

# Hempel Unveils Next-Gen Paint Showroom in Bahrain

New Bahrain outlet blends technology, consultation, and hands-on paint selection

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A new chapter in paint retail has begun in Bahrain as Hempel, in partnership with AlKarar, officially unveiled an innovative customer-focused showroom concept designed to transform the paint shopping experience.

The launch marks a milestone in a partnership that has spanned more than 20 years.

AlKarar, Hempel's largest trade partner in Bahrain, brings over 35 years of expertise as one of the Kingdom's leading distributors of building materials and paints. Speaking to The Daily Tribune, Jonathan Mercer, Hempel's Vice President Middle East, said the concept centers on supporting customers at every step of their selection process.

"The market professionals are ready to help with all requirements, guiding people to choose exactly what suits their homes," Mercer said.

The new flagship showroom



Hempel and AlKarar officials at the ribbon-cutting ceremony

and today they are industry leaders. We are proud to be their partner," he said, describing the showroom as a "unique experience" for customers.

Beyond displays, the concept includes a dedicated consultation area where visitors can sit comfortably with experts to discuss their needs over coffee, blending convenience with personalized service. Ahmed Abdelraouf, Marketing Director - Middle East at Hempel, described the outlet as a showcase of the company's full portfolio and capabilities.

"This flagship showroom demonstrates our complete range of interior and exterior coating solutions." Customers can truly experience how the final finish will appear before making their selection," he said.

With its interactive approach and focus on customer engagement, the new showroom signals a shift from traditional paint retail to a more experiential and design-driven journey setting a new benchmark for the industry in Bahrain.

is designed with the end user in mind. It offers an immersive retail environment where customers can explore applied paint samples, test colour and finish combinations in realistic settings, and access both digital and printed product information throughout the space.

Jacob Kuruvilla, Commercial Director - Middle East (Decorative Trade & HTC) at Hempel, praised AlKarar's growth journey. "We're inspired by their business model and the way they have expanded their portfolio. Ten years ago they started small,

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