

CARIBBEAN PAINT COMPANY

Quality paint at low prices is Caribbean Paint Manufacturing Company Limited's trademark. So says John Martin, manager.

With a background banking and accounting, Martin, 29, has taken over the reins of this family business.

Owned for just over a year by Grand Bahamian businessmen Howard Cooper and Arnold Martin, John's father, the company has been the island's paint manufacturer for the past 14 years.

For John, the past year has been one of learning all about paints—from manufacturing to the finished product. "Now," he says, "I have the hang of it. I handle everything—from the running of the business to sales."

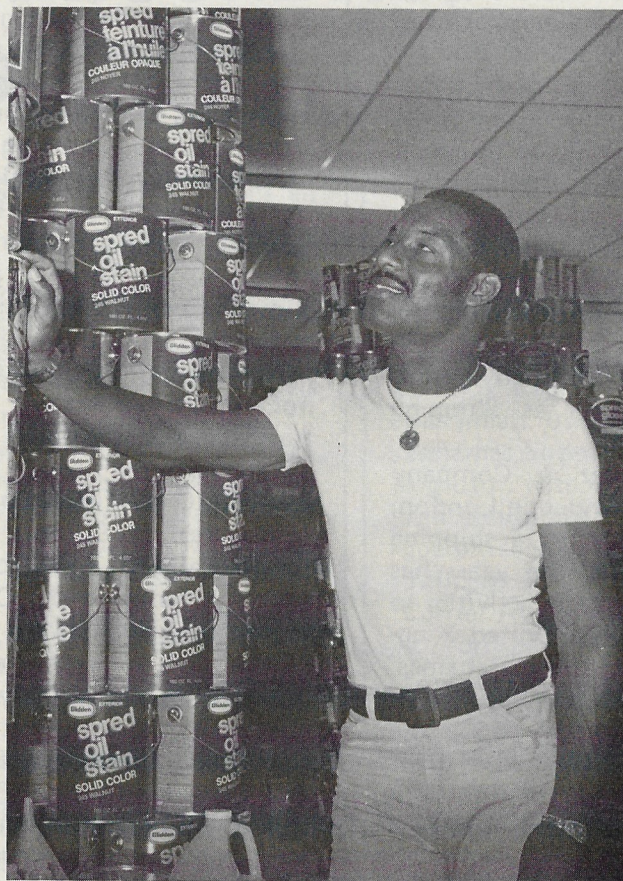
Located in the heart of Freeport/Lucaya's industrial area on Queen's Highway, the company is a paint supplier to 90 per cent of all the island's construction companies, apartments, hotels and restaurants, John points out.

Realising the delicacy of this business, he notes: "Our customers are very particular about paints. You have to be ever so particular and give them whatever they want. They are most particular about the precise colour and exacting quantities. You must be able to produce to their specifications or no sale."

With this in mind, John, brother Howard, secretary, Mrs. Verlen Pinder and two other employees have set to the task of pleasing Caribbean Paint's customers.

A typical day begins with the setting up of the paint's mixer, the mill, in preparation for the expected hundreds of customers' orders of hundreds of diverse and motley colours.

The process is quite simple for



John Martin, Manager of Caribbean Paint, admiring one of their products and proud to do so, Caribbean Paint and John Martin are too big assets of Freeport/Lucaya and her growing economy.

a professional. The customer scans a paint chart, selects a colour of his fancy and the paint mixer, within minutes, produces the finished product in the finest of latexes and acrylics.

A day's run yields from a bold Dutch yellow through all the varied shades to a soft and delicate chiffon pink.

Besides selling paints at low, competitive prices, John observed that Caribbean Paint's water and oil based paints range from only \$8.50 per U.S. gallon while competitive brands elsewhere sell from \$10.75 up.

Diversifying the company's stock are other name brand paints such as Glidden, Harris and DeVoe and Sherwin Williams.

Glidden offers a wide range of

paints for houses and marine products. Harris and DeVoe are popular suppliers of house and spray paints, while Sherwin Williams is an automobile and accessories paint specialist.

In addition, Caribbean Paint carries a complete line of painting accessories for the professional as well as the "do-it-yourselfer."

John Martin quips that Caribbean Paint Company maintained a sound honourable reputation in the Grand Bahama Community before the acquisition by the new owners. "It is a challenge to our all-Bahamian staff and management to continue in that vein and also to grow as our community grows, becoming a credit to Bahamianisation," he concluded.