

First Class **aesthetics**



Company Profile

High Point Deko



Welcome to HPD

High Point Deko is among the top companies specializing in **normal paints, textured decorative finishes, construction and renovation works, sales and marketing.** We also offer **professional paint application and interior design** services.

The company is domiciled in Kenya and is headquartered at Red Planet Centre Ngong Road, Nairobi. We are among the manufacturers of Acrylic Based Paints in Kenya.

Brand Purpose

Our Mission:

We offer Ideas and (VAS) Value Added Services throughout the design and output value chain from the project inception, process, and management to project hand over.

Our Vision:

To be a first class firm in paints, design and constructions/renovation.

Value Statement

People

Through teamwork and the development of our staff we will achieve operational excellence in our business.

Innovation

Embrace continuous improvement, ideas, technology and product performance

Customers

Understanding our customer needs and expectations and continually improving products and services

Code of Conduct

Quality of service

Undertake to provide reliable products and services, on-time delivery, and fair prices to HPD clients in their respective areas of expertise, and shall in this regard embrace quality management.

- Plan ahead to analyze what effect his/her work will have on the environment, and takes action to minimize environmental risks.

Loyalty and Commitment

Undertake to maintain loyalty commitment and confidentiality in relationship with staff and clients.

- Do not exploit business relationships for his/her own personal gains.
- Undertake to avoid any conflict of interest in dealing with HPD or its Clients.

Corporate and Business integrity

Will not in his/her services or in any other activity, directly or indirectly, accept bribery, extortion, fraud, collusion or any other undue business activity in the discharge of the obligations under the contract or assignment.

- Never give any undue payment inducement or other consideration to any person or entity for the purpose of influencing or inducing that person or entity to act in favor of the employee, staff member, Consultant, Ilbex or any other entity or person.

- Never accept any undue payment or other consideration from any person or entity for the purpose of acting in favour of that person or any entity or other person he/she may represent.
- Seek to avoid all types of activities that may lead to a conflict of interest in the execution of professional assignments.
- Adhere with any type of anti-corruption policy in the country of work, and pro-actively work to prevent corrupt practices, even when it is not part of the duties or assignment of the individual.
- Report suspicion of corrupt practices to High Point Deko management. Respect and always adhere to available national policies and laws on corruption in the country of work.

Social responsibility

Act on behalf of the company with a sense of the corporate social responsibility for the benefit of its clients and society at large and in this regard promotes sustainability as a permanent goal in all projects or assignments.

Respect for Human

Fully subscribe to the Bill of Rights in our nation and in other global and regional human rights instruments and observe those rights in our daily work.

Rights including employment rights

- Staff have a commitment to actively promote the respect for human rights in all their assignments, irrespective of whether the assignment contains an element of human rights or not.
- Respect ILO conventions on employment and do not encourage employment or outright employ or involve persons below the age of 18.
- Do not allow or promote any form of discrimination or harassment, be it with regard to race, age, gender, nationality, ethnicity, religion or political affiliation or other affiliation.

Respect for Cultural Practices

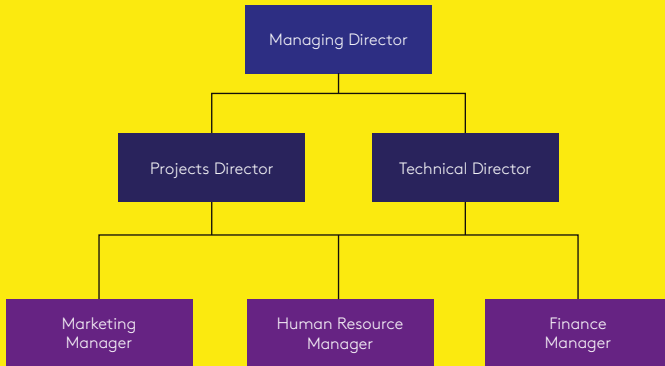
Respect and acts respectfully of cultural practices in the country of assignment, including when these do not exist in any written form.

Sexual harassment

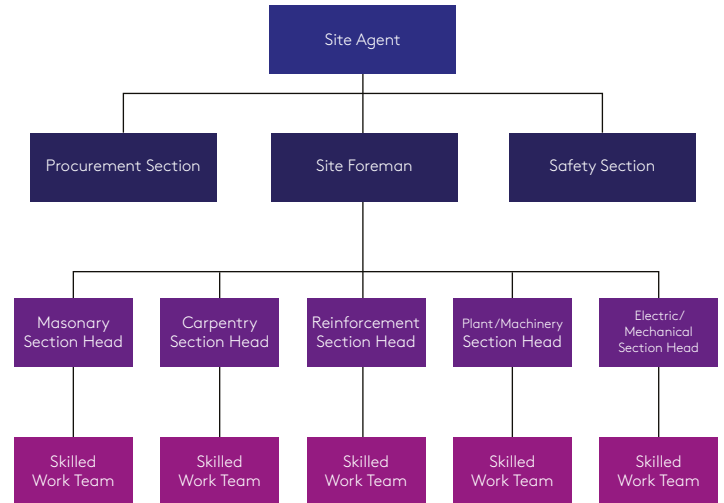
Do not allow, promote or get involved in sexual harassment, defined as: behavior based on gender differences or un-welcomed behavior of sexual nature that offends the integrity of other persons.

Our Structures

BUSINESS MANAGEMENT STRUCTURE



BUSINESS OPERATIONS STRUCTURE



Our Services

High Point DEKO offers a wide variety of expertise, from unskilled labourers, skilled labourers/foremen, to professional experts. Services offered include;

- INTERIOR PAINTS
- EXTERIOR PAINTS
- DECORATIVE PAINTS
- CONSTRUCTION & RENOVATION WORKS
- SALES & MARKETING

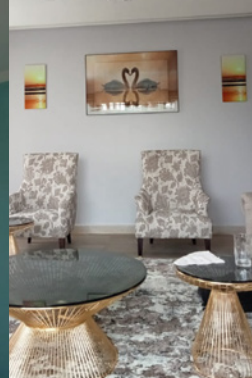


Paint Solutions

Pure Acrylic Based Paint



Interior Paints



Exterior Paints

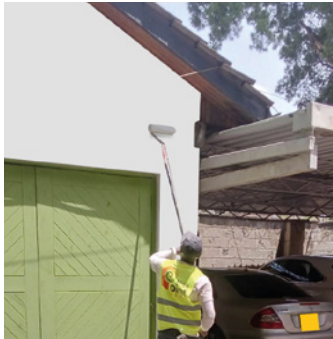
CRETO

Product Description:

Pure Acrylic based exterior coating (Wall Master)

Properties:

- Ability to cover the plaster surface defects
- Resistant to the weather conditions.
- Variety of colours and patterns available.



Decorative Paints

VELVETTO

Product Description:

Lux interior decorative paint. Acrylic based, velvety structured, an appearance which can be changed according to the light angle.

Properties:

- Healthy and environmental friendly.
- Displays bright appearance as a pearl.
- Provides different pattern applications.



LIQUID WALLPAPER

Product Description:

Powder polymer based, healthy, decorative interior wall coating material.

Properties:

- Anti static, dust repulsive.
- Healthy.
- Environmental friendly and odourless.
- Breathable.
- Easily applicable.
- Heat insulation and sound isolation.

Application Surfaces:

Can be applied on a wide range of surfaces such as plaster, Wood and gypsum.

MARMARITO

Product Description:

Acrylic Copolymer adhesive based, marble patterned decorative interior wall paint.

Properties:

- Harmless to people and environmental friendly through its water based content.
- Suits your personal pleasure with its marble pattern, and velvety structure.
- High covering ability.
- Leaves no cracks.
- High cleanable resistant.
- Smooth marble texture.



MARMARITO CRACK

Product Description:

Acrylic Copolymer adhesive based, marble patterned decorative interior wall paint.

Properties:

- Harmless to people and environmental friendly through its water based content.
- Suits your personal pleasure with its marble pattern
- High covering ability.
- Has cracked texture available in a variety of colours
- High cleanable resistant.





PALACE

Product Description:

Pure Acrylic binder and a solid granite, marble based decorative exterior coating

Properties:

- With natural colors never fade
- High performance to the atmospheric conditions.
- Water, washing, abrasion resistant
- Highly durable
- Breathable, flexible coating

Application Surfaces

The HPD Stone can be easily applied on a wide range of interior and exterior surfaces, concrete, brick, plaster, concrete finishes, wood and similar surfaces except metal and glass.

METALICO

Product Description:

Acrylic Emulsion adhesive based, nacre additives, elegant, decorative interior wall paint.

Properties:

- Healthy and environmental friendly.
- Displays bright shiny appearance.
- Provides different pattern applications.
- Cleanable.





TRAVERTINO

Product Description:

Acrylic copolymer cement based, antique stone decorative coating

Characteristics:

- It doesn't harm environment and people
- It gives ancient Stone looking.
- Provides different pattern applications.

Properties:

- Healthy and environmental friendly.
- It gives ancient travertine stone pattern
- Provides different pattern applications.

PEARL

Product Description:

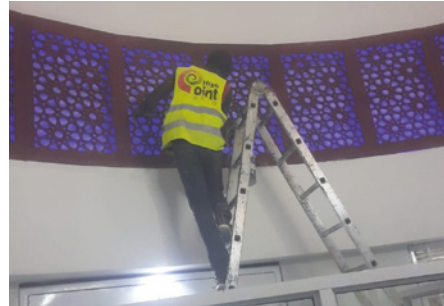
Pure Acrylic binder based, nacre additives, pearl appearance, water based, first class, decorative, final coat interior coating.

Properties:

- Healthy and environmental friendly.
- Displays glossy and matte appearance as a pearl.
- Provides different pattern applications.
- Can be applied on interior surfaces such as plaster, concrete finishes. painted surfaces and similar surfaces.
- Has pearllike texture.



Paint Application



Renovation Works



Gypsum Application

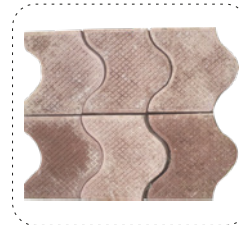


Paving Solutions

First Impression is Everything.

A pavement's condition and functionality speaks volumes about the establishment that it serves, and reveals the owner's commitment to safety and aesthetics.

We provide a wide range of services to protect, preserve, and beautify your commercial and residential properties. Here are some of our pavement designs to select from.



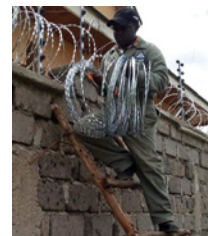
Construction Works



Security Solutions

You deserve peace of mind. We specialize in the provision and installation of modern home and business security systems ranging:

- Smart Home Security System - Alarm, CCTV and Razor wire/Electric fence
- Smart Lock — fingerprint or card access
- Automatic gate machine installation for slide and swing gate





Sales & Marketing

To support all our services we also offer sales and marketing from Management, Strategy, Capacity Building, Intellectual Property, and Execution.

Our broad sale and marketing services span:

STRATEGY

- Brand Strategy
- Marketing Strategy
- Communication Strategy
- Go-To Market Strategy
- Experiential Strategy
- Influencer Management

TOUCH POINTS

- General Trade
- Modern Trade
- Traditional Trade
- Rural Marketing
- Website
- Search Engine Optimization
- Pay Per Click
- Social Media Marketing
- Mobile and Web Apps
- Marketing Materials

COMMUNICATION

- Brand Essence
- Brand Positioning
- Product/Brand Attributes
- Brand Purpose
- Brand Architecture
- Creative Campaign
- Media Plan
- Influencer Marketing
- Public Relations



High Point Deko

CONTACTS

High Point Deko Limited

Red Planet Centre, Ngong Road

Telephone: (254) 20 440 2952

Mobile: (254) 792 959 754

Email: info@highpointdeko.co.ke

Website: www.highpointdeko.co.ke