



TUXCOAT

PAINTS

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ABOUT US

Tuxcoat Paints is a contemporary Kenyan paint brand built under Tuxstyle Limited, committed to redefining the country's standards in decorative and protective coatings. By combining advanced manufacturing technology with deep insight into Kenya's diverse climates, we create premium paint solutions designed for long-lasting beauty, superior protection, and consistent performance.

Our products are engineered with precision, offering homeowners, contractors, architects, and designers paints that not only enhance spaces but also stand up to real-world conditions. Every batch is produced with stringent quality control, ensuring durability, uniformity, and color accuracy you can trust.

Our Vision

To become Kenya's most trusted manufacturer of premium-quality paints—recognized for durability, consistency, and visual excellence.

Our Mission

To deliver high-performance paint products powered by modern technology, rigorous quality standards, and an architecturally inspired colour system that elevates how spaces look and feel.

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HERITAGE ACRYLIC SILK EMULSION

PREMIUM INTERIOR MID-SHEEN FINISH

★ PRODUCT OVERVIEW & KEY BENEFITS

Heritage Acrylic Silk is a luxury interior emulsion designed for homeowners, commercial spaces, institutions, and property developers seeking a refined, washable surface with long-lasting elegance. Its smooth mid-sheen finish delivers exceptional stain resistance and easy cleaning, making it ideal for high-traffic environments.

KEY FEATURES

- Smooth, premium silk finish with refined sheen
- Highly washable and stain-resistant
- Superior hiding power and opacity
- Anti-fungal properties ideal for humid rooms
- Durable finish ideal for homes, hospitals, schools and offices
- Excellent flow and leveling for flawless application

⚙️ TECHNICAL ADVANTAGES

- Water-based, low-VOC formulation
- Long-lasting colour retention
- Strong adhesion on properly primed walls
- High scrub resistance (enhanced durability)

🎯 RECOMMENDED APPLICATIONS

- Living rooms, lounges, and hallways
- Hotels, offices, and public spaces
- Children's rooms and healthcare facilities
- Surfaces requiring repeated cleaning



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HERITAGE ACRYLIC MATT EMULSION

SMOOTH, SOFT, LOW-SHEEN INTERIOR FINISH

★ PRODUCT OVERVIEW & KEY BENEFITS

Heritage Acrylic Matt provides an elegant, flat, sophisticated finish ideal for ceilings, low-gloss walls, and interior spaces where a smooth, non-reflective appearance is preferred. It hides wall imperfections effectively and delivers a clean, uniform appearance.

KEY FEATURES

- Luxurious, smooth matt texture
- Excellent hiding power
- Great for concealing surface flaws
- Low-odour, water-based formulation
- Non-reflective finish ideal for modern architecture

TECHNICAL ADVANTAGES

- Superb coverage
- Fast drying
- Consistent shade reproduction

RECOMMENDED APPLICATIONS

- Ceilings and low-sheen architectural interiors
- Bedrooms, conference rooms, executive spaces
- High-end residential or commercial designs



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COVERPRO ACRYLIC PRIMER

HIGH-ADHESION UNDERCOAT FOR PROFESSIONAL SURFACE PREPARATION

★ PRODUCT OVERVIEW & KEY BENEFITS

CoverPro Acrylic Primer is engineered to deliver strong adhesion, excellent sealing, and superior surface uniformity. It forms the essential foundation for all Tuxcoat topcoats, ensuring long-lasting performance and improved colour accuracy.

KEY FEATURES

- Strong surface penetration and sealing
- Enhances opacity of finishing coats
- Reduces topcoat consumption and saves cost
- Suitable for both interior and exterior surfaces
- High adhesive strength for improved topcoat durability

⚙️ TECHNICAL ADVANTAGES

- Water-based, easy application
- Quick drying for faster project completion
- Improves paint bonding performance significantly
- Minimises efflorescence and moisture-related issues

⚙️ RECOMMENDED APPLICATIONS

- New walls and repaints
- Plastered surfaces, skimmed walls, gypsum boards
- StoneTex basecoat preparation
- Before UltraShield or Silicone coatings



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STONETEX

ROUGH-TEXTURE COATING

PREMIUM STONE-INSPIRED ARCHITECTURAL TEXTURE SYSTEM

★ PRODUCT OVERVIEW & KEY BENEFITS

A premium stone-inspired textured coating offering strength, durability and architectural character.

KEY FEATURES

- Excellent crack-bridging ability
- UV-resistant and weather-resistant
- Anti-fungal properties
- Superior hiding and masking of imperfections
- Stone-like premium texture
(Fine/Medium/Coarse)

⚙️ TECHNICAL ADVANTAGES

- Water-based formulation
- High texture build and adhesion
- Long-lasting moisture and UV protection

🎯 RECOMMENDED APPLICATIONS

- Exterior facades
- Perimeter walls
- Commercial buildings



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ULTRASHIELD WEATHERGUARD EXTERIOR PAINT

HIGH-PERFORMANCE WEATHERPROOF
EXTERIOR COATING

★ PRODUCT OVERVIEW & KEY BENEFITS

UltraShield Weatherguard is Tuxcoat's flagship protective exterior paint engineered for harsh African climates. It provides long-lasting resistance against UV rays, rain, humidity, dirt, cracking and fading.

KEY FEATURES

- Superior exterior durability
- Outstanding UV resistance
- Anti-fungal & anti-mildew protection
- Dirt-resistant formulation
- Flexible film that resists cracking under expansion & contraction
- Dirt-resistant formulation

⚙️ TECHNICAL ADVANTAGES

- Water-based, low-VOC
- High elasticity for long-term crack bridging
- Ideal over StoneTex or smooth surfaces
- Longer repaint cycles → reduces maintenance costs

🎯 RECOMMENDED APPLICATIONS

- Exterior building façades
- Perimeter walls
- Commercial & institutional buildings
- High-sun exposure areas (perfect for Kenya)



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TUXCOAT ULTRASHEEN (SUPERGLOSS)

HIGH-GLOSS ENAMEL FOR TOUGH, MIRROR-SMOOTH FINISHES

★ PRODUCT OVERVIEW & KEY BENEFITS

Tuxcoat UltraSheen (Supergloss) is a premium alkyd enamel formulated for superior flow, high hardness, and long-term gloss retention. It delivers a durable, elegant finish on doors, trim, woodwork, and metal when used over the correct primer and undercoat.

KEY FEATURES

- Mirror-like gloss and excellent levelling
- Tough, mar- and stain-resistant film
- Strong colour and gloss retention
- Brush, roller, and spray friendly
- Blocks tannin/metal bleed when paired with proper primers

⚙️ TECHNICAL ADVANTAGES

- Solvent-borne modified alkyd for hard cure and durability
- Good coverage (12–16 m²/L/coat) reduces labour and material use
- Controlled drying: touch dry ~4–6 h; recoat 16–24 h for optimal film build
- Compatible system: metal/wood primer → universal undercoat → UltraSheen topcoats

🛡️ RECOMMENDED APPLICATIONS

- Interior & exterior trim, doors, cabinetry, grills, gates
- Primed mild steel, galvanized steel (with suitable primer), timber
- High-traffic surfaces needing a hard, cleanable finish



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TUXCOAT HYDROSIL (SILICONE PAINT)

SILICONE-ACRYLIC EXTERIOR COATING FOR
LONG-LIFE FAÇADE PROTECTION

★ PRODUCT OVERVIEW & KEY BENEFITS

Tuxcoat Hydrosil (Silicone Paint) provides hydrophobic, breathable protection that resists rain, UV, alkali, and dirt pick-up. Designed for masonry façades where long-term colour and film integrity are critical.

KEY FEATURES

- UV and alkali resistant for coastal and high-sun zones
- Breathable film minimises blistering on cured masonry
- Resists micro-cracking on hairline imperfections
- Water-repellent “beading” effect; sheds dirt and grime
- Anti-fungal & anti-mildew protection

⚙️ TECHNICAL ADVANTAGES

- Silicone-modified pure acrylic for balanced repellency and breathability
- High coverage (6–10 m²/L/coat) with excellent opacity on masonry
- Quick recoat (2–4 h) accelerates façade turnaround
- Systemised: alkali-resistant primer/sealer → two SilicoShield coats

🎯 RECOMMENDED APPLICATIONS

- Exterior plaster/render, concrete, blockwork, fibre-cement boards
- Coastal, high-UV, or high-rainfall environments
- Repaints over sound acrylic systems after proper prep



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TUXCOAT SOFTSHELL EGGSHELL ENAMEL

LOW-SHEEN ENAMEL FOR TOUGH, WASHABLE
INTERIOR SURFACES

★ PRODUCT OVERVIEW & KEY BENEFITS

Tuxcoat SoftShell Eggshell Enamel is a premium alkyd-based coating designed to deliver a smooth, low-sheen finish with excellent durability. It provides a harder, more stain-resistant film than standard emulsions, making it ideal for walls, woodwork, and trims in demanding interiors.

KEY FEATURES

- Low-sheen “eggshell” finish that hides minor surface defects
- Tough, scrub-resistant enamel film for high-traffic areas
- Excellent stain resistance and cleanability
- Good flow and levelling for a smooth, uniform surface
- Suitable for properly primed walls, wood, and metal substrates

⚙️ TECHNICAL ADVANTAGES

- Alkyd enamel binder for a hard-wearing, durable finish
- Better block resistance and toughness than standard acrylic wall paints
- Good coverage (typically 10–14 m²/L/coat depending on substrate)
- Systemised use over suitable primers: masonry primer for walls, wood/metal primers for joinery and steel
- Compatible with brush, roller, and spray application

🎯 RECOMMENDED APPLICATIONS

- Interior walls in corridors, staircases, hospitals, schools, offices
- Interior doors, skirtings, architraves, and other trim
- Primed timber and metal where a softer sheen than full gloss is desired
- Areas requiring frequent cleaning and resistance to marking and scuffing



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TUXCOAT ELEGANCE (SATIN)

ELEGANT INTERIOR SATIN FOR REFINED,
WASHABLE WALLS & WOODWORK

★ PRODUCT OVERVIEW & KEY BENEFITS

Tuxcoat Elegance (Satin) delivers a silky mid-sheen finish with excellent durability and easy cleanability. It balances elegance with practicality for premium interiors.

KEY FEATURES

- UV and alkali resistant for coastal and high-sun zones
- Breathable film minimises blistering on cured masonry
- Resists micro-cracking on hairline imperfections
- Water-repellent “beading” effect; sheds dirt and grime
- Anti-fungal & anti-mildew protection

⚙️ TECHNICAL ADVANTAGES

- Pure acrylic (water-based) for durable, scrub-resistant films
- Productive coverage (9–13 m²/L/coat) with fast recoat (2–3 h)
- Excellent touch-up and burnish resistance on mid–deep tones
- Systemised: acrylic sealer/primer → 2 coats SatinLux; add third coat for premium depth

🔍 RECOMMENDED APPLICATIONS

- Feature walls, bedrooms, lounges, offices, healthcare interiors
- Trim and woodwork where a softer gloss is preferred
- Repaints and new substrates after correct priming



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TUXCOAT - PRECISION COLOUR FOR KENYAN ARCHITECTURE



1000-COLOUR TINTING SYSTEM

Tuxcoat operates a high-precision tinting system offering up to 1,000 customizable colours, ensuring accurate shade reproduction across all product lines including Silk, Matt, StoneTex, and UltraShield.

ARCHITECTURAL FAN DECK (1000 COLOURS)

The Tuxcoat Colour Fan Deck contains approximately 1,000 curated colours designed for Kenyan architecture—ranging from contemporary neutrals to vibrant accents and natural tones.



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MANUFACTURING CAPACITY

Tuxcoat's production facility delivers up to 2 tonnes of paint per day supported by:



High-speed dispersers



Automated mixers



Full LOT-based and GRN-linked traceability systems



1,000-litre batch capability



Modern QC laboratory

QUALITY ASSURANCE

Each batch undergoes rigorous testing including:

COA VERIFICATION

- Viscosity, pH, and density checks
- Opacity and hiding-power assessments
- Shade-matching consistency tests
- Raw-material COA verification
- Lot-number and GRN traceability

TARGET MARKETS



Hardware retailers



Wholesalers & distributors



Real estate developers



Contractors & painters



Hospitality & institutional clients



Homeowners seeking premium finishes

COMPETITIVE STRENGTHS

1,000

**COLOUR TINTING
CAPACITY**

- Premium StoneTex texture system
- Durable exterior & interior finishes
- Strong brand identity
- KEBS-aligned formulations
- Reliable production capacity
- Advanced QC systems

CORPORATE IDENTITY

Tuxcoat Paints is a brand of Tuxstyle Limited, a Kenyan manufacturing company specializing in high-quality building-finish solutions.

CLIMATE & SUSTAINABILITY STATEMENT

At Tuxcoat Paints, a brand of Tuxstyle Limited, we believe that beautiful buildings should not come at the expense of the planet. As a Kenyan manufacturer of decorative paints, we recognise our responsibility to reduce our environmental footprint, protect the health of the people who use our products, and support the global response to climate change.

Our vision is to build Tuxcoat into East Africa's leading climate-conscious paint brand – delivering high-performance coatings that last longer, emit less, and generate less waste across their entire lifecycle.

We align our efforts with the global climate agenda and the UN Sustainable Development Goals, particularly SDG 11 (Sustainable Cities and Communities), SDG 12 (Responsible Consumption and Production), and SDG 13 (Climate Action).

Our key commitments include:

- **Low-emission, safer products** – prioritising water-based, low-VOC and progressively zero-VOC formulations across our range.
- **Durability and resource efficiency** – designing systems such as UltraShield, Silicone Weather Guard and Interior Satin to be long-lasting, washable and UV-resistant, extending repaint cycles and reducing resource use over time.
- **Responsible manufacturing** – improving energy and water efficiency, exploring renewable energy such as rooftop solar, and minimising waste through better planning and process control.
- **Packaging and circularity** – using recyclable plastic packaging, clear recycling guidance, and developing take-back and recycling programmes with dealers, painters and community partners.

CLIMATE & SUSTAINABILITY STATEMENT

- **Packaging and circularity** – using recyclable plastic packaging, clear recycling guidance, and developing take-back and recycling programmes with dealers, painters and community partners.
- **Compliance, transparency and continuous improvement** – complying with KEBS and other regulations, tracking sustainability indicators and reporting progress to stakeholders.

SUSTAINABILITY KPI DASHBOARD (OVERVIEW)

Tuxcoat has defined a set of Key Performance Indicators (KPIs) to track its climate and sustainability performance on a monthly and quarterly basis. These KPIs cover energy and emissions, product chemistry, water management, waste and packaging, supply-chain compliance, and people and engagement.

Examples of tracked KPIs include:

- Energy intensity of production (kWh per 1,000 L of paint produced).
- Share of renewable energy in total energy use once solar is installed.
- Portfolio low-/zero-VOC coverage as a share of total litres sold across key ranges such as Heritage, CoverPro, UltraShield, Silicone and Satin.
- Water use intensity and volume of rinse water reused in production where technically feasible.
- Production waste rate and packaging recovery/recycling rates for buckets and cans.
- Supplier environmental and quality compliance coverage and regulatory non-conformities.
- Number of staff trained on environment and safety, and community or awareness activities supported.

These KPIs will be monitored through a structured sustainability dashboard, with clear ownership, baselines and targets for each indicator. The dashboard can be implemented as an Excel or Google Sheets tool to support regular management review and continuous improvement.

GALLERY





Contact Information

TUXCOAT PAINTS

Email: sales@tuxstyle.co.ke

Phone: +254 740 855 349

Website: www.tuxstyle.co.ke

Location: Nairobi, Kenya

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