



The home of smart colours



# COMPANY PROFILE



**Solai PAINTS LTD**  
Manufacturers of High Quality Products

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## COMPANY PROFILE

### Directors



**Joseph M. Kabiru**  
Chairman



**Charity Mathenge**  
Director



**Monica Wairimu**  
Director



**Everline Mweru**  
Director



**Ednah Wangui**  
Director





## COMPANY PROFILE



### Vision:

- To forever produce High Quality Products that exceeds the expectations of our esteemed customers. Enabling the company to be a Market Leader in the African and Worldwide markets.

### Mission:

- To build long term relationships with our customers and clients
- Produce High Quality products by pursuing business through innovation and advanced technology. To achieve our mission, we will have to succeed at the following:
- Provide unique, practical and professional services to our clients on a timely basis and using state of the art techniques. Our first responsibility is to our customers by providing them with high quality products.
- Treat our partners, employees and customers with fairness and considerations.
- Bring values to our business operations and client community.
- Maintain a strong financial environment to allow us establish ourselves as a multi-faced service provider in the regional market we serve.





### Core Values:

- We believe in treating our customers with respect and faith.
- We grow through creativity, invention and innovation.
- We Integrate honesty, integrity and business ethics into all aspects of our business operations.

### Goals & Objectives

- Acquire proper number of prospect clients for manageable growth.
- Leverage the customer as a reference for the next potential customer.
- Maintaining and growing our client base to sustain growth.
- Build a good reputation in the paints manufacturing field and become a Market Leader in the industry.

### Strategic goals

- To expand our markets in Africa and beyond
- Attract and retain highly qualified, dependable employees.

### Success factors

- Producing High Quality products that meet international standards.
- Eco-friendly products made from environmental friendly raw materials.
- Customer satisfaction.





## Company Profile

Solai Paints Limited is a Kenyan Paints manufacturing Company. Solai paints is one of the Leading manufacturers High Quality products in Kenya serving both Local and international Markets. Smart Colours is our leading paints brand trusted by Experts in Kenya and Internationally.

Solai Paints pursues opportunities on both Local and International markets bringing in a wealth of experience of many years in Quality Paints manufacturing. The company has an enviable reputation in the corporate world for professionalism & fast track growth by pursuing business through innovation and advanced technology to produce our High Quality Products.

We believe in treating our customers with respect & faith and growing through Creativity, invention and innovation.

Solai Paints produces a wide range of High Quality Products for Decorative and Industrial use. In decorative paints the company operates in four segments namely Interior Wall, Exterior wall finishes, Enamels and Wood Finishes. We have also introduced innovative Concepts in the Kenyan Paints Industry like:-

- Smart Colors- Our Leading Paint Brand in Kenya.
- Colour Next- Prediction of Color Trends through in-depth Research
- Home Solutions- Painting solution services for our clients on professional tips for the perfect paint touch.

The company's paints are used in industries for coatings and road markings.

Solai Paints Limited was incorporated as a Limited Liability company on 18th June 2004 and has since been a market in the Paints Manufacturing industry. The Memorandum and articles of association of the company are to manufacture, distribute and sale of high quality decorative and protective paints, automotive paints, wood glues, contact cements  
The company has the capacity to satisfy customer requirements on short notice regardless of the quantities demanded.

**Gloss Premium Paint**



- Interior and exterior finish
- Shiny reflection
- Maximum durability
- Lead/Chromate free

Available in 20, 10, 4, 1and 1/2 Litre

Insist on #rangiyasolai

**Gloss Trade Paint**



- Interior and exterior finish
- Shiny reflection
- Maximum durability
- Lead/Chromate free

Available in 20, 10, 4, 1and 1/2 Litre

Insist on #rangiyasolai

**Gloss Economy Paint**



- Interior and exterior finish
- Shiny reflection
- Maximum durability
- Lead/Chromate free

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**Gloss Economy Paint**



- Interior and exterior finish
- Shiny reflection
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Available in 20, 10, 4, 1and 1/2 Litre

Insist on #rangiyasolai



## About us:

Solai Paints Limited is a privately owned Kenyan Paint Manufacturing Company. It was founded as a family business in 2004 by Mr. Joseph Mathenge Kabiru who is the Chairman/C.E.O of the company. The co-directors of the company are Mrs. Charity W. Mathenge, Monica Wairimu, Everline Mweru and Ednah Wangui.

Their experience and dedication to the Company has provided a positive force on multiple levels for growth. The company is run on modern business principles by a qualified, experienced and a committed management team. We integrate honesty, integrity and business ethics into all aspects of our business functioning.

Our business model is based on creativity; invention and innovation that enables us produce our High Quality Products.

Solai Paints is passionate about adding colour and value to our customers. A splash of paint can transform any living space and it is for this reason that we strive to bring to our clients our comprehensive range of high quality products.

The company is managed by a team of highly experienced professionals to execute on any level of service required by our clients. We select and manage our team to satisfy our ultimate goal to treat each project as if it was our own.

We pride ourselves on our legacy & service provided by ensuring customer satisfaction through quality service, operational management and good relationships with our employees, partners and clients.

The company is also involved in charitable and environment projects in the community as part of our C.S.R (corporate social responsibility) such as; -

- Equipping schools with free library books to help create a brighter generation.
- Assisting in various church projects around the country.

We will continue to develop and leave behind a reputation nothing short of first class.





## COMPANY PROFILE

### Location:

#### Head Office

Colours House Ruaraka, Outering Road, Off Thika Super Highway

Tel: +254 725 511 495

#### Branch

Business Arcade Building, New Pumwani Road, Gikomba.

Tel: +254 722 708 789

#### Factory

Colours House, Kamunde Road, Off Outering road, Kariobangi Light Industries.

Tel: +254 721 992 883

P. O. Box 8855-00200, Nairobi, Kenya.

Tel: +254 721 992 883, +254 711 875 352,

+254722 211 555

Hotline: +254 715 999 777

Email: [info@solaipaints.co.ke](mailto:info@solaipaints.co.ke)

Website: [www.solaipaints.co.ke](http://www.solaipaints.co.ke)

Solai Paints Limited

Solai Paints Limited

Solai Paints Limited

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#### Working Hours

Mon – Sat

8:00am – 5:00pm





## Legal form of the business

Solai paints Limited is a registered private Paints Manufacturing Company. The company has acquired all the relevant documentation from the business registrar, Kenya Revenue Authority (K.R.A), NEEMA and other relevant authorities.

The company manufactures High Quality products that are Eco-friendly in compliance with the Environmental Management and Coordination Act, 1999 (EMCA).

Our company is organized to minimize risk to our operations while providing for maximum safety and security to our employees, their families and client community.

## Our products:

Solai paints being a leading player in the paints manufacturing industry, manufacturers a wide range of high quality products for decorative and industrial use. Our paints are made for:

- Interiors: Quick drying high quality finish
- Exteriors: Tough yet beautiful for exteriors.
- Road Marking Paints: Meeting international Standards
- Varnishes: Prolonging the lifespan of your furniture
- Finishes: Transforming your furnitures
- Gloss Paints: Gives your surfaces a sparkle
- Thinners & Spirits: Smoothen your product application
- Automotive: High Quality Auto Paints with international standards.
- Weather Resistance: Made to withstand harsh environmental conditions.
- Durable: Easy to clean with long lasting effects.
- Eco-friendly: Made with environmental friendly materials.

The company's products are certified by the Kenya Bureau of Standards (K.E.B.S).



## Our Clients:

Solai Paints Ltd.'s main target segment includes Hardware, Real estate, government contracts, and other non-government institutions including school buildings and private businesses, both in Kenya and its neighboring countries.

Other Target Market for Solai Paints Ltd. include; residential buildings construction projects, Interior designers. Whether you need commercial or residential painting done; big or small, we work hard to provide exceptional painting services.

Painting is not just something we do; it's what we know. Our expert knowledge of products and application processes is fundamental to our strong reputation. Our expertise comes from years of experience working with a variety of products, surface materials, and continuous training for all employees.



**Mt. KENYA GENERAL & ELECTRICAL HARDWARE LTD.**

**MONROSE HARDWARE**





## Marketing mix

The company is guided by the 4Ps of marketing i.e., putting the right product in the right place, at the right price and at the right time. They are:

### Product

We manufacture High quality products and provide solutions & services for home paintings. We offer our products in attractive packaging which displays an up market and contemporary look that denotes technology and sophistication.

### Pricing

In order to implement a balanced pricing policy, Solai Paints Limited has been keeping close watch on the markets. Pricing decisions lean heavily on raw materials, Petro-products, taxes, excise duty and other factors. That's why constant watch and periodic evaluation of its pricing strategy has become necessary for a high profile company like Solai Paints Limited. Solai Paints has kept a very flexible pricing policy. The strategy has been kept on Value-based pricing policy with prices changing as per market situation.

### Promotion

All promotional activities of Solai Paints Limited are based on the fact that the company is about family and its members along with their homes, which are a reflection of each other. Our marketing, advertising and promotion strategy is to differentiate Solai Paints Limited and the Smart Colours Brand as a premium paints' provider. The brand element is the brand's wide distribution network, the quality of our products and repeated marketing communications which keep reminding the end consumer that Solai Paints is the best brand out there.

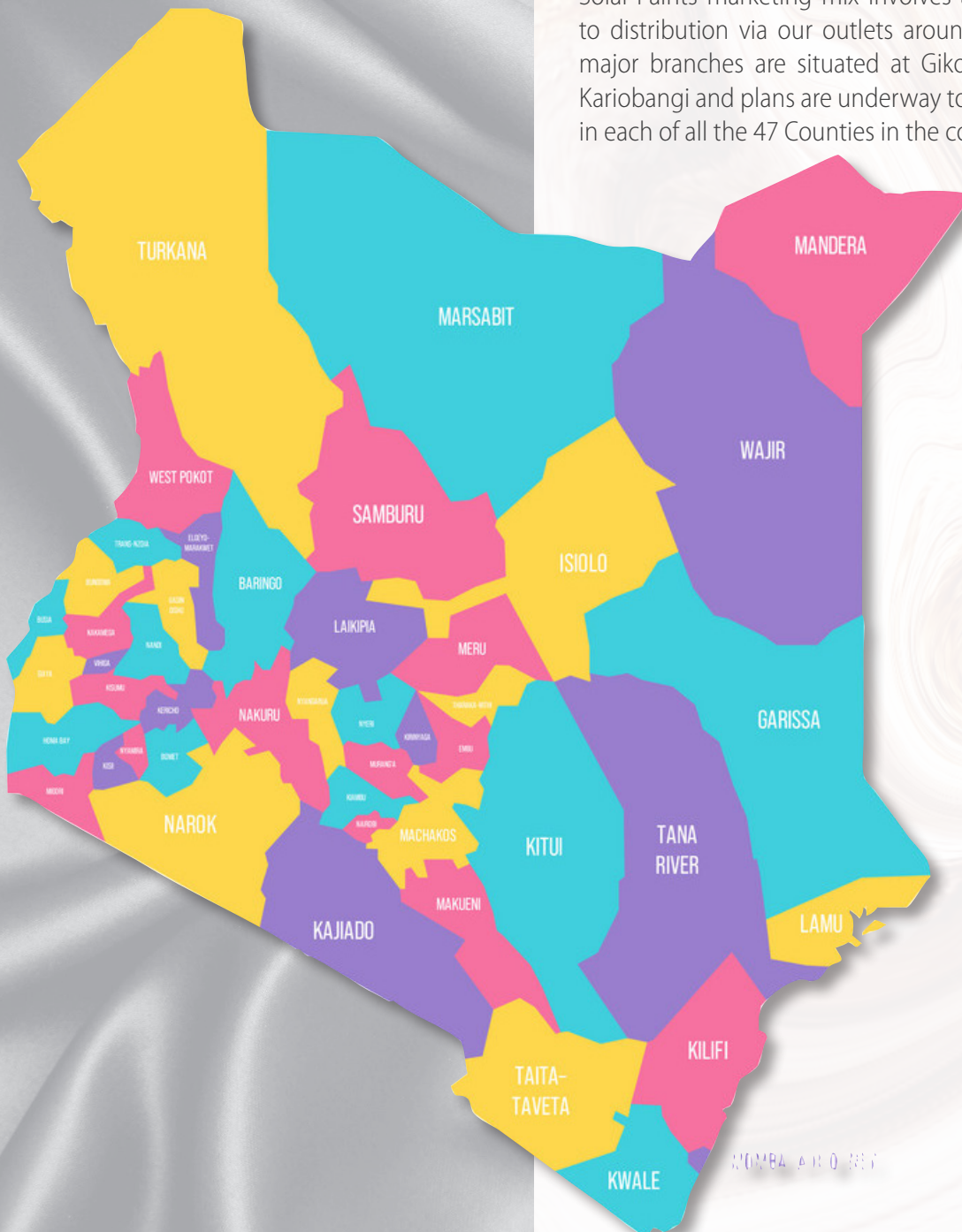
Some of the marketing avenues used are:

- Direct sales contacts with property management and county property portfolio managers
- Internet advertising
- Miscellaneous promotional techniques
- Client's testimonials
- Newspaper advertising targeting specific local buyers
- Television & radio advertisements.

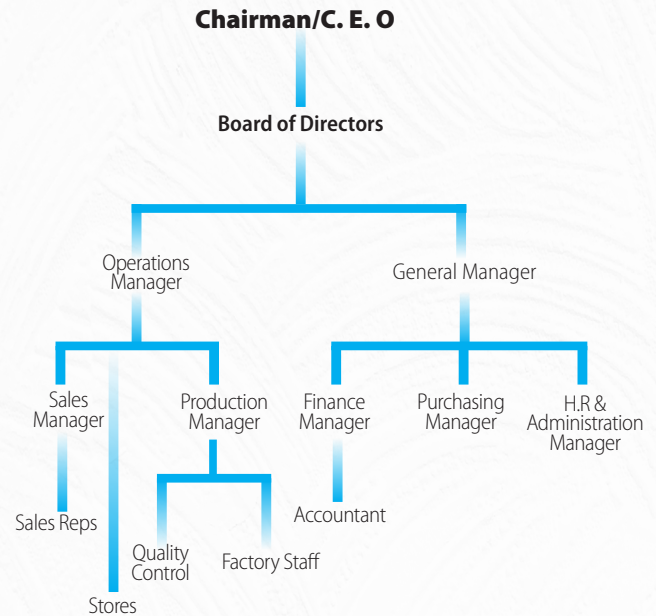
## Place

Solai Paints has spread its operations across the country and the East African Community (E.A.C.) markets. The company has a manpower that is dedicated and well organized and enables the company to harness all the available information and technology solutions in order to increase our operations efficiently.

Solai Paints marketing mix involves a holistic approach to distribution via our outlets around the country. The major branches are situated at Gikomba, Ruaraka and Kariobangi and plans are underway to set up a workshop in each of all the 47 Counties in the country.



## Organization Structure



### Chairman/C.E.O: -

- Leads the board, sets its agenda and ensures it's an effective working group as the head of the company.
- He ensures there is a good working relationship between the management & employees and sufficient time to discuss strategic issues.
- Leads the organization to success.

### General Manager: -

- Is involved in day-to-day management of the company and puts into effect the decisions and policies of the board.
- Meeting agreed goals & objectives and monitors performance reports.
- Maintains quality control and ensures the company's products are fulfilling customer needs.

### Operations Manager: -

- Overseeing the Production, Sales, and Store department
- Meeting agreed goals & objectives and monitors performance reports.
- Developing and maintaining professional relationship with new customers.
- Ensure specification & guidelines are followed.
- Implementing policies, procedures, and standards.



- Developing and maintaining research and development programs in the company.
- Any other responsibility assigned by the Chairman of the Board of Directors.

### Production Manager: -

- Plans and organizes production schedules and also overseeing production processes.
- Determines Quality Control standards.
- Organizing the repair and routine maintenance of production equipment.
- Supervises the work of junior staff.

### Purchasing Manager: -

- Forecast levels of demand for our products to meet the business needs and keeping a constant check on stock levels.
- Conducts research to ascertain the best suppliers of raw materials in terms of best value, delivery schedules and quality.
- Gives presentations about market analysis and growth.

### Finance Manager: -

- Ensures financial records are maintained in compliance with lawful and accepted procedures & policies on the corporate level.
- Developing, implementing and maintaining financial data bases as well as establishing & monitoring control procedures.
- Preparing financial statements this includes monthly and annual accounts.
- Ensures that financial reporting deadlines are met; internally and externally.

### Human Resource & Administration Manager

- Maintains law & order amongst employees which further extends to attracting, engaging and retaining top talents.
- Conducts employee recruitment showing good-faith efforts to broaden diversity;
- Identifies hiring need and develops the employee position description.



## Sales Manager

- Responsible for brand promotion and making our high quality products popular amongst the consumers.
- Meeting sales targets of the organization through effective planning and budgeting.
- Devises strategies and techniques necessary for achieving the sales targets.
- Maps potential customers and generates new markets for the organization.
- Ensures that the sales team is delivering desired results through supervision and tracking their performances.

## Competition and Market Position

Decorative paints and coatings are the options used by builders to give a building colour while protecting and maintaining the surfaces from external elements such as weather. Solai paints Limited has satisfied this consumer preference by manufacturing high quality painting products that gives us a competitive advantage in the industry.

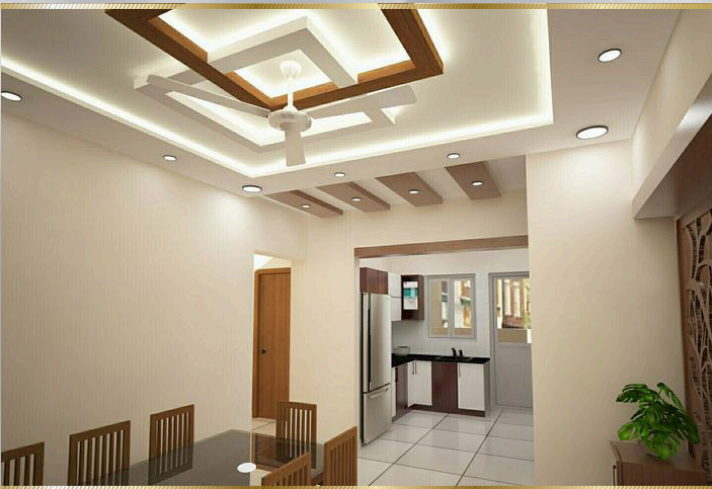
Currently there are four main players in the paints manufacturing business in Kenya: Solai Paints, Crown Paints, Basco Paints and Sadolin Paints. Our company deals with two paints markets namely: premium paints market and economy paints market.

It is our position that by changing our mix of business, competitive client pursuit and pricing practices we have been able to remain competitive and most importantly grow.

We offer our products in attractive packaging which gives our Smart Colours brand an up-market and contemporary look that denotes technology and sophistication giving us a competitive advantage.

## Epilogue

The future looks bright for Solai Paints Limited and we fully expect to be recognized in the Kenyan & African paints industry.



We will be able to achieve growth and sustain profitable operations through reputation and adherence to our most basic operating philosophies for maximum competitive advantage.

### Our Products are made for:

1. Interiors: quick drying high-quality finish
- Wall Surface Paints
  - i. Silk Vinyl Emulsion
  - ii. Acrylic Matt Emulsion
  - iii. Cover Matt Emulsion
  - iv. Matt Emulsion
  - v. Plastic Distemper

### Ceiling Paints

- i. Cover Matt Emulsion
- ii. Acrylic Matt Emulsion







## 2. Exteriors: Tough weather guard yet beautiful for exteriors.

### Ground/Floor Surface Paints

- i. Premium Floor Paint
- ii. Trade Grade Floor Paint

### Exterior Wall Paints

- i. Vinyl Matt
- ii. Acrylic Matt Emulsion
- iii. Hi-Matt Emulsion

### Roof Paints

- i. Premium Roof Paints
- ii. Trade Grade Roof Paints





### 3. Varnishes:

- i. Two Pack Varnish Gloss
- ii. Wood Seal Matt
- iii. Wood Seal Clear
- iv. Polyurethane Matt
- v. Synthetic Clear Matt
- vi. Synthetic Varnish Light Oak
- vii. Synthetic Varnish Dark Oak
- viii. Synthetic Varnish Special
- ix. Synthetic Varnish Clear
- x. Synthetic Varnish Mahogany





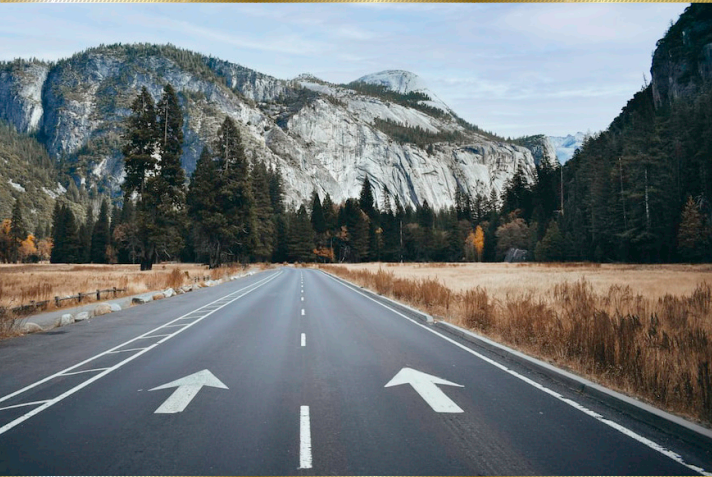
#### 4. Glues

- i. Atomic 1332 White Wood Glue
- ii. Atomic 1332 White Wood Glue (Special)
- iii. Parquet Tiles Glue
- iv. PVC Tiles Glue

#### 5. Finishes

- i. Super Nitro-Cellulose Wood Finish Clear
- ii. Wood Finish Matt
- iii. Nitro- Cellulose Wood Finish Clear (N/C)
- iv. Nitro-Cellulose Cherry, Beach, Etimo & Sapeli
- v. Sanding Sealer





## 6. Road Markers

- i. Road Marking Yellow
- ii. Road Marking Black
- iii. Road Marking White





## 7. Automotive:

- i. Auto-finish Paints

Automotive: High-Quality Auto Paints with international standards.

## 8. Gloss Paints:

- i. Gloss Premium Paint
- ii. Gloss Trade Grade
- iii. Gloss Economy Paint



## 9. Thinners

- i. 2 K Acrylic Thinner
- ii. 2 Pack Polyurethane Thinner
- iii. High Gloss Thinner
- iv. Standard Thinner
- v. Home Dry Cleaner
- vi. Mineral Turpentine



## 10. Spirits

- i. White Spirit
- ii. Methyated Spirit

- Weather Resistance: Made to withstand harsh environmental conditions.
- Durable: Easy to clean with long lasting effects.
- Eco-friendly: Made with environmentally friendly materials.





**Weather Guard Emulsion**



- ✓ Excellent UV Resistance
- ✓ Suitable for Coastal Areas
- ✓ Low Dust Retention
- ✓ Low Sheen Finish
- ✓ Colour Fastness

Available in 20, 10, 4, 1 and 1/2 Litre

**Insist on #rangiyasolai**

**Silk Vinyl Emulsion**



- ✓ Washable
- ✓ Interior finish
- ✓ Premium quality with tough finish
- ✓ Low VOCs

Available in 20, 10, 4, 1 and 1/2 Litre

**Insist on #rangiyasolai**

**Vinyl Matt Emulsion**



- ✓ Excellent hiding power
- ✓ Ease of application
- ✓ Dries to a smooth matt finish
- ✓ Quick drying
- ✓ No primer required on new or previously painted surfaces

Available in 20, 10, 4, 1 and 1/2 Litre

**Insist on #rangiyasolai**

**Hi-Matt Emulsion**



- ✓ For Interior and Exterior Finish
- ✓ Gives a good opacity on plaster, brick, stone etc.

Available in 20, 10, 4, 1 and 1/2 Litre

**Insist on #rangiyasolai**

**Acrylic Matt Emulsion**



- ✓ Interior and exterior ceiling use
- ✓ Gives a smooth matt, tough and scapable finish
- ✓ Provides a mild resistance coating

Available in 20, 10, 4, 1 and 1/2 Litre

**Insist on #rangiyasolai**

**Cover Matt Emulsion**



- ✓ Best undercoat for interior and exterior decoration
- ✓ Excellent hiding power
- ✓ Applicable on all plasters

Available in 20, 10, 4, 1 and 1/2 Litre

**Insist on #rangiyasolai**

**Matt Emulsion**



- ✓ Maximum protection on interior and exterior surfaces
- ✓ Economical with porous nature allowing new surfaces to breathe and dry easily

Available in 20, 10, 4, 1 and 1/2 Litre

**Insist on #rangiyasolai**

**Matt Emulsion**



- ✓ Maximum protection on interior and exterior surfaces
- ✓ Economical with porous nature allowing new surfaces to breathe and dry easily

Available in 20, 10, 4, 1 and 1/2 Litre

**Insist on #rangiyasolai**

**Plastic Distemper**



- ✓ For Interior and exterior decoration
- ✓ Easy to apply
- ✓ Excellent hiding power
- ✓ Can be applied directly on bricks

Available in 20, 10, 4, 1 and 1/2 Litre

**Insist on #rangiyasolai**

**Acrylic Matt Emulsion**

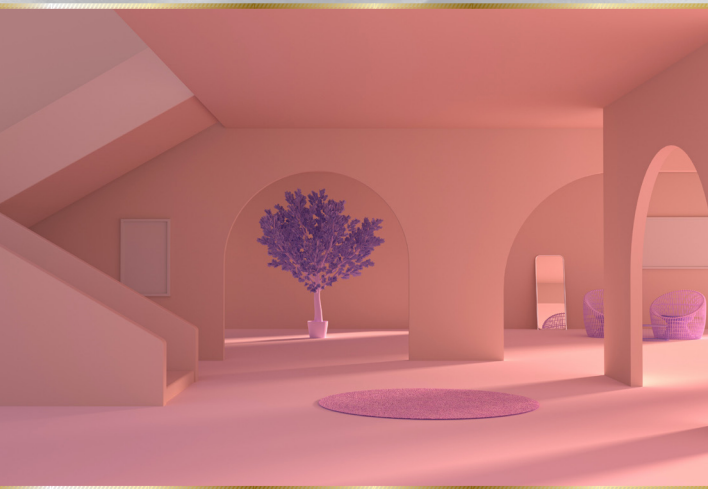


- ✓ Interior and exterior ceiling use
- ✓ Gives a smooth matt, tough and scapable finish
- ✓ Provides a mild resistance coating

Available in 20, 10, 4, 1 and 1/2 Litre

**Insist on #rangiyasolai**





**Gloss Premium Paint**



- Interior and exterior finish
- Shiny reflection
- Maximum durability
- Lead/Chromate free

Available in 20, 10, 4, 1 and 1/2 Litre

Insist on #rangiyasolai

**N/C Clear**



- Provides best shinning surface
- Good protection on wood surface
- Additional lifespan of furniture
- Best results if used after Sanding Sealer

Available in 20, 10, 4, 1 and 1/2 Litre

Insist on #rangiyasolai

**Gloss Trade Paint**



- Interior and exterior finish
- Shiny reflection
- Maximum durability
- Lead/Chromate free

Available in 20, 10, 4, 1 and 1/2 Litre

Insist on #rangiyasolai

**Sanding Sealer**



- Fast drying varnish matt
- Seals holes and cracks on wood material
- Improves wood durability

Available in 20, 10, 4, 1 and 1/2 Litre

Insist on #rangiyasolai

**Gloss Economy Paint**



- Interior and exterior finish
- Shiny reflection
- Maximum durability
- Lead/Chromate free

Available in 20, 10, 4, 1 and 1/2 Litre

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- Interior and exterior finish
- Shiny reflection
- Maximum durability
- Lead/Chromate free

Available in 20, 10, 4, 1 and 1/2 Litre

Insist on #rangiyasolai



**N/C Clear**



- Provides best staining surface
- Good protection on wood surface
- Additional lifespan of furniture
- Best results if used after Sanding Sealer

Available in 20, 10, 4, 1 and 1/2 Litre

**Insist on #rangiyasolai**

**Sanding Sealer**



- Fast drying varnish matt
- Seals holes and cracks on wood material
- Improves wood durability

Available in 20, 10, 4, 1 and 1/2 Litre

**Insist on #rangiyasolai**

**Two Pack Varnish Gloss**



- High quality interior and exterior varnish
- Provides hard and high gloss clear varnish
- Excellent adhesion and flexibility

Available in 20, 10, 4, 1 and 1/2 Litre

**Insist on #rangiyasolai**

**Synthetic Varnish**



- High quality interior and exterior varnish
- Provides hard and high gloss clear varnish
- Excellent adhesion and flexibility

Available in 20, 10, 4, 1 and 1/2 Litre

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- Provides hard and high gloss clear varnish
- Excellent adhesion and flexibility

Available in 20, 10, 4, 1 and 1/2 Litre

**Insist on #rangiyasolai**



## COMPANY PROFILE

### **Solai PAINTS LTD**

**Factory:** Colours House, Kamunde Road  
Off Outering Road, Kariobangi Light Industries  
P. O. Box 8855-00200, Nairobi, Kenya.

Tel: +254 721 992 883, +254 711 875 352,  
+254722 211 555

Hotline: +254 715 999 777

Email: [info@solaipaints.co.ke](mailto:info@solaipaints.co.ke)

Website: [www.solaipaints.co.ke](http://www.solaipaints.co.ke)

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### **Working Hours**

Mon – Sat

8:00am – 5:00pm





The home of smart colours



Eco-Friendly Paint



**Solai PAINTS LTD**  
Manufacturers of High Quality Products