



Crown Paints commits to renewable energy for a greener future on Earth Day 2026

Nairobi, Kenya – April 22, 2026..... Crown Paints Plc today joined the global community in commemorating World Earth Day 2026 under the theme “*Our Power, Our Planet,*” reaffirming its commitment to sustainable practices and the transition towards renewable energy.

Over the years, the paint manufacturer continues to entrench environmentally responsible practices across its operations, underscoring the important role businesses play in tackling climate change and protecting the planet for future generations.

Speaking during the occasion, the firm’s Group Chief Executive Officer, Mustafa Turra emphasized the company’s dedication to sustainability:

“We recognize that our power as an organization lies in our ability to drive meaningful change. This year’s Earth Day theme, ‘Our Power, Our Planet,’ resonates deeply with our commitment to reducing our environmental footprint through the adoption of renewable energy solutions and sustainable manufacturing practices”. “We remain committed to investing in innovations that enhance our products while safeguarding the environment.” Turra explained.

The paint firm has made significant strides in promoting sustainability, including optimizing Solar energy adoption in product processing, adoption of electric fleet in factories and in last mile delivery, gradual replacement of processing machinery with energy efficient models, and developing eco-friendly product lines that meet both customer needs and environmental standards.

To date, the company has expanded its solar installation capacity to 296 kWp, increasing clean energy generation and contributing to a reduction of 268 tCO₂e in carbon emissions over the installation period.



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The paint manufacturer is also advancing cleaner mobility, with an electric fleet of 22 vehicles currently delivering an estimated annual reduction of 100 tCO₂e in transport-related emissions. In the coming days, the company will receive five new electric forklifts, which are currently being cleared at the Port of Mombasa. This progress reflects a clear commitment to cleaner, more resilient operations.

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