

May 21, 2024

Ansa McAL Strengthens Presence in Grenada with Name Change

Ansa McAL Ltd. (Ansa McAL), a leading Caribbean conglomerate, today announced the upcoming name change of its Grenadian subsidiary, Sissons Paints Grenada Ltd., to Ansa Coatings Grenada Ltd. (ACGL), effective May 21, 2024.

This name change reflects Ansa McAL's commitment to streamlining its construction portfolio and signifies ACGL's role as a central hub for the distribution and potential future manufacturing of all Ansa McAL construction paints – Berger, Sissons and Penta.

The move follows Sissons Paints' successful expansion in September 2022, when it began production of Berger Paints for the local and wider OECS market. This expansion saw a more than doubled production capacity and warehouse space, alongside a growing team of now 50 employees.

Since opening its doors in Grenada in 1986 with a staff of 12, Sissons Paints has established itself as a leading force in local manufacturing and exports. The company has consistently demonstrated impressive growth in personnel, facilities, product lines, and profitability.

ACGL remains dedicated to product development leadership within the Caribbean, offering a diverse range of decorative and protective coatings. In 2022, the company introduced the innovative Innovatint system, fostering seamless communication between the factory and customers. This included an upgrade to low VOC and High-Performance Colorants, enhancing paint performance, colourfastness, and environmental friendliness with reduced odour. Additionally, new display units, colour fan decks, and colour chips were rolled out to distribution partners nationwide and throughout the OECS markets.

In 2023, ACGL launched The Colour Shop and The Colour Shop Express, providing a one-stop shop for all painting needs with premium Berger and Sissons products, including colour matching for any brand.

Further solidifying its commitment to quality, Ansa McAL commissioned a 2023 benchmarking study by the prestigious Paint Research Association (PRA) in the UK. The study, evaluating ten categories of coatings from leading Caribbean and North/Central American brands, placed Ansa McAL's Berger, Sissons, and Penta brands at the top, exceeding expectations and surpassing many competitors.

In 2024, the company launched its Online Colour Visualizer, empowering customers to virtually experiment with colours before committing to a purchase.

"The name change to Ansa Coatings Grenada Ltd. reflects our commitment to providing a comprehensive construction coatings solution under the Ansa McAL umbrella," said Nicholas Mac Lean, Managing Director, Coatings, at Ansa McAL Ltd. "We are confident this strategic move will further strengthen our presence in Grenada and the wider region."

