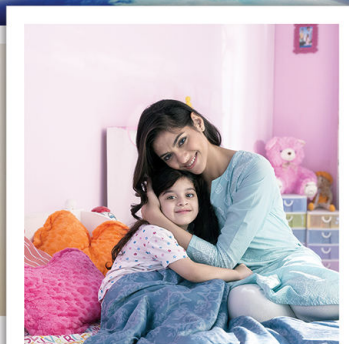


BERGER PAINTS

Trusted Worldwide



Powder Coatings



Decorative Paints



Vehicle Refinishes



Government & Marine Coatings



Automotive Paints



Printing Inks



Construction Chemicals



Adhesives



Road Safety



Industrial & Protective Coatings

Innovating **More...**
Expanding **Further...**

Company Profile

Berger was established two centuries ago and now it has grown to become one of the world's largest paints manufacturer. The history of Berger Paints in Pakistan is as old as the country itself. Berger started its operations in Pakistan in 1950 and was the first organized Paint Company to offer premium products through imports from the United Kingdom.

BERGER PAINTS PAKISTAN LTD. became a public limited company in 1974, when 49.38% of its shares were acquired by Pakistani investors, while the remaining 50.62% were held by U.K. parent company, Jenson & Nicholson Limited. Later Slotrapid Limited registered in B.V.I with diversified business interests, acquired control of Berger Paints Pakistan Limited by gaining 52.0502% shares of the company.

Berger established its first local manufacturing facility in Karachi in 1955. As the country's economic and industrial sector expanded the demand for quality paints also grew and Berger continued to make extensions in its product range to meet these requirements.

In 2006, Berger established a state of the art manufacturing facility in Lahore. With its head office now located in Lahore, Berger caters to the demands of its valued customers on a national basis.

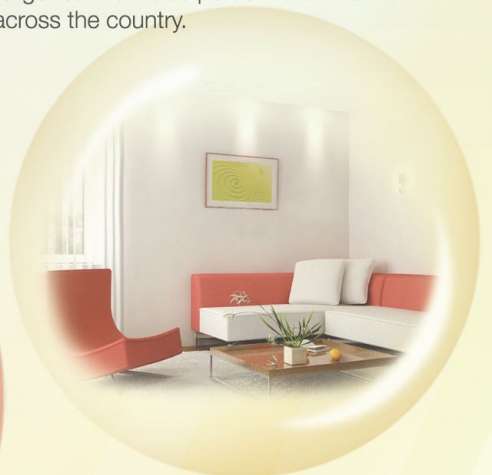
Consistent quality has always been Berger's trait. This has been the driving force in making it the leading brand name backed by premium quality across Pakistan.

Berger has the most comprehensive product range for various paint market segments at different price points. Berger has earned the admiration and trust of customers by virtue of its superior technology, product quality and a very high level of customized services.

Berger over the years has entered into a number of technical collaboration arrangements with leading international manufacturers. These include one of the the largest paint company from Japan, which enabled Berger to develop Automotive, Vehicle Refinishes and Industrial Paints conforming to international standards; a Japanese chemical company, for Bumper Paints; PCS Powders, Protech Oxyplast Belgium for Powder Coatings; DPI Sendirian Berhad, Malaysia for Road & Runway Markings and Cerachem for Construction Chemicals. In 2011, Berger acquired the distribution rights of DuPont Performance Coatings, now Axalta Coating Systems - Cromax, for Pakistan. In 2017, Berger also acquired distribution rights of another brand from Axalta Coatings by the name of Duxone for Pakistan.

Berger also operates a Resin manufacturing facility at its Lahore factory. The resin plant has high production capacity and has enabled Berger to meet its entire resin needs for the manufacturing of a wide range of quality paints. Berger was the first paint company in Pakistan to have set up its own resin production facility.

Berger has regional sales offices in Karachi, Lahore, Islamabad and Multan. A large team of sales personnel and a wide network of dealers and distributors serve customers in all urban centers across the country.



Berger Values

Integrity

Integrity is a virtue which means that a person is responsible, Confidentiality and Accountability are core aspects of integrity.

Humility

Humility in the workplace encompasses respect, kindness, listening to the opinions of others, showing empathy, ability to learn and be open to new ideas.

Open & Candid Communication

Employees are encouraged to share their thoughts and concerns without any hesitation. Be able to positively contribute in bringing new ideas/ out of the box thinking to ongoing systems/ norms of the Company.

Teamwork

Working together cohesively towards a common goal with a synergetic approach, Unity is essential for successfu teamwork.

“When ordinary people rise above the expectations and seize the opportunity those milestones truly are reached.”

BERGER BUSINESS LINES

- Decorative Business
- Automotive Business
- Powder Coatings
- General Industrial Finishes
- Projects & Institutions
- Protective Coatings
- Vehicle Refinishes Business
- Road Safety
- Government & Marine
- Construction Chemicals
- Adhesives
- Printing Inks





Since 1950



For Free Color Advisory

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