

Amaco Paints is Rwandan based company owned by Rwandans that manufactures colour paints and related products targeting the growing construction industry. The overall goal of Amaco is the inclusive production and development of paints products that meets the construction needs in the region. Headquartered at Gahanga industrial park in Kicukiro, Amaco Paints is fast becoming a leader in producing quality paints through the use of modern technologies. Invention and innovation is what the company employees to meet the expectations of the clients.



The founder, Jean Claude Gahunga is a Rwandan entrepreneur who started Amaco Paints from a small furniture workshop in Rusizi District. Gahunga as a chemist and businessman spotted an opportunity due to lack of quality and affordable raw materials such as varnish, glue and paints for the furniture sector.

“I owned a furniture workshop in Rusizi and always required products like vanish and paint but the local market lacked quality products. I resolved to set up a manufacturing plant for these products to help all those who needed quality products to be able to access them,” he observes.

“To establish Amaco Paints was to create jobs for the youths that I was working with in furniture workshop,” Gahunga explains. He felt he had to do something to create more jobs because many youths had the potential yet lacked employment.

When production started, there was high demand for Amaco products across the country which forced the company to relocate to Kigali as a central location to serve all. The company started building a plant in Gahanga industrial park in Kicukiro District, City of Kigali.



Amaco Paints has also established three major commercial outlets of its products in Remera, Nyabugogo and Rusizi. The company has selling outlets across the country in almost all trading centres that are operated by private individuals.

The company has ambitions to start exporting its products to the neighbouring countries and already started with Bukavu in the DR Congo served by the Rusizi outlet and very soon will be selling to Goma through Rubavu.

## **Ensuring high quality products**

Products manufactured at Amaco Paints include a wide range of automotive, industrial and special application paints and coatings.



Customer needs at Amaco Paints are satisfied in several ways like the customized services where products like house paints, auto paints, wood paints, road paints and related products are available at affordable rates.

The CEO of Amaco Paints underlined that quality is a major concern and the company's products have already acquired standards mark to show the credibility and quality of the products.

With the introduction of innovative techniques and modern technologies installed at the new plant, local demand has been met head-on and has also promoted made in Rwanda.

The plant at Gahanga is equipped with a modern laboratory which helps to ensure that standards are maintained as well as set safety conditions for both workers and the factory.

The development and empowerment of communities are among top interests of Amaco Paints which employs more than 80 permanent staff. The company continues to ensure that Rwandans, mostly those living in its neighbourhood benefit through employment at all levels and other social benefits.

The company supports social initiatives like supporting survivors of the 1994 genocide against the Tutsi, building social infrastructures like houses or roads. Amaco Paints works hand in hand with local authorities to support social initiatives.

To further develop Rwanda, the CEO of Amaco Paints notes that there is a need to reduce imports like raw materials to feed the manufacturing industry. This could be done gradually through collective means with the help of government because such ventures require massive investments but doable.

He also points out the high interest rates as a big challenge to businesses which drives the costs of doing business in the country.

Vision

To be the leading producer and supplier of innovative paints with colour technology in the greatlakes region and to be respected and acknowledged as the best quality paints manufacturing company.

#### **Mission**

To provide high quality products and provide premium quality automotive, industrial and special application paints coatings all at the reasonable and affordable prices.

The company seeks to provide these services in timely manner with a comprehensive quality-control program and to build a reputation among local businesses focusing on customer satisfaction.

#### **Core values**

- We focus more on customersatisfaction
- We grow through continuousimprovement, invention andinnovation
- We integrate honest, accountabilityand responsivenessinto all aspects of ourbusiness functioning.