

BERGER PAINTS JAMAICA LIMITED.

CORPORATE PROFILE

A WORLD OF RESOURCES

Effective January 1, 1996 Berger Paints Jamaica Limited and its sister companies in the Caribbean have become part of a new business alliance, which will link them more closely with 14 other major producers of paints and coatings worldwide, under the Berger banner - Berger International Limited (BIL).

The acquisition in late 1995 of 100% of the U.K. based (Lewis Berger Overseas Holdings) Limited the majority shareholder of Berger Jamaica by the Singapore-based Berger International, strategically places members of this paint manufacturing Group at the threshold of the world's major marketplaces. It also opens up a host of new and exciting development options and is positioning the Group for the global changes of the 21st century.

The takeover is part of a major internal restructuring undertaken by UB International, the Group's parent company, and will bring its paint manufacturing operations in 10 countries in the Far East, the Middle East, Malta and the Caribbean under the umbrella of the flagship holding company, Berger International Limited.

The Berger Group, which has recorded profits for the past five years, is listed on the Main Board of the Singapore Stock Exchange, one of the

world's most stringent Exchanges. In 1995, the Group produced some 35 million litres of Finishes and recorded an estimated US\$88 million in turnover.

Berger companies are located in Singapore, Hong Kong, Thailand, Myanmar, Bahrain, the United Arab Emirates, Malta, Malaysia, the Philippines and China, as well as the Caribbean states of Jamaica, Trinidad and Tobago and Barbados.

The Berger Group has been expanding rapidly and profitably in the last five years and Group Managing Director, Mr Edward Cowie, says the latest initiative will strengthen individual members and favourably position them for growth in many regions of the world. "We will share know-how in marketing, purchasing, technical development and operations...and we will maximise our potential to develop new markets," he says.

At Berger Paints Jamaica Limited, the quality focus which has made the company a household name, begins in the area of research and development with the constant testing of formulations in its laboratory, which is among the best in the English-speaking Caribbean. And, Managing Director, Mr. Warren McDonald, is "looking forward to taking advantage of the Group's modern and extensive research and development capabilities, as we try to create products which meet the latest market trends, satisfy our customers and keep us ahead of the competition."

Mr. McDonald also notes that prospects for collaboration in many other areas are equally positive. As an example, he cites the excellent track record which several group members enjoy in marketing vehicle refinishing and marine coatings, a product sector in which Berger Jamaica is still to establish a foothold in the thrust to become a total paint company.

"We will also be able to combine our purchasing strengths to obtain best possible terms for our raw material supplies, enabling us to protect and enhance our profit margins," he adds.

Against the background of the tight economic environment and increasing competition locally, Berger Jamaica has been focussing on

the international market. In this arena, productivity, inventory control and cost-efficient manufacturing are even more critical to profitability; and the company stands to benefit from the experience of Group members such as Berger Singapore and Dutch Boy, Philippines, which received ISO 9002 certification in 1992 and 1995, respectively.

Berger Jamaica's Managing Director, is very upbeat about the new group structure. We have to take a global view of business," Mr. McDonald says, "and I believe this restructuring will allow us to face the challenges in the international market more effectively, as individual entities and as a Group, because it will facilitate the harnessing of our resources to meet our specific growth objectives."