



The newly refurbished Berger Paints Ezycolour Centre.

# Berger Paints Ezycolour Centre offering consumers more than just colour

**BERGER Paints Barbados Ltd. is pleased to announce**

**the opening of the Berger Paints Ezycolour Centre; an ultramodern, spacious service centre geared to provide colour advice, product information and value-added services, in a pleasant, relaxed and harmonious atmosphere. Through various elements, consumers can now enjoy a more interactive experience with superior colour rendering, sheen levels, textured designs and finishes, all geared to enable them to make better planning, painting and buying decisions.**

Colour plays an important role in creating the ambiance in both the home and work spaces. With the growing popularity of DIY TV shows, online videos and social sharing sites, consumers are more conscious and engaged in the decorating or redecorating of their homes and offices. The internet is also playing its part in allowing even the novice to plan and successfully complete a painting project from beginning to end. With millions of possible colour combinations in the Berger Spectra fan-deck, the Berger ezycolour Centre aims to provide consumers with the kind of advice that will allow them to try new colour combinations with confidence, and in so doing create a more pleasurable paint experience.

The Berger Paints Ezycolour Centre also features an easy-to-use touch screen, where customers can visit the company's website, get colour ideas, download product information, view the solutions to common paint problems and even provide feedback on their experience at the Colour Centre.

At the ezycolour desk customers can request

quotations, receive free colour advice, product information sheets and colour cards. Berger ezycolour 4-pics is a new service which allows consumers to provide digital pictures of their homes and in less than 48 hours receive 4 digitally painted images of their home in any of the millions of the colour combinations possible in the Berger Spectra fan-deck. Berger ezycolour 4-pics is also accessible through the company's facebook page. The painted images can be shared with family and friends via email, stored until the consumer is ready to purchase the paint.

Using the internet for planning and product research is increasing among consumers, and Berger views the importance of leveraging this opportunity to increase customer satisfaction. According to Sales Manager Shawn Prescod "the "Berger Paints Ezycolour Centre will meet the needs of our customers by providing convenient access to colour advice, product information and our new value-added services such as ezycolour 4 Pics." He further added "we are aiming to create better customer experiences by promoting greater consumer interactivity in the paint purchasing process."

In addition to opening the Ezycolour Centre, Berger has also launched the Berger WOODTECH line of stains and varnishes, featuring two water and oil-based clear stain bases and two heavy-duty interior and exterior varnishes. Also new is, Berger Royale Luxury Water-Based Gloss Enamel and high-performance, reformulated Berger Grip & Seal Water Based Primer Sealer, for wall, metal and wood. Both products are eco-friendly, fast drying and easy to use.

**Visualize your walls with BERGER ezycolour 4pics four combinations of 3 colours each**



**To get your ezycolour solution email photos to [colouradvisors@gmail.com](mailto:colouradvisors@gmail.com) or use the ezycolour tab on the Berger Caribbean Facebook page**

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