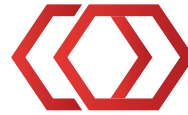


# COMPANY PROFILE 2020

**Aura Premium Paints**



Colours for life...

**Quality Manufacturers of:**

**Wall Master**

**Decorative, Industrial  
& Automotive Paints**

**Gypsum Skimming Filler**

**Grout**



*"Inspiring people's lives through  
paint innovations"*

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## Introduction

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We are a **paint manufacturing company** for **Industrial, Decorative** and **Automotive** paints.

The company is dedicated to meeting market demand by delivering **excellent , quality paint** and **paint products**. Our brand name is **Aura Premium Paints**. Since establishment over the decade, the company has had a tremendous growth over the period in operations.

Our endeavor is to be a leading manufacturer through **quality assurance** and **affordable products** in the market through **pricing** and **product availability**.

This is enhanced by vigorous marketing activities and **brand visibility** to increase **product knowledge** and **awareness**.

In addition, our special **product formulae** places us on the upper competitive edge to match our **end products** with the **world class products**.

Sourcing our **raw materials** from the major suppliers around the world such as **Akzonobel** in **Europe** gives a **competitive advantage** to **yield world class product**.



Our Business operates **Quality Control Assurance** systems that exceeds the required standards. To maintain **consistency**, we **analyze raw materials, monitor products** through the **manufacturing process** and **apply application control measures** to ensure **Quality Assurance**.

We embrace Quality Control Assurance systems in order to optimize our **performance, standards** and **conformity**.





## Vision Statement

- To be a leading paint manufacturing company, interior/exterior décor and painting services.
- To constantly focus on innovating new paint products in the market

Through our **commitment** to **research and development Roadmap**, we continually provide **superior quality** in **products** and **innovation**.

We endeavor to **inspire** people's lives through "**colours for life...**" by sharing our **life skills** and **experience** hence creating **job opportunities**.

Therefore, **Aura Premium Paints** as a trusted brand, is a leader in residential and commercial coatings, delivering the **latest technologies** and **operational advancements** through its strong **portfolio of brands**.





## Mission Statement



In our company, we believe in **“Perfection our pride”** by providing our clients with the right and quality products and services.

## Values

Our guiding principles are **integrity, honesty** and above all **service with diligence**.

Our customers are **government agencies, NGO's, building contractors, general contractors, concrete subcontractors, builders association, housing cooperatives, development agencies, Civil engineers, architects, land lords** and **individuals**.

Our business has also made a **long term commitment** to the **paint industry**, as such, we are careful about the **health** of our **employees**, our **neighbours** and our **ecology**, locally and globally.

During the manufacture of our products, care is taken to abide by the **local energy** and **effluent controls**, those current and those expected in the future, both locally and nationally.

**We have made significant investments into effluent treatment systems and energy efficient manufacturing systems and we work with governments to ensure compliance.**



## Our Products & Services

### Our Services

Dedicated to meeting client **expectations** by delivering **excellent service** and **quality craftsmanship**, we do everything from **quick clean-up jobs** to **detail-oriented high-end projects**, **single rooms** to **whole buildings**. We also offer **rental repaints** of **offices** and **living spaces**.

We always listen carefully to our client's particular **needs** and **desires**, working with them right from the beginning to make sure we understand and can meet all **agreed-upon specifications** and **expectations**.

Once we understand their needs, we advise on the best way to get the job done and get to work putting a **well-conceived** and **coordinated plan** into action. We also continue to communicate with the clients during all **phases** of the project, keeping them informed of job progress overall and on a **day-to-day basis**.

### Our Products

01

**Covermatt Plus Emulsion** - High quality undercoat with a great opacity, hide and coverage.

02

**Vinyl Matt Emulsion** - It's a premium grade matt emulsion finish suitable for interior use.

03

**Silk Vinyl Emulsion** - A premium quality silk emulsion for interior use for walls. It provides a washable silk sheen finish, fast drying, excellent colour retention and opacity.

04

**Weather Guard Emulsion** - An excellent paint for exterior use with superior high build formula for extreme hide and coverage.

05

**Tough Rock Wall Master** - The toughest textured paint with a life lasting pattern. It's an ultimate weather resistant paint.

06

**Super Gloss** - High quality Alkyd gloss paint for best colour retention and durability. Manufactured for interior and exterior surfaces.

07

**Wood Care Products** - Sanding Sealer, Nitro-cellulose Clear, Two Pack. A range of wood care products for best results and durability.

08

**Automotive Products** - High quality Nitro-cellulose based paint for all your automotive needs.



## Organizational Structure

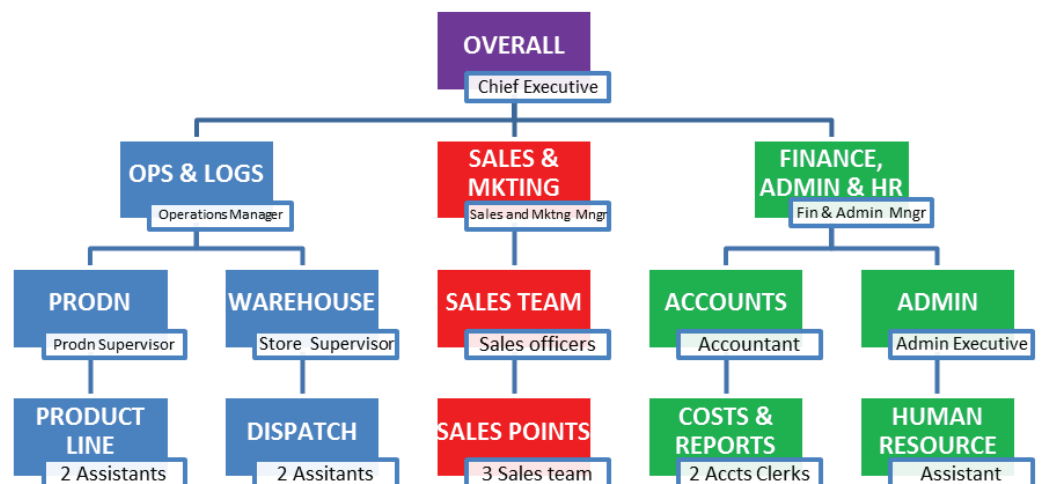


### Our Management Team

The business is driven by our team, who have collectively accumulated many years of **work experience** in the **paint, administrative and construction industry**.

They are involved in the **business development, procurement, project management** and **administration** of the company.

Our people are crucial in the **delivery of services** and **solutions** to our clients. In order to ensure that everybody is equipped with the right skills, knowledge and attitude, a comprehensive **training programme** is put in place to constantly **upgrade** our people in **technical** and **management skills**.



The Management team **proactively** gathers **feedback**, identifies changes in the **business environment**, reviews work processes and communicates **key learning areas** and company policy to all staff at our regular meetings.

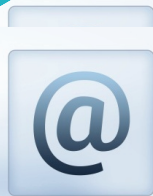
We believe firmly in providing the **right training, accredited certification** and **practical knowledge** for **our people**, in order for them to execute their **duties** and **responsibilities** confidently.

Our aim is to stay **relevant** to the **ever changing** market place and client's requirements.

# Aura Premium Paints



Colours for life...



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## CONTACT US



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### Contact Us



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