

Prominent Paints launches first franchise store

Paint manufacturer Prominent Paints has launched its first franchise store in Midrand as it seeks to expand its distribution footprint. Like the other independent Prominent Paints stores, the Midrand centre is geared towards DIY and delivering professional advice to empower customers to tackle projects. A team of five staff members are on hand to offer quotations, specification and deliveries as value added services.



Spanning some 486 square metres, the new store is a hub of creative paint ideas and advice, catering for an audience including DIY enthusiasts, decorators, architects, as well as contractors. The design and layout of the new store includes an 'Inspiration Area' that facilitates colour selection and the arts and crafts section allows for new avenues of community engagement through workshops for adults and children.

Franchise owner, Anton Muller says that new shops normally take up to nine months to really get off the ground but already he is seeing great foot traffic and a sales pattern that is contrary to that of his other paint stores which are all in rural locations. “We have three independent paint stores in Limpopo and we traditionally see a surge in paint sales in Spring – so we are really pleased at how well we are already doing in Midrand,” says Muller.

Adding to this, Muller believes that the strength of the Prominent Paints brand, the continuing monthly product specials, and the value for money quality paints are all drawcards that favour the store. “We also have really talented colour consultants with great credentials who are able to offer on trend advice. This free service is supported by our colour tinting staff who have all the experience they need to tint any colour palette they are presented.”

Muller is as passionate about paint as he is about job creation, stating that he intends to expand the family-run franchise business further.

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