



MARKET

The Egyptian Paint market is one of the largest in the Middle East and is a quality conscious market which demands good quality products in general and typically rejects poor quality products. The market is in a developing stage and wants more choice in colour, products and décor unlike a couple of years back where the market focus was mainly on whites.

SCIB, along with Asian Paints, has focused to offer a wide and innovative choice of products, colours and finishes along with never before seen packaging, product catalogues and promotions which have made it add tremendous value to what a consumer can get from a paint company. Its strong customer focus has made it the fastest growing paint company every year for the last five years and has rightly been chosen as a Superbrand for the second time in a row.



SCIB is one of the leading and most respected manufacturers and suppliers of paints and building materials in Egypt. SCIB has a modern equipped paint plant situated in 6th of October City and the company is ISO-9001 & 14001 certified.

ACHIEVEMENTS

SCIB has been at the forefront of innovation and is the first Paint Company in Egypt to introduce textured paints, ready-made putty, computerised tinting system of paints, elastomeric coatings, Universal colourants, stain resistant emulsion paint, Décor effect finishes like Pearls, Metallics, Marble Stucco and a professional range of Wood Finishes like MelamYne and Polyester. Recently SCIB introduced the ultimate innovation - AQUALAC; non yellowing water based enamel.

SCIB has its wide network of franchised exclusive SCIB Showrooms and also sells to a large number of retail paint shops all over Egypt. SCIB offers an unmatched spectrum of colours and shades along with a wide product range covering primers and putties for surface preparation, emulsions paints, enamel paints,

wood stains and varnishes as well as industrial coatings and waterproofing products. SCIB is also a leading name in project sales and has a number of prestigious projects to its credit, especially most of the five star hotels and touristic establishments.

SCIB makes such products available in the market through its

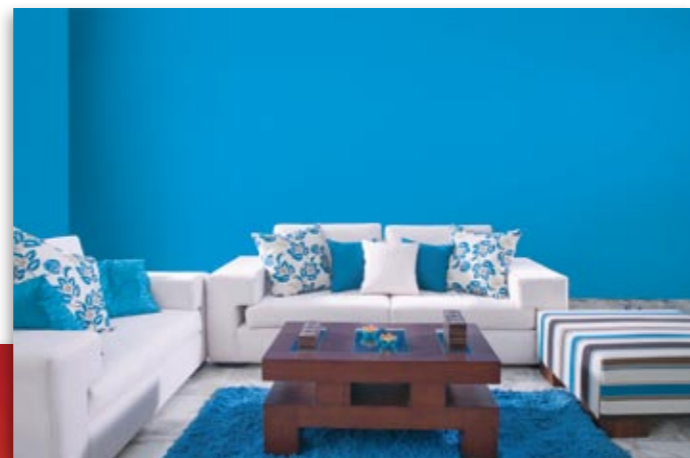


project sales team, Colour World Showrooms, Colour Corner Shops and Retail Outlets.

HISTORY

SCIB started as a project to "Study Construction and Industrial Buildings" and that is how the name SCIB came into being in 1981. Partnered by the Moussa Family and Dr. Khalil Hafez, SCIB set its

vision on various businesses linked to coatings and chemicals for the construction industry. SCIB focused on providing products and services needed for a large number of projects. SCIB made Paints, Construction Chemicals, Water Proofing products and what it could not produce it brought to its customers the best products by representing several worldwide international companies. SCIB grew and set up a factory at Al-Waily and also became a Joint Stock Company in 1990. Come 1996 the economic reforms ushered in a new momentum in SCIB. The founders of SCIB partnered with Orascom Construction Industries (OCI) and formed a holding company named United Paints & Chemicals (UPC) and SCIB became a UPC Company. SCIB moved to a new state of the art manufacturing facility at 6th of October City in 1997.



In 2002 SCIB partnered with Asian Paints - India's No.1 paint company and a World Top decorative paint company with presence across 24 countries.

SCIB's strong customer focus has made it the fastest growing paint company every year for the last five years.

SCIB now being in the market for over 25 years, continues to be a dynamic company offering the widest range of products through its fully computerised network of fourteen Sales offices/warehouses all over Egypt serving over 150 exclusive Colour World computer tinting showrooms and over 1,500 retail outlets all over the country backed up with its team of over 350 committed employees.

PRODUCT

SCIB has always been the leader for launching new products and solutions to the market and has recently launched the first, and only, Water-Based Enamel to the Egyptian market - SCIB AQUALAC and that's a product that the market has been waiting for, for a long time.

SCIB AQUALAC is one of a kind as it is non-yellowing, very quick drying, odourless and, most important, is being the first environment friendly



Water-Based enamel. It is in complete contrast to regular enamels that turn yellow in few weeks after painting and are very slow drying leaving the painted place with a strong unpleasant smell for a few weeks.

SCIB AQUALAC is available in white and over 2,000 colours through tinting machines in SCIB outlets.

SCIB also has the most revolutionary product Egypt has ever seen. Called SCIB ALL in ONE, as the product meets almost all needs and expectations a consumer may have from an Emulsion Paint. SCIB ALL in ONE is the Ultimate Emulsion Paint for Walls with Innovative Duratuff Technology that empowers this product to have never before features such as exceptional stain resistance, excellent scrub-ability, anti-fungus and excellent single coat hiding.

RECENT DEVELOPMENTS

In 2002 SCIB introduced to the market a competition called "Best Display Contest" among its dealers.

SCIB started from 60 participants six years back to over 450 in 2008. This activity happens during the painting season from June to August.



The evolution from only displaying putties and economic paints during the first year to now displaying décor finished panels, colours and effects has been a great upgrade and progress for the Egyptian market. The Contest is a great opportunity towards achieving many strategic objectives such as: dealers renovate, improve the look and feel of their shops, promote SCIB products versus competition, increase the sales turnover of high quality products and ensure product availability during the painting season in Egypt. The Shop becomes more inviting for



customers and a pleasant shopping experience which reflects positively on their traffic and sales.

The variance of the each year theme and the valuable prizes and remuneration for winners were motivation factors for participants to keep participating and new shops to join the contest.

SCIB - A WORLD OF STENCILS

New range of stencils are being introduced by SCIB, new ideas and new themes, which are highly demanded by customers and available at SCIB ColourWorlds® and ColourCorners®. A range of stencils is now available for children's' rooms, girls and boys, (racing cars and flowers) teens (Batman and playing cards) and other motifs (oriental, modern, contemporary) to meet the different styles of households.

PROMOTION

SCIB Painters contest is for the most qualified painters in applying SCIB décor finishes and fashion effects. All participants must have attended one of SCIB's intensive two-day training courses for décor finishes.

The main objective for this contest is to

motivate painters to introduce their most creative décor effects using SCIB products and offer the end consumer the latest state of the art painted walls.

Another important objective is to ensure the correct and ultimate application of the SCIB décor finishing trainees and provide an ongoing activity shared by (the painters).

SCIB and its customers

SCIB organises and runs a variety of promotional activities as part of its marketing plan. This includes promotions for end consumers, applicators, contractors, consultants and trade.

Applicator promotions include trial offers and sampling, meets and seminars to demonstrate and educate applicators on products and application practices, Training programmes and certifications for painters on new age products, extensive brochures and colour charts providing

information on technical and choice related information.

Consultants and contractors are regularly provided with technical updates. Seminars are held to introduce new products and regular detailed user guides and manuals are provided for their use.

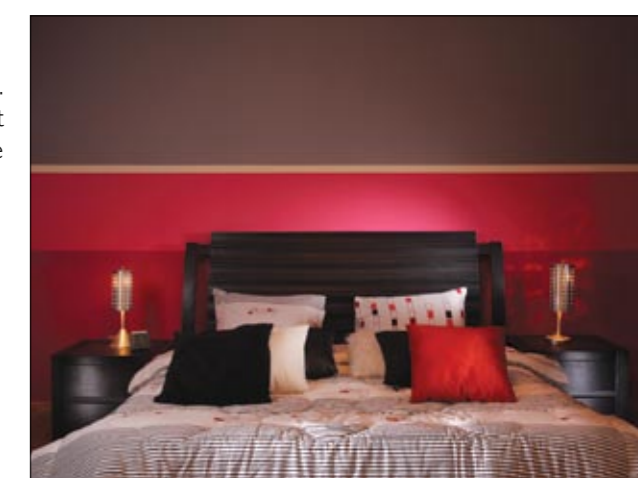
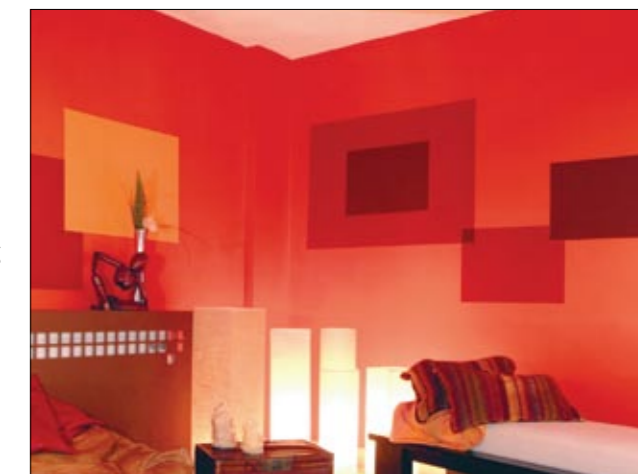
Trade is trained to provide better information about products and to make available, based on the consumer needs in an area, the right set of products. Trade promotions are run to improve merchandising and uplift of the shops looks through display contests and refurbishment drives which gives consumers a never before seen shopping experience.

BRAND VALUES

SCIB is proud to offer good value for money through its wide range of products addressing all consumer needs.

SCIB will continue to bring new innovative products to the market that would add value to its customers.

www.scibpaints.com



Things you didn't know about SCIB Paints

SCIB is proud to be painting the Homes of Egypt for over 25 years

SCIB launched the innovative MelamYne System to furniture manufacturing hubs in Egypt like Damietta; MelamYne System is a strong, elegant finishing material for furniture.

SCIB was first to introduce computer tinting of Paints in Egypt.

SCIB is an asianpaints group company, India's number one paint company and a top decorative paint company worldwide.

All in One Paints is the Ultimate Stain Resistant Paint in the Egyptian Market.

SCIB has the widest range of Décor Finishes in Egypt available at an affordable price.

SCIB continues to be the fastest growing paint company in Egypt for the last five years.

Superbrands