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Adopt ADVANCED TECHNOLOGY

The growth of the paint industry in Bangladesh primarily stems from the country's advancements in construction and housing sectors.

The Bangladeshi paint market is poised for steady growth. The country consumes approximately 180,000 tons of paint annually due to rapid urbanization. However, the COVID-19 pandemic and subsequent economic downturn have significantly impacted the housing and construction sectors. Over the past four years, these sectors have faced notable challenges, affecting the paint industry's growth trajectory.

Nevertheless, there are prospects for further development in this sector. Currently, Bangladesh has an average per capita paint consumption of only 1.1 kg, compared to 4.2 kg in India and around 9 kg in China, indicating ample room for growth in paint usage in Bangladesh.

The prestigious Padma Bridge project highlights Rainbow Paints' contribution as a supplier of road marking paint. This year,

we participated in the construction of the Elevated Expressway, successfully supplying the necessary road marking colors.

Over the past four decades, the paint industry has undergone significant transformation through the adoption of advanced technology and environmentally-friendly formulations. Innovations such as high-durability coatings, radiation-curable coatings, and powder coating technologies have contributed significantly to environmental sustainability.

Rainbow Paints now offers more than 90 different products. Our range includes decorative paints, automotive coatings, and marine coatings, among others. Some of our products are entirely locally manufactured, such as spray paints, paint brushes, and rollers.

Local companies are vital for the economic growth and development of the country. In the Bangladeshi paint industry, local and multinational companies operate under the same supplementary duty structure. We hope the government will prioritize and support the local industry.

BOOSTING infrastructure supports paint industry

The paint industry in Bangladesh thrives due to a fast-growing set of consumers who are willing to experiment and explore new things. These innovation-friendly consumers embrace new products and technologies. The presence of numerous multinational companies across different industries also enhances access to and acceptance of cutting-edge technology and advanced products. Overall, the synergy between exploring and experimental consumers and the robust presence of global companies creates a dynamic and growing paint market in Bangladesh.

However, the paint industry in Bangladesh has a few vulnerabilities. One of them is its susceptibility to global turbulence due to its smaller size, which can disrupt supply chains and affect the availability of raw materials. Additionally, high dependency on imports makes the industry vulnerable to currency fluctuations.

To deliver robust growth in Bangladesh's

paint industry, the government should support the construction industry. By investing in infrastructure projects and housing developments, demand for paint products will naturally increase. Additionally, controlling inflation is crucial, as paint is not a necessity. Keeping inflation in check

Keeping inflation in check will maintain consumers' purchasing power, encouraging them to spend on paints.

will maintain consumers' purchasing power, encouraging them to spend on paints. Strategic government support and friendly policies for the construction industry and economic governance are key to fostering sustainable growth in this sector.

The art of CHOOSING COLOUR



look. Small rooms may also benefit from a lighter touch like soft blues, greens, and lavenders to appear bigger.

Choose a Colour Scheme

This entails selecting a colour palette for each room to establish the desired mood. Your options include:

Monochromatic: Variations of a single colour

Complementary: Colours that oppose each other

Analogous: Colours next to each other on the color wheel, like green, blue, and blue-green

Start by choosing a dominant colour to set the main tone for each room, depending on how you plan to use it. Once you've selected your dominant colour, it's time to pick two complementary colours to add depth to each room. For example, if you choose

blue as your dominant colour, you can then pair it with two lighter or darker tones such as sky blue and azure. We recommend using your dominant colour for approximately 60% of the room, the supporting colour for 30%, and an accent colour for 10% to balance all the colours together.

Choose Trim and Accent Colours

In painting terminology, an accent refers to a single element painted in a bold colour to stand out and draw attention to a specific place or fixture in the room. This can include a single wall, often referred to as an "accent wall," a piece of furniture, or a distinctive architectural feature like a fireplace or an arched doorway.

Trim, on the other hand, refers to the decorative woodwork that frames windows, doors, and floors, including baseboards that run along the bottom of walls. You can apply various colours to trim, but there are still rules to consider. Trim is typically painted in a colour that contrasts with the main colour to add visual interest to the room. Common trim colours include crisp white or a shade slightly lighter or darker than the main wall colour.

SARAH SHAKHWAT HOSAIN

First, Pick Your Style


Think about the styles you like and how you want each room to feel. Different colors can evoke different emotions. Purple is historically linked to royalty, whereas greens and blues are known for their calming effect.

Also, consider the architectural style of your home. A modern, minimalist design may benefit from clean lines and neutral tones like whites, greys, and blacks. But Victorian or rustic-style homes may call for intense darker paints like burgundy or forest green.


Consider the Room's Purpose

Think about what you'll do in each room before choosing paint colours. Use soft colours like light blue or soft green for bedrooms to help you relax and sleep peacefully, and choose warm colours like yellow and red for rooms where you might be active - like kitchens and study/gym rooms.

The architectural style of a room may also influence your choices. Rooms with high ceilings will require a darker colour near the ceiling and a lighter one on the lower walls to create a cozy yet spacious




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