



ucts for the oil industry were imported to Jamaica from British Paints, which at the time, owned Berger Paints India. There are three sister companies in the Caribbean group: Barbados, Jamaica and Trinidad/Tobago. Berger Paints Trinidad Limited was incorporated in 1967, and began manufacturing its own product line of paints and coatings. Today, Berger International Ltd., the parent company, is owned by Asian Paints Ltd., an Indian chemicals company, which operates in 18 countries, worldwide, and is headquartered in Mumbai.

According to Omawatie Birbal, General Manager of Berger Paints Trinidad, the company's founding coincided with the island's transition from whitewashed, earthen houses to wooden structures that required not only more colorful coatings, but products that offered greater surface protection to homes and buildings against harsh weather conditions of the Caribbean region. Today, Berger's products are widely distributed across an extensive network of color shops

and hardware stores. Together, the three Berger Paint companies, with their 250 permanent employees, export to all neighboring islands and as far as Suriname in South America, and Belize in Central America.

Birbal says that competition is stiff among local and imported brands. However Berger Trinidad has several significant advantages over its competitors, including being owned by a global paint entity, which provides access to dedicated research and technology in the industry, consolidated raw material purchases, efficient management systems, and access to the highest quality raw materials; all working to provide consumers with premium quality products at affordable prices.

Birbal continues: "We offer a wide range of products to meet the needs of every customer; from economy to premium, to ultra-premium. We have coatings for light and heavy-duty industrial protective coatings, high heat, low heat, water products, and solvent-based products; so basically, we can serve every customer's