

THE JOURNEY BEGINS HERE.

FREEWORLD 
COATINGS LIMITED

“We are unafraid of doing things differently, and not just for effect. We are guided by the principle of finding a better way to do things. This is what drives us and keeps us open to new ideas.”

ANDRE J LAMPRECHT, CEO FREEWORLD COATINGS LIMITED

VISION & INTEGRITY.

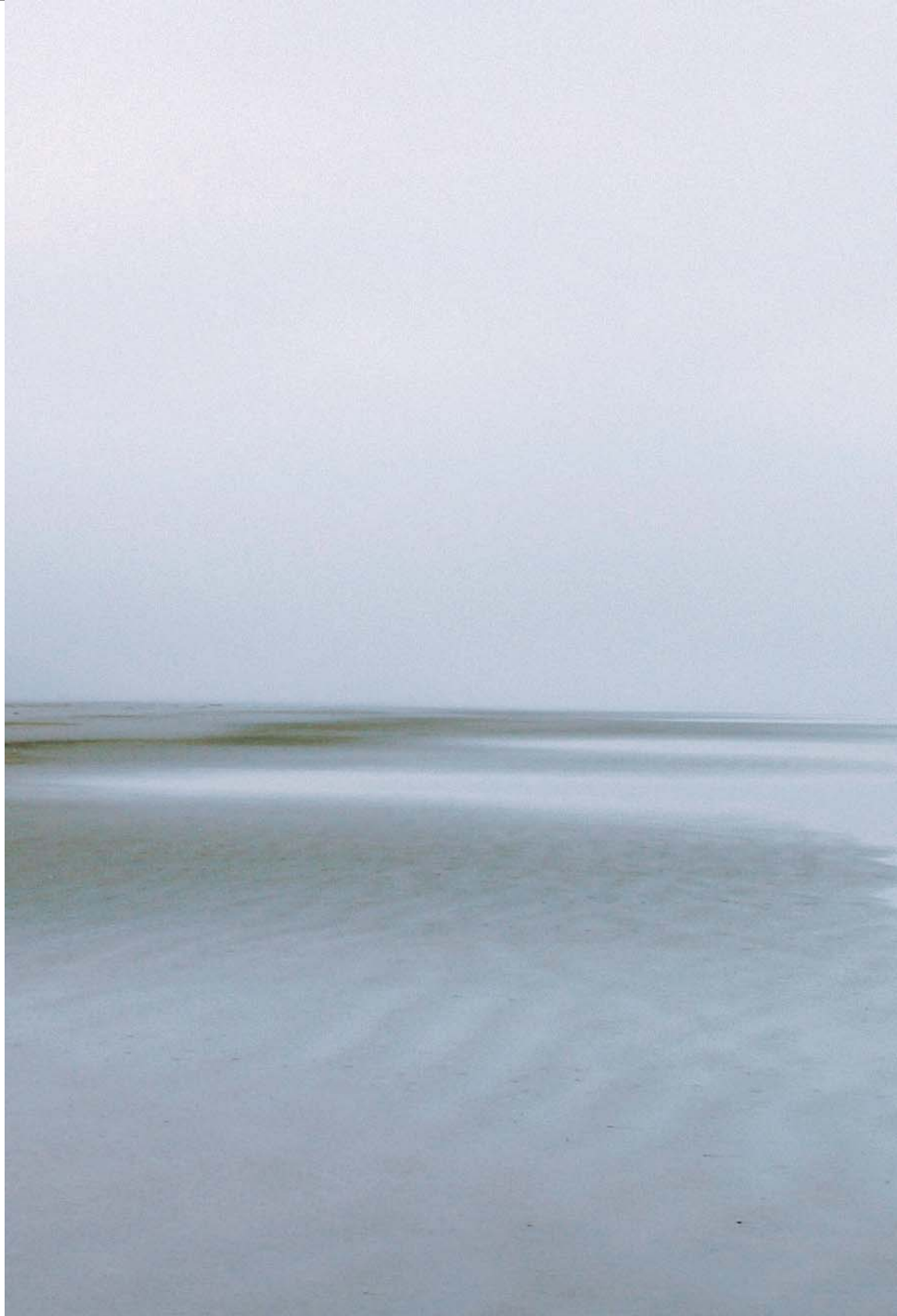
A world class, commercially sensible and socially responsible coatings multinational with a presence in selected regions that promise superior growth.

We will acknowledge custodianship of the earth and its resources in an environmentally responsible way, and play, within our means, a progressive role in the way we do business.



FREE THINKING.

We will not be limited by conventional precepts. We will seek out solutions that add value and imprint beauty onto people's lives.



The landscape we are entering is wide open.

INNOVATION & SUCCESS.

Through creative exploration and co-creation with our customers and partners, we will set new standards and find better ways of doing things.

TRUST & RELIABILITY.

Our organisation has a well established footprint in Africa and beyond. We are currently the leading manufacturer of decorative, automotive and industrial coatings in all Southern African territories. In finding new pathways for Freeworld, we will continue to build on our past success of excellent shareholder returns, and we will protect a proud heritage that goes back 118 years. This makes it possible to offer solid assurances to our shareholders and our people. Freeworld is in a strong position to respond with confidence and agility to opportunity.



We will move our world forward, bringing innovation to a solid foundation.

In a world of sameness, there is a great yearning for the unique and the personal, the profound and the unusual.



Our brand essence: a free thinking, responsible and successful innovator.

BRAND LEADERSHIP.

Demonstrating innovative leadership in the coatings category, our products are considered iconic brands in the markets they serve. We have a strong reputation for quality and a loyal customer base. Ranking in the top 35 coatings companies in the world, we have the experience, product offering and leading edge technologies required to expand our presence in chosen markets and geographical locations.

