

Jotun opens first 'Inspiration Centre' in Qatar

Newly opened outlet showcases different environments to inspire end-users and is part of company's 'Closer to consumer' initiative

DUBAI, UAE, July 3, 2013 /EINPresswire.com/ -- Jotun Paints, one of the world's leading producers and distributors of paints and powder coatings, recently opened its first 'Inspiration Centre' in Qatar, in partnership with Lulu Regency Group, a long-time strategic partner of Jotun in the country. The newly opened 'Inspiration Centre' is located along Salwa Road, behind the Thursday/Friday souq and near the wholesale market roundabout. The centre stands unique because of its high quality interior finishes and has been designed to showcase different environments to help bolster inspiration from visiting designers, interior architects and even end consumers. The outlet was inaugurated by Peder Bohlin, Vice President MEIA region of Jotun; Khalid Mihran and Amir Udheen owners Lulu Regency Group, in the presence of Biren Arora, General Manager, Jotun Paints; Wael Fahmy, Country Manager, Jotun Paints-Qatar; Vishaal Kodikal, Marketing Manager, Jotun Paints; V.Satheesan, Sales Manager, Jotun Paints – Qatar; and other top Jotun officials. The opening of this latest branch complements the company's 'Closer to consumer' strategy, which aims to strengthen Jotun's customer ties and is also part of the expansion initiative that aims to see the opening of 62 'Multicolour Centres' in Qatar before the end of 2013.

Jotun's latest 'Inspiration Centre' measures at 560 square metres and offer a look and feel that is conducive to prospective customers—recreating environments like interior, exterior, bedroom, dining and living room. Aside from these, the centre also showcases projects, colour bars, colour consultation, sample displays, colour advisor. The company's 'Inspiration Centre' concept has become a big hit in the region, introducing pioneering services like supply and apply; the 'Colour Bar,' which offers clients with a total of 960 interior colours and the 'Colour Advisor,' where customers can choose from a colour palette on display and see how the colours will look in different environments, furniture settings and under different lighting conditions.

"We are seeing major changes in the Qatar's decorative market, proof that this segment is constantly evolving and changing to suit the tastes and other requirements presented by today's consumers. With this in mind, we see the growing importance of being closer to our consumers," said Wael Fahmy, Country Manager, Jotun Paints- Qatar. "Our 'Inspiration Centres' have been designed to help raise awareness and provide easy accessibility of our products and services to our consumers. What better way to help and service these consumers but to engage them in a customer-friendly environment where we can provide key advice and consultation on how to best reflect their persona and image onto their walls."

To date, the company has already opened in excess of 160 'Inspiration Centres' in the Middle East, and has plans to partner with like-minded companies and achieve a total of 62 'Multicolour Centres' in Qatar before the end of the year. Present market reports show that Jotun currently enjoys a staggering 60 per cent share of the country's decorative market and plans to expand this with the opening of new 'Inspiration Centres' and the launch of new products and services.

"The opening of this new outlet in Qatar demonstrates the growing success of the 'Inspiration Centre' concept. We need to make our customers life easier in choosing colours and paints while also raise awareness on Jotun's innovations in developing a product that supports a sustainable eco-friendly

environment," concluded V Satheesan, Sales Manager, Jotun.

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