

D'Art Deploys a New Retail Identity for Berger Paints Across India

D'Art collaborated with Berger Paints for its PAN-India retail transformation, creating immersive, consistent stores that strengthen visibility and engagement.

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/EINPresswire.com/ -- Berger Paints is indeed a very well known brand that has been established in India for more than 100 years and is the second largest paint company in the India and the fourth largest one in Asia. The respective brand was facing tough

competition due to evolving customers' needs and ever changing dynamics of the retail industry. Hence, in order to add more strength to its physical presence and future proof its growth by completely revolutionizing how it engages and interacts with the shoppers on the ground level,

Berger Paints decided to undertake a significant retail transformation.

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Berger's transformation was about turning every retail touchpoint into a stronger brand encounter; one that makes discovery easier, builds confidence in choice, & brings it closer to evolving markets.”

*Rachhna Dadhich, Worldwide
Marketing Facilitator, D'Art
Private Limited*

The brand wanted to set an example by redefining how paint retailers can connect with their customers, contractors, and emerging markets across India, and hence decided to initiate a [retail identity design](#) revamp project. To bring this vision to life, Berger decided to collaborate with D'Art Private Limited, a prominent retail transformation partner that is known for providing integrated solutions under one roof.

Responding to a Changing Market Landscape With A Strategic Reassessment



Berger Paints

The main challenge faced by the paint brand was not at all about growth and profitability. Instead, it was actually about maintaining relevance. It became important for the legacy brands to evolve/revamp their retail identity and market presence in order to cater to the needs,

demands, preferences, and expectations of a broader audience, establish a strong and trustworthy presence in unexplored or untapped markets, and strictly move away from restrictive distribution formats that made it difficult to facilitate experiential interaction.

The team at D'Art, being one of the significant contributors to bringing Berger's vision to life, ensured a strong, practical, as well as scalable foundation for the retail store deployment project. They conducted thorough market research in order to analyze market behavior, future growth prospects, and consumer decision making patterns. The data and insights gathered from this analysis clearly unlocked a two fold opportunity.

1. There was a great opportunity to expand across geographies where visibility was extremely low, but the demand indicators were surprisingly very high.

2. There was actually a need to make a slow but steady entry into the rural urban fringe areas that are expected to urbanize in the upcoming ten years. Doing this will help in strong market acquisition while establishing a competitive edge.

Transforming the Paint Store from Transaction to Experience

Rethinking a traditional paint store and what all it represents was indeed two key aspects that this transformation revolved around. Traditionally, paint stores were mainly utilized as functional warehouses that facilitated storage of product along with financial transactions. This was the case with all paint outlets in general, including the ones that belonged to Berger Paints as well. And this is exactly the thing that they wanted to change.



Berger Paints



Berger Paints



Berger Paints

Understanding these brand needs and requirements, D'Art decided to create an immersive and unique store design that allowed/encouraged customers to interact and explore the available products within the retail paint space.

The transformation company revamped numerous retail touchpoints, out of which many of them were freshly designed as well as rolled out across multiple locations

within the geographical boundaries of India under Berger's new identity. All the assigned teams, including strategy, store design, and retail operations, maintained a close coordination with each other during the entire deployment project. Instead of just focusing on scale alone, they actually focused more on ensuring consistency across all touchpoints, maintaining retail execution quality, and facilitating adaptability/flexibility across multiple formats.



Berger Paints

Each and every store was restructured in a way that serves multiple audiences in seamlessly navigating color and finish decisions. This included contractors, retailers, first time home owners, and regular customers.

Enhancing Brand Visibility Through Strategic Storefront Design

The enhanced store identification was indeed one of the most immediate and noticeable changes in this [retail expansion project](#). The team at D'Art designed the storefronts in a strategic manner that helped in improving visibility, brand recall, and recognition in highly crowded areas.

The integration of mesh colored lava inspired forms into the facades that reflected dynamic color fusion, an important element of Berger's retail identity, was also one of the key aspects. In order to complement this, the team further incorporated Victorian inspired dangling signage. Apart from strongly adding a heritage dimension while facilitating a contemporary presentation, these tactics also significantly reinforced Berger Paints' legacy.

This redesign of the storefront/signage improved the number of direct walk ins and brand recall as the stores were now recognizable from a huge distance, even in high traffic and dense areas.

Transforming Retail Spaces Through Interactive Experience Zones

The new retail format designed and introduced by D'Art had various defining features, and the introduction of an interactive experience zone was indeed one of them. This initiative completely

revolutionized a traditional paint shop set up into a retail environment that is not transactional but actually experiential.

The EXPERIENCE LOUNGE was deployed in a manner that seamlessly allowed shoppers to directly engage with the available product, experiment with different color combinations, textures, and finishes. This helped them immediately visualize outcomes in a controlled setting and further make informed decisions.

Apart from the people interested in shopping specifically for home improvement purposes, this experiential zone actually acted as a neutral space that allowed contractors and consumers to collaborate with each other in order to get their expectations aligned before making the actual purchase.

Translating One Retail Vision Across Diverse Markets

Clearly, deploying a huge number of retail touchpoints was not all about investing time, money, manpower, manufacturing capabilities, and various other resources. Instead, it also required ensuring a high degree of precision, coordination, and adaptability. From Tier 1, Tier 2, and Tier 3 cities to rural areas and emerging hubs, D'Art Private Limited ensured complete design integrity across the entire rollout while properly accommodating local constraints and retail conditions.

During an internal discussion between both the teams after the completion of this retail transformation project, Mr. Rashid Saifi, the Brand and Experience Strategist at D'Art Private Limited, shared his thoughts related to the same. He commented, 'This project did not succeed because the design was great. Instead, it was disciplined execution of the design across thousands of outlets that helped us turn Berger's vision into reality. Most of us think that retail branding today is all about aesthetics. But we are wrong. It is more about practicing insight led planning and establishing on ground consistency, that too, while translating strategy into retail spaces that actually work for real people.'

Moving Paint Retail Beyond Transactions

[Berger Paints' national retail store deployment project](#) powered by D'Art revolved around aligning strategy driven insights with thoughtful and precise planning and execution. The project clearly demonstrates the fact that brands operating in the paints and coatings industry can maintain relevance in the competitive market and establish powerful growth in this rapidly evolving era by simply setting up spaces that go beyond storing products and facilitating financial transactions and instead offer customers with memorable as well as unique experiences.

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