



Crown Paints Kenya PLC

Head Office, Likoni Road, Industrial Area - Nairobi. P.O. Box 78848 – 00507, Nairobi,
Telephone Number: +254 20 2165703 / 2032751 | Email: info@crownpaints.co.ke

FOR IMMEDIATE RELEASE

Crown Paints Kenya and MRM Lifestyle Partner to Offer Homeowners Value-Added Painting and Roofing Solution

Nairobi, Kenya, 24th March 2026 – Crown Paints Kenya PLC has today announced a strategic partnership with Mabati Rolling Mills (MRM), a member of the Safal Group, offering customers who purchase Lifestyle Stone Coated Roofing tiles worth KSh 550,000 and above a KSh 50,000 Crown Paints voucher, aimed at helping homeowners transition seamlessly from roofing to the finishing stages of their construction projects more conveniently and cost-effectively.

The collaboration brings together two trusted brands in the construction sector, with Crown Paints providing high-performance, sustainable finishing solutions and MRM delivering durable, locally manufactured roofing. Together, they support homeowners in moving smoothly from structural completion to achieving a high-quality, aesthetically pleasing home.

Speaking during the announcement, Kelvin Munyi, Group Marketing Manager at Crown Paints Kenya PLC, said:

"We want to help you turn your house into a beautiful, healthy home. By joining forces with MRM, we're making it easier for homeowners to choose premium, eco-friendly finishes like our low-VOC Crown Aqua Glow. This KES 50,000 voucher is our way of rewarding your investment, ensuring you don't have to compromise on that perfect, sustainable look for your dream project."

Geoff Anthony, Head of Sales – Building Solutions & Steel at Mabati Rolling Mills, added:

"Our Lifestyle stone-coated tiles are engineered for extreme durability and architectural excellence. This partnership with Crown Paints allows us to offer a technically superior building envelope, integrating high-performance roofing with specialized finishing systems. By aligning our premium product lines, we are providing developers with a streamlined, high-specification solution that meets the rigorous demands of modern construction while enhancing the structural integrity of the project".

The Crown Paints vouchers will be redeemable at authorized Crown Paints outlets, allowing customers to choose from a wide array of premium, low-VOC products, including Crown Aqua Glow, Crown Silk Vinyl, Crown Ultraguard Silicone, and Crown Rain Protek, designed to provide long-lasting protection, enhanced aesthetics, and healthier living environments.

This partnership marks a significant step forward in the construction industry, bringing together two iconic Kenyan brands to deliver quality, durability, and style to the modern homeowner. The promotion will run for two months, with redemption points available at Crown Paints showrooms across the country.

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