

A new coat of paint for the Paint Industry

The Paint Industry has emerged triumphant from its declining growth rate and has come up with groundbreaking products both in industrial and lifestyle segments. Through the years, the paint industry has explored innovative realms to give its consumers the best experience. All the paint majors across the country have tie-ups with global paint leaders for technical know-how.

Giving the consumer The View

As the paint industry moves towards 2010, it has invented for itself a plethora of innovative ways on which it hopes to chart a growth trend. The first of these innovations aims at providing a consumer a view of what he can expect after getting his house painted. With changing lifestyles, the decorative paint industry is also coming up with innovative ideas, various shades and textures.

The campaign by Berger Paints, 'Paint your imagination', for instance, is no more a slogan; the endeavor to actually paint the house following the mind's eye has been made possible by the company by coming up with a new software which allows one to actually view the walls of one's house in different hues. Experts are appointed to assist consumers in helping them to give the professional touch on the wall and the smile on the consumers face. Berger

Paint industry is no more limited to the conventional methods. Innovations like 'Illusions' are a result of the research and development practices that are carried on over a period of time. This offering refers to an innovative, designer paint finish applied to walls in distinct patterns by specially trained 'illusion artists', using internationally designed tools and techniques. With a wide range of patterns and shades, this provides for the home a whole new lifestyle. These shades not only represent nature's grandeur but also explore the ultimate boundaries of human imagination.

We KID you not

Children are the buzzword in industry today as it re-

invents methods of catching their imagination. The paint industry has also geared up to fulfill expectations of children. The spotlight has now moved to the child segment making way for products like 'Galaxy'. This product enables children to get the celestial world painted in their very own room. At night when the lights are off a glowing galaxy of stars can be seen on the ceiling. Though the focus, for the product, was on the children, it actually made way to all the hearts and has become popular amongst all age groups.

In addition, we have taken a step forward after the launch of Galaxy for children with an exclusive tie-up with Cartoon Network Enterprises, and have

launched a product called 'Kidz'. The association will help children paint the walls of their rooms with their favorite cartoon characters - Rock Star-Jhonny Bravo, Gadget Guru - Dexter's and Whimsy - Powerpuff Girls. This new Lewis Berger range is a complete fun activity for the frivolous kids of this generation. This concept is targeted to appeal especially to the children who are increasingly becoming opinion leaders in brand selection and they more often than not act as opinion leaders in totally unrelated categories.

Making it fun

The third important innovation made by the paint industry is to make painting a family job. Painting a house was always conceived to be a tedious job with a lot of monotony associated with it. The paint

industry is planning to get consumers to shrug off this idea by making painting a pleasurable and enjoyable job for the whole family. This concept which is so prevalent in the west is slowly but steadily catching on within our country.

The future looks bright for the paint industry. As we approach 2010, innovative marketing ideas are going to be the buzzwords. The trend in a nutshell would be to reach out to the consumer. And I sincerely believe that the paint industry is geared up to do just that.

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ABHIJIT ROY
SR. GM (MARKETING)
BERGER PAINTS (INDIA) LTD.