

# scib Paints

## MARKET

The Egyptian paint market is one of the largest in the Middle East and is a quality conscious market which demands good quality products in general and typically rejects poor quality products. The market is in a developing stage and wants more choice in colours, products and décor unlike previously where the market focus was mainly on whites.

SCIB, along with Asian Paints, offers a wide and innovative choice of products, colours and finishes along with best in class packaging, product catalogues and promotions which have placed it at the top of its class. Its strong customer focus has made it the fastest growing paint company every year for the last six years and has rightly been chosen as the Superbrand for the third time in a row.

SCIB is one of the leading and most respected manufacturers and suppliers of paints in Egypt. SCIB has a modern equipped paint plant situated in 6th of October City and the company is ISO-9001 and 14001 certified and, in late 2009, SCIB was certified for OHSAS 18001.

The new identity for SCIB is unique and illustrates partnership, inviting and friendly, shows creativity, redefines the brand as a lifestyle rather than an industrial brand, is invigorating and energetic through shape and colour usage.

SCIB believes this project is essential for its future growth after being in the market for over 30 years and moving from one of the top ten paint companies in Egypt to one of the top three in decorative paints.

With the ongoing and continuous development that SCIB is performing in the market place, and the improvement and development in its products and solutions, SCIB deservedly earned the Super Paints Brand in Egypt for the 3rd time in a row.

SCIB has been awarded the Best Performer in Marketplace, among all Asian Paints International Units, for the last five years in a row.

SCIB is expanding its networks and has already started opening markets in Libya and established computer tinting outlets there as well. SCIB has an ambitious plan to be a major player in North Africa in the field of paints.

In order to meet the high demands in the Egyptian market as well as outside Egypt, SCIB will soon be inaugurating its new state of the art factory located in 6th October City with a production capacity of 50,000 tons per annum for the first phase only.

## ACHIEVEMENTS

SCIB has always been a step ahead of others in meeting consumers' expectations and also recognized the need for change. SCIB has changed its Corporate and Visual Identity to continue its promise in offering innovations in colours and décor to the paint market.

SCIB went through a complete change for the entire brand, the look, feel, culture and the perception to end consumers. The feedback has been very positive from the market with the new logo, packs, marketing material, outlets and communication.



## HISTORY

SCIB started as a project to "Study Construction and Industrial Buildings" which is how the name SCIB came into being in 1981. SCIB looked at various businesses, linked to coatings and chemicals for the construction industry, and focused on providing products and services needed for a large number of projects, specializing in providing professional and technical services to new projects. SCIB found it had to introduce new products and services from international markets into Egypt to meet the needs of various projects and became the Professional's choice which was reflected in its logo, identity and service. SCIB made Paints, Construction Chemicals, Water Proofing products and also brought to its customers the best products by representing several worldwide international companies. SCIB grew and set up a factory at Al Waily and became a Joint Stock Company in 1990. In 1996 the founders of SCIB partnered with Orascom Construction Industries (OCI) and formed a holding company named United Paints & Chemicals (UPC), and SCIB became a UPC company moving to a new factory at 6th of October City in 1997.

In 2002 SCIB partnered with Asian Paints, India's number one paint company and one of the top decorative paint companies in the world with a presence in 24 countries.

SCIB has been in the market for over 30 years



and continues to be a dynamic company through its fully computerized network of fourteen sales offices and warehouses all over Egypt serving over 150 exclusive ColourWorld computer tinting showrooms and over 1,500 retail outlets backed up by its team of over 400 committed employees.

## PRODUCT

### SCIB Royale

SCIB has launched a new concept to the Egyptian market.

The name speaks for itself; it's the royal touch of SCIB, the ultimate emulsion paint for your walls. Royale Emulsion is designed with state of the art Duratuff® technology that gives it even stronger and tougher durability than any other product on the market. Duratuff Technology enables this product to have never-before features such as exceptional stain resistance, excellent scrub-ability, anti-fungus and excellent single coat coverage together with a range of unique decor effects such as the innovative Royale Metallic paint, with the touch and look of metallic colours, including Golden and Silver tones.

### SCIB Glow

The all new "Glow in dark" paint by SCIB, with phosphoric features that absorb light and emit it back during dark, can be used in kids' rooms using SCIB stencils with many innovative figures.

### SCIB Neon

SCIB has launched SCIB "Neon", a premium emulsion with fluorescent colours that add a life full of innovative colours and applications.

### SCIB Aqualac

SCIB has recently launched the first, and only, water-based enamel to the Egyptian market which is a product that the market has long been waiting for.

Aqualac is one of a kind as it is non-yellowing, very quick drying, odorless and, most important, the first environment friendly water-based enamel unlike regular enamels that turn yellow a few weeks after painting, dry slowly and leave a strong, unpleasant smell for weeks.

Aqualac is available in white, and over 2,000 colours through tinting machines in SCIB outlets.

### SCIB – World of stencils

A new range of stencils by SCIB, new ideas and new themes, which are highly demanded by customers and available at ColourWorlds® and ColourCorners®. A range of stencils is now available for children's' rooms, girls and boys (racing cars and flowers), teens (Batman and playing cards) and other motifs (oriental,

modern, contemporary) to meet different styles of households.



### SCIB Lead-free

SCIB is keen on offering consumers a great shopping experience that is healthy and environment friendly, which is why SCIB is now a Lead Free Company. SCIB stopped using any raw materials that have lead as a component due to the hazardous nature of this component and only uses other materials that perform the same function.

## RECENT DEVELOPMENTS

In 2002 SCIB introduced to the market a competition called "Best Display Contest" among its dealers.

SCIB started with 60 participants seven years ago to over 500 in 2009.

The evolution from only displaying putties and economic paints during the first year to now displaying décor finished panels, colours and effects has been a great upgrade and progress for the Egyptian market. The Contest makes it a great opportunity towards achieving many strategic objectives such as: dealers renovate upkeep and improve the look and feel of shops, promote SCIB products against competition, increase sales turnover of high quality products over economic ones and ensure product availability during the painting season in Egypt. The Shop becomes more inviting for customers by creating a pleasant shopping experience that positively reflects on the shop's traffic and sales.



The variance of each year's theme and the valuable prizes and remuneration for winners are motivating factors for participants to keep participating and new clients to join the contest.

SCIB was the only paints company to advertise during all Egypt national team games in the latest 2010 Africa Cup of Nations held in Angola in January 2010. Being on air and widely viewed across the region, SCIB gains even more awareness which in the end adds to the brand value.

## PROMOTION

SCIB organizes and runs a variety of promotional activities as part of its marketing plan. This includes promotions for end consumers, applicators, contractors, consultants and trade.

Promotions include trial offers and sampling, meets and seminars to demonstrate and educate applicators on products and application practices,

training programmes and certifications for painters on new age products, extensive brochures and colour charts providing information on technical and choice related information.

SCIB also holds an intensive two-day training course for Applicators on décor finishes. The aim of the course is to educate and update Applicators with the latest, state of the art paint effects to better service their customers.

Consultants and contractors are regularly provided with technical updates. Seminars are held to introduce new products and regular detailed user guides and manuals are provided for their use.

Trade is trained to provide better information about products and to make available, based on the consumer needs in an area, the right set of products. Trade promotions are run to improve merchandising and upliftment of the shops' looks through display contests and refurbishment drives which give consumers a never before seen shopping experience.

## BRAND VALUES

SCIB is proud to offer good value for money through its wide range of products addressing all consumer needs.

SCIB will continue to bring innovative products to the market that add value to its customers and makes it clearly differentiated from competitors.

SCIB is "Your partner in home décor". The aim is to inspire people to set their creativity free and create a space that truly reflects who they are in their work and in their home.

[www.scibpaints.com](http://www.scibpaints.com)

## Things you didn't know about Scib Paints

SCIB is proud to have been painting the Homes of Egypt for over 30 years.

SCIB was first to introduce computer tinting of paints in Egypt and now has over 280 computer tinting outlets.

SCIB is an Asian Paints Group company, India's number one paint company and a top decorative paint company worldwide.

SCIB was first to introduce ready made putty to the Egyptian Market and is the number one top seller.

SCIB offers Royale Emulsion which is the ultimate Stain Resistant Paint made with Duratuff Technology.

SCIB offers a state of the art range of Décor Finishes in Egypt, available at an affordable price.

SCIB continues to be the fastest growing paint company in Egypt for the last six years.

Superbrands