

New look reflects evolution of UAE paint industry

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A senior executive from one of the oldest paint companies in the UAE says the industry must focus its efforts on becoming more integrated and sustainable.

In response to the changing face of the market, one of the most established paint companies in the UAE, Al Gurg Leigh's Paints (AGLP), is re-aligning its operations.

After more than 20 years AGLP has launched a bold new look to reflect its commitment to creating a more environmentally-friendly future and will be known as AGP (Al Gurg Paints).

Sunil Gudur, Chief Manager, Al Gurg Leigh's Paints.

The new corporate image is designed to reflect the rapid growth of the company and its commitment to build a more sustainable future with an updated look that marks the biggest change in the company's visual identity to date.

'There has never been a more important time to re-focus and drive our operations forward. The most dramatic change in the industry has been the focus on more environmentally-friendly solutions, and I am proud that AGP is at the forefront of these developments. Our new identity and operations will more clearly reflect that change.'

said Sunil Gudur, Chief Manager, AGP.

The first paint company in the UAE to become members of the United States Green Building Council (USGBC), AGP signaled its intention to adopt 'green' policies for becoming an environmentally-friendly paint company.

According to Gudur the change signifies reinvention, in that like its parent company, Easa Saleh Al Gurg Group - which has over 130 internationally-recognised brands - AGP also needed to reflect the fact that, while it has renowned global brands like Dulux and Leigh's, it continues to be a local organisation.

Building its business on sustainable practices, AGP continues to set its sights high, proving that corporations can be a force for change by playing a leading role in adopting initiatives which are helping the company reduce its environmental impact.

'Leigh's at times communicated a restricted view of the offerings. Leigh's has always been a significant player in the protective coating segment, but AGP also caters to the equally

important decorative coatings segment,' added Gudur.

Additionally, the homegrown brand 'Oasis' has long been a meaningful player in the UAE market and contributing significantly to the industrial and multi-colour niche markets.

AGP is the sole manufacturer and distributor of ICI Dulux, its own Oasis brand and Leigh's Paints. AGP operates its own research and development laboratories, a host of Dulux Decorator Centres throughout the UAE and is one of the leading industrial paint contractors in the region working on iconic projects including Dubai Mall, Burj Al Arab and Maktoum Bridge.

{ AME Info }