



ASM FAISAL,
Business Head, Rainbow Paints

As demand moves from individual cans of paint to full-service expertise, customers want one provider to manage waterproofing, damp-proofing, and painting. Our Insta Painting Solution bridges this gap, offering a seamless, single-source solution for any project.

SHIFTING FROM COLOUR TO SOLUTIONS

As Bangladesh's paint industry continues to expand alongside the country's construction and housing sectors, consumer expectations are evolving beyond colour and aesthetics. Homeowners are increasingly prioritising durability, weather protection, damp resistance and complete painting solutions. ASM Faisal, Business Head of Rainbow Paints, speaks with The Daily Star (TDS) about changing customer preferences, industry challenges, localisation efforts and the future of Bangladesh's paint market.

The Daily Star (TDS): Over the past few years, what is the biggest shift you have observed in customer behaviour within Bangladesh's paint market?

ASM Faisal (ASFM): Previously, customers primarily focused on colour when purchasing paint. Today, that has changed significantly. Consumers are now looking for solutions alongside colour. They are paying much greater attention to product quality and durability. One of the biggest concerns for homeowners is dampness. Damp walls have become a major issue across Bangladesh. As a result, customers increasingly want products that can solve these problems rather than simply improve appearance.

TDS: How has Rainbow Paints responded to this change?

ASFM: We have increased our focus on specialised products. For exterior applications, we have developed products that provide more than ten years of weather resistance. For interior applications, we have introduced damp-proof solutions designed to tackle moisture-related issues. At the same time, we continue investing in innovation and product development by closely monitoring the challenges customers face and designing products that address those needs.

TDS: How would you describe Bangladesh's paint industry in terms of market size and future potential?

ASFM: Bangladesh's paint industry has strong growth potential because the country itself is developing rapidly.

The annual market size is currently around Tk 6,500 crore. Historically, the industry has maintained a compound annual growth rate of approximately 10 to 12 per cent. Although the sector experienced negative growth last year, we expect recovery from this year onwards. By 2030, we believe the market could reach around Tk 10,000 crore.

TDS: What are the biggest challenges facing paint manufacturers today?

ASFM: Inflation and import dependency are currently among the most significant challenges. Paint manufacturing depends heavily on chemical raw materials, and Bangladesh's backward linkage industries are not yet sufficiently developed. As a result, we remain highly dependent on imported raw materials. Currency depreciation and global inflation have had a particularly strong impact on solvent-based paints.

We are trying to remain competitive through supply chain efficiency, operational excellence and innovation. However, unless Bangladesh can strengthen local production of key raw materials, the industry may face even greater challenges in the future. We have already begun producing certain

materials such as calcium carbonate and are working on emulsions, alkyd resins and other backward integration projects. However, more industry-wide investment is necessary.

TDS: How are you managing rising costs while remaining customer-focused?

ASFM: We have tried to absorb as much of the cost pressure as possible. While some raw material costs have increased by between 20 and 100 per cent, we have not transferred those increases directly to customers. Through operational efficiencies and supply chain improvements, we have limited customer price increases to affordable range.

TDS: How do your products cater to different customer segments?

ASFM: Affordability remains a key consideration. For premium customers, we offer our Feather Silk range. In the mid-range segment, we have Acroplast, while SPD Distemper serves the economy segment. We are also introducing premium effects such as marble finishes, fluorescent effects and other decorative coatings targeted at the premium segment.

TDS: What innovations is Rainbow Paints investing in today?

ASFM: We are focusing heavily on sustainable paint and coatings, where we see substantial growth opportunities. Another major focus area is industrial coatings. Bangladesh remains heavily dependent on imported paint products. We want to localise this segment and become a leading manufacturer.

TDS: Beyond selling paint, what value-added services are becoming increasingly important?

ASFM: Customers now want complete solutions rather than individual products. They want one provider to handle waterproofing, damp-proofing, floor treatment, wall treatment and painting services. To address this need, we have introduced Insta Painting Solution, which provides customers with a complete painting service. Through a single phone call, customers can receive professional painting support without the hassle of managing the entire process themselves.

TDS: What is your long-term vision for Rainbow Paints?

ASFM: Rainbow Paints is a Bangladeshi company, and we believe local brands should play a leading role in the industry. Over the next five to seven years, our goal is to become one of the country's leading paint brands by offering high-quality products at affordable prices while providing complete customer solutions.

Interview conducted by Farhan Musfique



ARE YOU HIRING FOR A PAINT JOB?

ADRIN SARWAR

If you've ever hired a professional painter, you know the drill, the handshake, the quote, and the promise that your house will look like a magazine spread by Friday. But as the plastic sheets come down and the fumes clear, many homeowners start to notice things, a little peeling here, a streaky patch there.

While most painters are honest tradespeople, the pressure to finish jobs quickly and cut costs can lead to some creative storytelling. Here are the five most common lies your painter might be telling you, and why you need to know the truth.

1. ALL PAINT IS BASICALLY THE SAME.

The Lie: Don't waste money on the premium stuff. This contractor-grade bucket from the big box store is exactly the same as the gallon designer brand.

The Truth: Cheap paint is cheap for a reason. It has more solvents (water or thinners) and fewer solids (the pigments and resins that actually stay on your wall). Professional-grade paint offers better hide (coverage), better scrub resistance, and most importantly, it lasts years longer. If a painter pushes for the cheap stuff, it's usually because it's easier for them to pick up or they're trying to pad their profit margin on a materials included quote.



2. WE DON'T NEED A PRIMER, THIS IS A '2-IN-1' PRODUCT.

The Lie: Modern paint has primer built in, so we can skip that step and save you a day of labour.

The Truth: While paint and primer in one is great for refreshing a room with a similar color, it is not a magic wand. If you are painting over raw wood, fresh drywall, a glossy oil-based finish, or a dark color (like turning a navy room white), a dedicated primer is non-negotiable. Skipping it often leads to

flashing, where the finish looks uneven, or paint that peels off like a sunburned layer of skin a few months later.

3. THE WALLS ARE CLEAN ENOUGH TO START RIGHT NOW.

The Lie: I've been doing this for twenty years; a little dust won't hurt the finish.

The Truth: Preparation is 70% of a quality paint job. If your painter doesn't spend the first several hours (or even a full day) cleaning, sanding, and caulking, they are cutting the most important corner. Paint is an adhesive; it needs a clean, slightly roughened surface to bite into. If they paint over dust, kitchen grease, or cobwebs, the paint is sticking to the grime, not your house.

4. ONE COAT WILL COVER IT PERFECTLY.

The Lie: I'm using a special technique/thick nap roller, so one coat is all we need.

The Truth: Almost every professional paint

job requires two coats for a truly uniform finish. A single coat often looks fine from 10 feet away, but once the sun hits it at a certain angle, you'll see missed spots and uneven pigment. Two coats provide the depth of colour and the protective film thickness that the manufacturer intended. If they promise one-coat coverage, they're usually just trying to get to their next job sooner.

5. IT'LL BE DRY AND READY FOR THE SECOND COAT IN 30 MINUTES.

The Lie: The sun is out and it's a light color, it's already dry to the touch, so we can keep going.

The Truth: There is a massive difference between paint being dry to the touch and being ready for a recoat. If you apply a second layer before the first has fully outgassed and cured, you trap moisture between the layers. This is the no.1 cause of bubbling and that annoying tacky feeling where the windows or doors stick to the frame for weeks after the job is done.

HOW TO PROTECT YOURSELF

Check the trash: Look at the cans. Are they the brand you agreed upon?

Watch the clock: If they finished the prep work in 20 minutes, they didn't do it.

The Flashlight Test: Once they claim they're done, turn off the overhead lights and shine a flashlight at an angle across the walls. It will reveal every shortcut, drip, and missed spot they hoped you wouldn't see.

