strategy informed by ears on the ground lifts local paints company to global recognition

## The foundation

United Paints has risen from humble beginnings. Its foundation dates back to 1997, when it was established as hardware shop that stocked a range of construction materials.

As time went by, demand for paints and paint-related products started growing. The founders saw an opportunity in manufacturing quality but affordable paints for middle and lower income groups. A research was conducted and the requirements were established.

## New discovery

The paints company started small; mixing paints in a tiny room using drums and sticks. It didn't last long before the business started picking up, a sign that the products were being accepted. Over the years, United Paints has grown to be a respected coating solutions provider in Kenya.

## Growth

To meet the ever changing demand and taste

in the coating industry, the business has continued to widen its product offering, covering both economy and premium markets.

This has been attained through continuous improvement and patience, guided by a belief in efficiency, reliability and affordability. With these attributes, United Paints has managed to continually strengthen its distribution capability and brand visibility all over the country.

Presently, United Paints prides itself in attaining 25 years through determination, patience and God's grace, a milestone it is celebrating together with the achievement of a **Topscorebrands** status as providers of the **most affordable quality paints in Kenya**.

## Vision

As part of its growth strategy, United Paints envisions to expand its market to cover the entire Eastern, Southern, Western and Central Africa. This is in line with its vision, which is "to be the preferred supplier of world-class coating solutions in Africa".



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**Synresins**  
Manufacturers of Synthetic Resins

*To Our Valued Partner United Paints LTD,  
we join you in Celebrating the achieved milestone as  
the most affordable quality paints in Kenya at the  
Top Score Brand Awards 2021/2022*

**Congratulations**

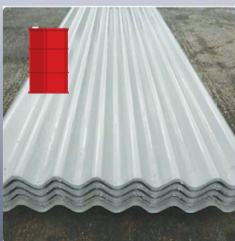
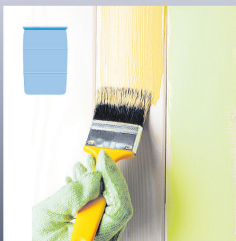
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Top and above: United Paints team during the Topscorebrands Awards gala at Hilton Hotel, Nairobi.

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We want to congratulate  
**UNITED PAINTS LTD**  
for achieving  
**TOPSCOREBRANDS STATUS**  
as the most affordable  
quality paint brand  
in Kenya



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