

# Colors of Possibilities

Back in the 90s, the color off-white seemed to be the national color for painting the interior of homes. While that had the certain advantage of removing any scope of superiority complex, it also made all the homes look the same, or in other words, monotonous. The scenario was not in keeping with a famous quote of Pablo Picasso, "Every child is an artist. The problem is how to remain an artist once we grow up."

But everything changed when Robbialac made Pablo Picasso happy by giving the people of Bangladesh the perfect tool to remain an artist even after growing up. Robbialac was the first paint brand to show people the trend of painting different rooms with different paints, and none of them were off-white, which was a remarkable break from the monotony of normalcy back then. By showing the famous TVC revolving around

Shimul and Chaiti, Robbialac innovated the way people painted their homes. All of a sudden, people felt that they needed the color of particular rooms to reflect their taste and personality, and not even once did they know that the thought process started off with Robbialac. Some can even conclude that this was the inspiration for the hit movie 'Inception'.

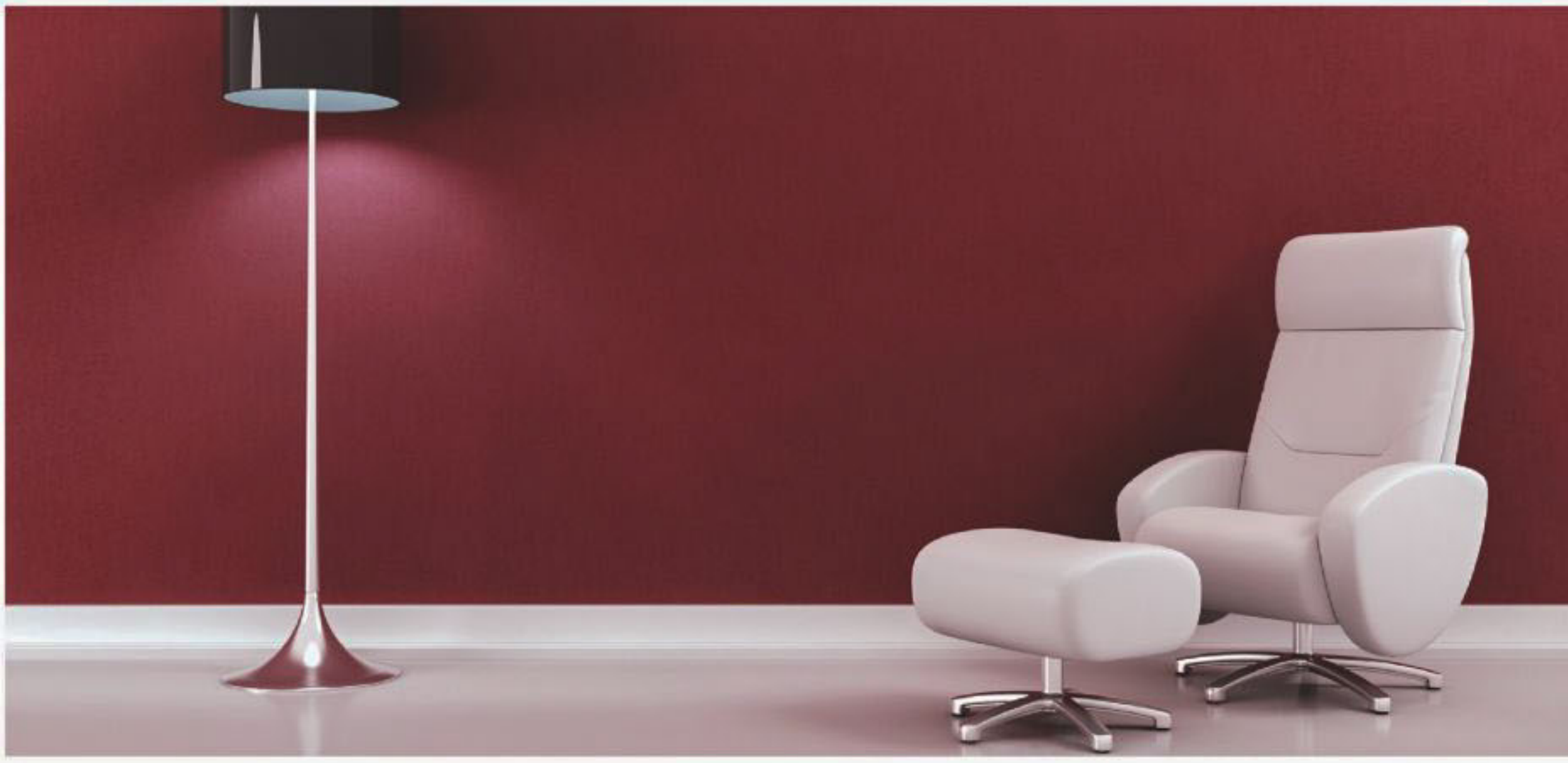
Not content with introducing a new trend in Bangladesh, Robbialac was also the first to implement Color Bank technology, a unique collection of colors that could satisfy even the most ardent artists of sorts. The introduction of such a unique idea resulted in a spike in sales of Robbialac simply because it offered people a range of choice and not be limited to a shade card or someone's opinion.

Robbialac was the highest selling brand in Bangladesh, generating an exorbitant amount of revenue each year. Most of it was funneled into research and other innovations to delight the experience of painting among existing and future customers of Berger. Every variant of Robbialac, from plastic paint, enamel paint, putty, sealer and distemper, enjoyed the preference of being the first brand to come to mind whenever the word 'paint' was heard.

Because of their continued introduction of different innovation, Robbialac was not only a brand that advertised to sell its product, but was also synonymous to the generation where advertisements were always seen through the heart, not the brain.

Moreover, as a brand that has been inducted into the culture of Bangladesh since its inception, no pun intended, Robbialac has been contributing to the society through its corporate responsibility activities. Activities such as painting old homes to reinvigorate the souls of elderly people to distributing blankets in winter in the northern part of Bangladesh, where winter hits the hardest, Robbialac has been more than a brand. It has been an umbrella by taking care of the people of Bangladesh, teaching them new trends and empowering them with more choices.

That's Robbialac, synonymous to color for decades before and decades to come.



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## ভেজা বেগুনির আস্কারাতে স্মৃতির হারায় ভালোবাসাতে

রঙ মানে জীবনের উচ্চাস, রঙ মানে স্মৃতির আকাশ। জীবনের সেই  
রঙগুলো রবিয়্যালাক পেইন্ট-এর ম্যাজিকাল টাচ-এ বছরের পর  
বছর ঘিরে থাক আপনাকে।

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