



in different colors. Then you can make up your mind which of the color shades you want to go with. It makes it easier for consumers to choose colors. We're also branching off, right now, into tinted colors. Before, you would have a color that was made in the factory so you were limited to the number of shades. Now with tinting, a customer has many more colors to choose from.

"We also have the Berger Caribbean Facebook page which is a regional integrated page that provides paint and color solutions. So, say, for instance, you have a wall that's peeling. You can send us a picture of it: 'This is my problem, how can I treat it?' And we will tell you what to do to prevent peeling from happening. You want to paint a new wall: 'What do I do?' you ask us. We tell you how to treat it, how to deal with it. You get the finish that you want, the color that you want, and the quality that you want."

In addition, Birbal says that the Trinidad factory is adding new technologies to its processing systems in order to improve capacity and speed up its delivery capabilities. "We have a customer relationship management system that we have launched internally and we are expanding to dealers this year, so that they can order online. As soon as you order, you'll get your order with-

in 24 hours," she says.

Berger Paints Trinidad, Limited has been a household name in the Caribbean for 60 years, and is known throughout the islands for its quality products and its high level of service. With a wide range of decorative and industrial products, including an extensive array of household paints, as well as primers, stains and varnishes, furniture finishes, wood preservatives, marking paints, enamels, and light and heavy duty industrial finishes, the company guarantees that its customers will be supplied with the right options for any kind of painting job.

## PREFERRED VENDORS

**Highlander Trading Corp.** - [www.hightrade.com](http://www.hightrade.com)

**Crown Packaging Trinidad Ltd.** -  
[dcamacho@crownttrinidad.com](mailto:dcamacho@crownttrinidad.com)



**INNOVATIVE PACKAGING TO ENHANCE BRANDS AND ENGAGE CONSUMERS**

**PERPETUAL PROGRESS**  
CROWN PUBLISHES ITS THIRD SUSTAINABILITY REPORT

Here at Crown, we are passionate about helping our customers build their brands here in the Caribbean and connect with consumers around the world.

**Aerosol Cans | Beverage Packaging | Closures & Capping**  
**Food Cans | Speciality Packaging**

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