



# SUPERBRANDS SPECIAL 2025

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## 250 Years of Colour Berger Paints Bangladesh Limited

**Berger Paints Bangladesh Limited (BPBL) is the nation's undisputed leader in the paint industry, backed by more than 250 years of global heritage and 55 years of local presence. Originating in 1760 with the invention of Prussian Blue pigment, Berger has become a trusted household name in Bangladesh since starting local manufacturing in Chittagong in 1970.**

Guided by its values of Respect, Integrity, Commitment, and Excellence, Berger Paints Bangladesh Limited (BPBL) consistently redefines home and industrial transformation. With its diverse product portfolio, end-to-end services such as Berger Design Studio, and a network of more than 13,000 trained painters, including women painters, Berger has established itself as a symbol of trust, innovation, and sustainability.

### DEFINING ACHIEVEMENTS

Berger Paints Bangladesh has achieved numerous milestones, but its greatest recognition is being named a Superbrand, a title reserved for brands that provide both emotional and physical value to consumers and are seen as premium choices. This recognition highlights Berger's enduring legacy of innovation,

has pioneered industry-first solutions such as EcoCoat, the eco-friendly air-purifying paint, and Colour Bank, which revolutionised consumer choice.

Berger also goes beyond selling paints by offering one-stop home transformation through the Berger Design Studio and Express Painting Service. Its 38 Experience Zones across the country and 24/7 Call Centre ensure that consumers receive expert guidance and seamless service nationwide.

Community empowerment is another defining feature. The Berger Training Institute trains more than 3,000 painters annually, building a skilled workforce of over 13,000 applicators. Importantly, this includes women painters through FPS, the first initiative of its kind in Bangladesh, which empowers women while delivering



**Female painter at work**



friendly products. Berger anticipated this shift with EcoCoat to combat air pollution, Breathe Easy ViraCare with low-VOC technology for cleaner indoor environments, and One Coat Emulsion to simplify the painting process. These products respond to growing expectations for solutions that combine beauty, convenience, and environmental responsibility.

Consumers today demand complete lifestyle solutions rather than stand-alone paint products. The launch of the Berger Design Studio in 2024 positioned the company as a pioneer in comprehensive interior design services, reflecting a broader shift where painting is seen as part of holistic home transformation.

While economic volatility poses challenges, strong opportunities remain in eco-friendly product development, digital engagement, and green manufacturing. Berger's consistent innovation and service focus place it in a strong position to capitalise on these trends.

### FUTURE PLANS

Berger Paints Bangladesh is focused on driving innovation, sustainability, and community development. The company will expand its eco-friendly product lines, led by EcoCoat, and introduce premium finishes such as Luxury Super Silk – Super Glossy Finish for interiors and WeatherCoat Supreme Plus, offering up to 15 years of exterior protection.

To meet growing demand, Berger is building a state-of-the-art third factory at the National Special Economic Zone, Mirsarai, boosting capacity and reinforcing market leadership.

Future strategies include expanding the Female Painting Service to empower women, enhancing the Berger Design Studio as a lifestyle hub, and deepening involvement in city beautification projects that promote national pride and community well-being. Berger remains committed to sustaining its legacy as Bangladesh's most trusted and preferred paint brand.

consumer trust, and industry leadership.

A landmark innovation is EcoCoat, Bangladesh's first eco-friendly paint. Designed to absorb up to 90 percent of greenhouse gases such as carbon dioxide and methane, EcoCoat enhances both aesthetics and sustainability. This achievement earned Berger the SDG Brand Champion Award EcoCoat, affirming its ability to combine business growth with environmental responsibility.

Beyond financial milestones, Berger's social contributions—such as empowering women through the Female Painting Service (FPS), supporting autistic children since 2009, and nurturing talent through BYPAC and BAEA—reflect a broader vision of success that blends commercial leadership with societal progress.

### WHAT SETS BERGER APART

Berger Paints Bangladesh stands out through its blend of innovation, service excellence, and social impact. The company

professional painting services.

Marketing innovation further sets Berger apart. Its campaigns resonate deeply with local culture and consumer concerns. The "Toxic Relationship with Damp Walls" campaign reframed dampness as a health risk rather than a cosmetic flaw, while the "Colours of Emotion" campaign marked World Mental Health Day by showcasing the role of colour in emotional well-being. These campaigns reinforce Berger's position as a brand that uplifts lives, not just walls.

### PERCEPTION OF THE CURRENT MARKET SITUATION

The Bangladeshi paint industry is shaped by both challenges and opportunities. Despite macroeconomic pressures, Berger achieved 8.44 percent revenue growth in FY 2024-25, reflecting the brand's strength and consumer trust.

Market trends indicate a rising demand for sustainable, durable, and health-