



GENERAL PAINTS GROUP

Impact

Report 2025





THE GPG STORY

Like so many others, our founder, Ronan O'Connor, emigrated to the USA in 1950. It was his time working in a paint factory in San Francisco that inspired him with innovative ideas he wanted to bring back to his home country. He returned to Ireland with a dream of revolutionising the Irish paint landscape. And so, in 1953, General Paints Group was born.

Now over seventy years and three generations later, Ronan's vision continues to be realised. General Paints Group is Ireland's largest, 100% Irish owned & operated, progressive paint company and proud parent to three thriving brands; Colourtrend, Curator and our retail brand Cove & Co paint studios.

From our home in an old famine workhouse in Celbridge, Co. Kildare, our high-quality, high-performance paints now travel all over the world with growing markets in the UK, and the US.

Using our expertise, we sit at the forefront of paint technology, developing paints and unique colour palettes for locals and internationals alike; whether it be for their forever home, their new business or anything in between.

We're proud to be a family owned, independent business. Our people are our secret to success, a team who share an unwavering dedication to excellence, and an ambition and commitment to work together to create the most innovative and sustainable products and services. It's our people, since 1953, who have turned General Paints Group into an Irish success story to be proud of.



IMPACT SUMMARY: *The Story so far*

1950's - Ronan O'Connor founded General Paints Group in Celbridge, Co. Kildare, after returning from the USA.

1960's - Introduced custom tinting technology in Ireland- reduced need for multiple pre-tinted colours and potential waste, prepare colours at point of sale.

One of the first European paint companies to manufacture interior water-based paint using pure acrylic resin.

1990's - Kevin O'Connor (second generation GPG family) expanded manufacturing, storage, opened branded retail stores, and created a stockist network.

2006 - Formulated Industrial water-based coating: water-based two-pack epoxy coating to replace solvent-based products—cutting VOCs and solvent waste for customers.

2010 - Switched to Volatile organic compounds (VOC)-free colourants in our tinting system to minimize customer VOC exposure.

Streamlined from a 5-base to a 3-base system—fewer SKUs, same colour range, longer shelf life, less waste and better B2B efficiency.

Transitioned to 100% water-based formulations for all coatings, enabling solvent-free manufacturing and reduced emissions.

2012 - Formulation and supply of water-based coating for traditional solvent-based cast iron dipping product. Customer – reduced VOC exposure and solvent based waste.

2013 - Certified for **ISO 9001 Quality management system.**

2016 - Launched Colourtrend Ceramic Matt—next-gen matt finish that's highly washable and stain-resistant. Adding to the collection of durable coatings to protect surfaces for longer.

2021 - Launched Curator paints luxury paint collection, Curator, in Ireland and the USA.

2022 - Rachel O'Connor (third generation of GPG family) led the launch of Colourtrend Surface Protect; Ireland's first antiviral, antibacterial wall paint with near zero VOC content, certified to Eurofins Indoor air comfort gold standard. A product that protects customers from contamination while also reducing emissions.

Expanded Curator into the Dutch market.

Started our B Corp Journey through B Impact self-assessment.

2024 - Achieved **B Corp certification.**

Certified for **ISO 45001 & ISO 14001 Environmental and Health and Safety management system.**

Rebranded retail stores to Cove & Co to offer other sustainable brands of premium paint.

2025 - Commissioning of new tanks for raw material to improve operational efficiency.

Became part of CIRCULÉIRE circular economy network to drive sustainable change within business.

Water consumption reduction up to 76.6% in 2025.



BECOMING A CERTIFIED B CORPORATION™

Certified



Corporation

Learn more at
bcorp.com





B CORP™ UPDATES 2025

In 2025, B Lab introduced the most significant evolution of the B Corp Certification standards since the movement began, establishing a more rigorous and comprehensive framework for responsible business. The new model moves away from the previous cumulative points-based scoring system and instead requires companies to meet minimum performance requirements across **seven core impact areas**:

- Purpose and Stakeholder Governance.
- Climate Action.
- Fair Work.
- Human Rights.
- Environmental Stewardship and Circularity.
- Justice.
- Equity.
- Diversity and Inclusion.
- Government Affairs and Collective Action.

Colourtrend is
the first Irish
paint company
to proudly achieve

Certified



Corporation

Committed to creating lasting, vibrant colour
that protects our planet, people & future.



B CORP™ UPDATES 2025

The updated certification process also introduces independent third-party assurance aligned with international auditing standards, as well as a structured five-year certification cycle designed to encourage continuous improvement. Companies must first meet foundation requirements confirming their eligibility, complete a detailed self-assessment, and then undergo an external audit, with surveillance audits and milestone requirements at years three and five to demonstrate ongoing progress.

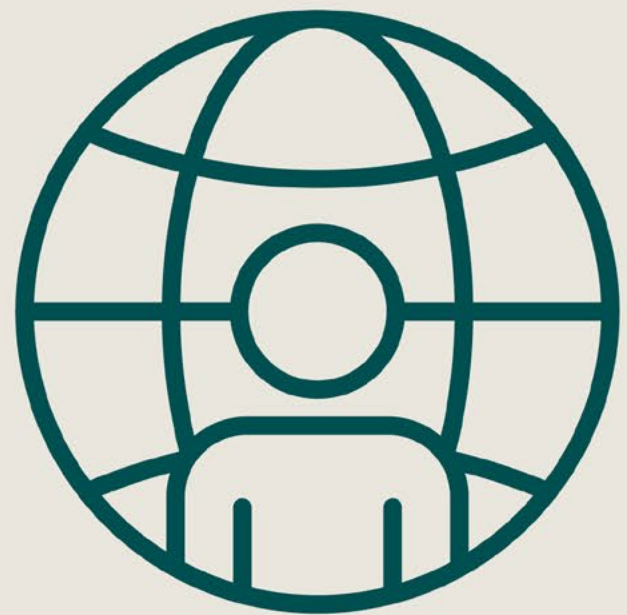
As an existing B Corp, our company will be operating under a transitional licensing arrangement that allows us to maintain our certification while preparing to recertify under the new standards. During this period, we are reviewing our policies, strengthening governance and impact management systems, and implementing actions aligned with the new requirements, with the aim of completing recertification under the updated framework in 2027.





COMMUNITY IMPACT

Impact to date



Community





Community

Impact to date

Heritage Night: Guided by the local historian Cathy Flemming, GPG hosts heritage night every year, bringing the history of the building which was once a famine workhouse and the stories of those who lived between these now to its present-day transformation to General Paints Group Headquarters. In 2025, GPG hosted a heritage tour of the site for 120 guests, fostering local pride and historical awareness. A total of 66 hours of volunteer work was contributed by the employees.

Community Donations: As part of our commitment to creating positive social impact, General Paints Group contributes to various charitable donations each year. In FY2025, this amounted to **€218,000** in donations, delivered through both The Foundation and the company's internal Community Committee supporting a wide range of local and international causes. In addition to the financial support, **2902 litres** of paint were donated to numerous community-led projects. These contributions help advance initiatives aligned with the core theme of our Community Policy including Creativity and Culture, Learning and Development, Diversity Equity and Inclusion and B Corp values.



Community

Impact to date

DCU Access Program: In 2025, General Paints Group strengthened its social impact through continued support of DCU's Access to the Workplace programme, directly enabling **three student internships** that provided practical experience, professional exposure, and career development opportunities for underrepresented students. This contribution forms part of a wider, highly impactful programme that placed **86 students in internships in 2025**, has delivered **483 internships since 2019**, and supported **943 Access students enrolled at DCU**, underpinned by **€6.3 million in philanthropic funding**.

The company's funding and participation contribute to a thriving, scalable initiative that enhances employability outcomes, with over **90% of participants progressing to employment or further pathways**, while also strengthening DCU's ability to expand inclusive education and career access. Through its partnership, General Paints Group is actively supporting DCU's mission to drive social mobility, build a diverse talent pipeline, and create long-term societal value by ensuring that talented students from all backgrounds can access meaningful career opportunities.





EMPLOYEES & CULTURE AT GPG

Progress with Purpose



*Employees &
Culture at GPG*





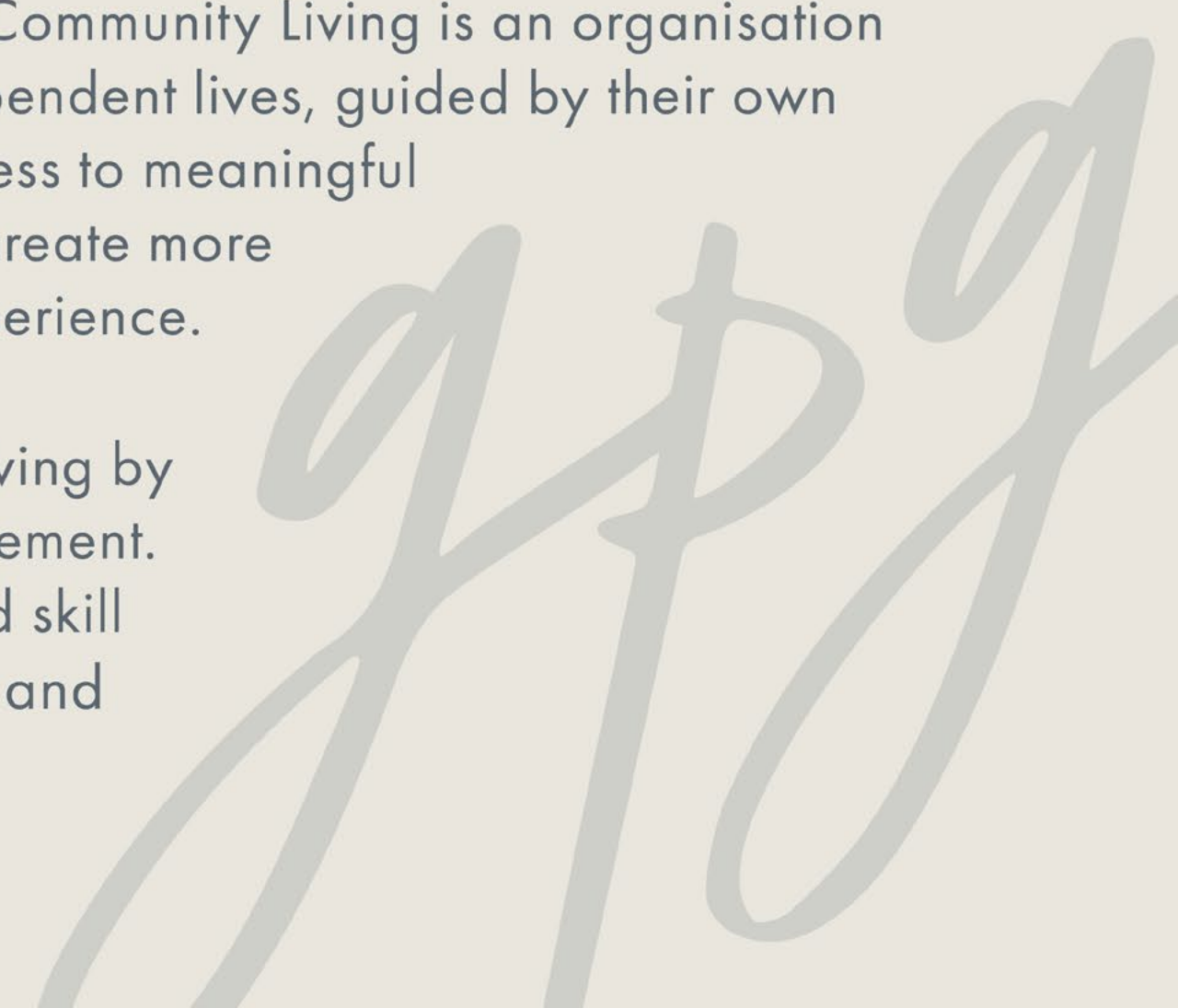
*Employees &
Culture at GPG*

Progress with Purpose

Empowering Future Talent through Transition Year Partnerships: In 2025, we deepened our connection with local schools by welcoming **10 Transition Year students** into the business. Through hands-on experience across retail, warehousing, and marketing, students gained meaningful exposure to the world of work, supporting their personal development while building early pathways into future careers.

Champion Inclusion with Dara Community Living: Dara Community Living is an organisation dedicated to supporting people of all abilities to live fulfilling, independent lives, guided by their own choices, voices, and goals. A key part of their work is enabling access to meaningful employment through partnerships with local businesses, helping to create more inclusive workplaces while providing valuable, real-world work experience.

In 2025, General Paints proudly partnered with Dara Community Living by welcoming a service user into our Finance team for a six-week placement. This initiative provided hands-on professional experience, supported skill development, and reinforced our commitment to fostering inclusion and opportunity within our workforce and the wider community.





*Employees &
Culture at GPG*

Progress with Purpose

Giving Back through employee-led fundraising: Our people took the lead in driving positive change through an employee-led Step Challenge in support of the Irish Heart Foundation. By combining physical activity with purpose, employees collectively raised **€1,225**, an amount proudly matched by General Paints to reach a total contribution of **€2,450**.

Building Lifesaving skills through 'Hands for Life: We reinforced our commitment to employee wellbeing by equipping approximately **55 team members across** our HQ and retail network with essential lifesaving skills through the Irish Heart Foundation Hands for Life campaign. Through this initiative, employees received CPR training, increased their awareness and understanding of AED (Automated External Defibrillator) use, and gained the confidence to respond effectively in cardiac emergencies.





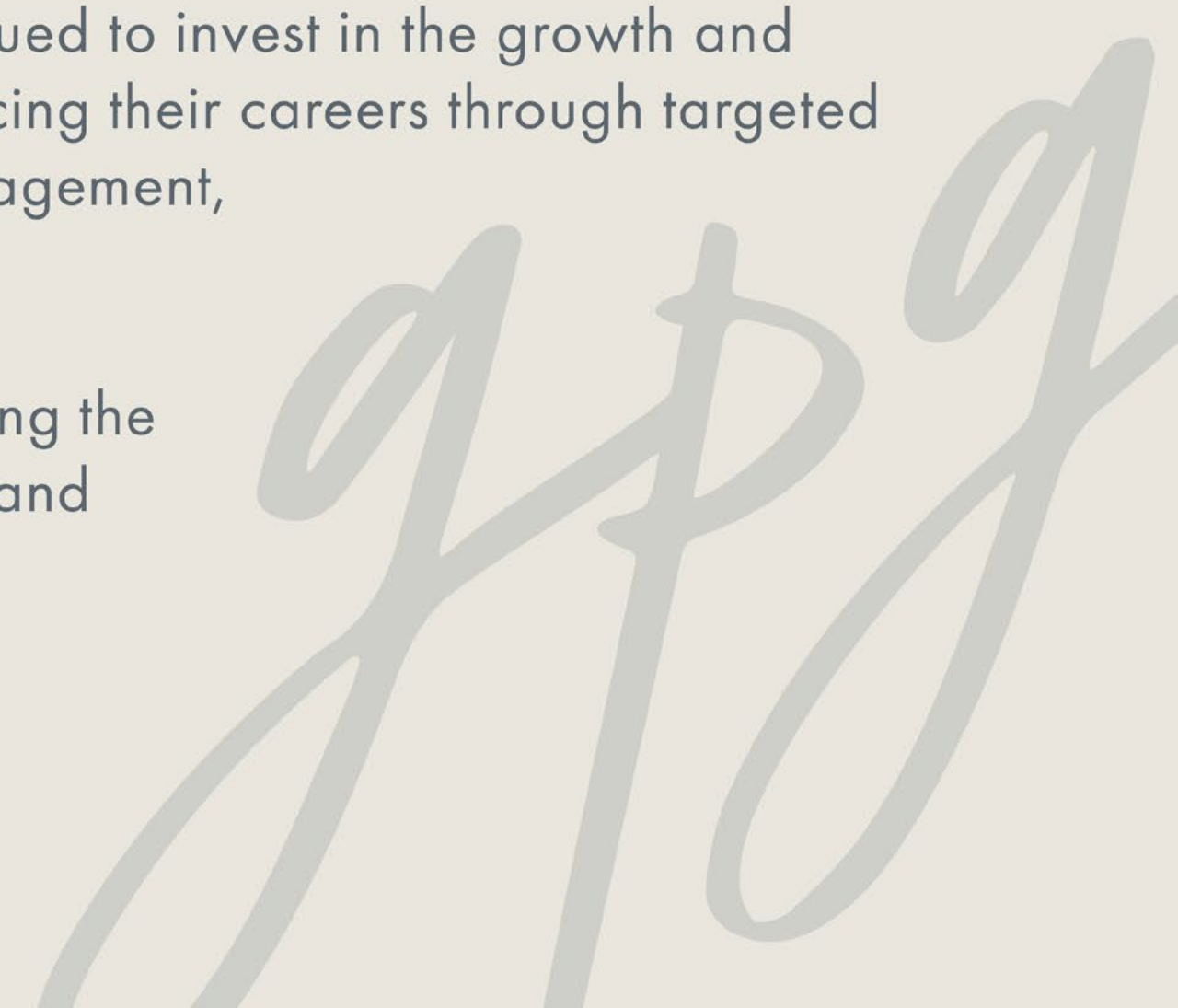
*Employees &
Culture at GPG*

Progress with Purpose

Supporting Preventative Health through Employee Health Checks: We continued to champion a proactive approach to employee wellbeing, with **78 employees** participating in company-supported health checks delivered by Redicare Control. These assessments provided valuable insights into key health indicators, including blood pressure, cholesterol levels, and diabetes risk.

Enabling Continuous Learning and Upskilling: We continued to invest in the growth and development of our people, supporting **17 employees** in advancing their careers through targeted programs in areas such as coaching, data analytics, project management, and retail leadership.

In addition, all employees have access to DCM Learning, providing the flexibility to pursue courses aligned with their individual interests and career aspirations.





*Employees &
Culture at GPG*

Progress with Purpose

Creating Meaningful Moments through Team Experiences: We prioritized connection and collaboration by creating opportunities for our people to come together through a range of shared experiences. From Viking Splash Tours to go-karting, golf outings, and boat trips, these team days provided a valuable space for employees to build relationships beyond their day-to-day roles.





*Employees &
Culture at GPG*

Progress with Purpose

Celebrate Excellence and Long Service:

We proudly recognised the dedication and achievements of our people during our annual All Hands Day, where employee-nominated awards such as Excellence in Action, Innovator of the Year, and Culture Champion were presented. These awards celebrate the commitment, passion, and high standards demonstrated by our team's organisation.

We also marked important long-service milestones, employees who have dedicated between 5 and 20 years to the company. By recognizing both exceptional contributions and long-term commitment, we continue to foster a culture of appreciation, loyalty, and pride in the work we do together.





*Employees &
Culture at GPG*

Progress with Purpose

Embedding Employee Voice through Ongoing Survey: At GPG, continuous listening is a core element of how we support our people and strengthen our culture. The company regularly monitors employee engagement through structured feedback channels, including monthly pulse checks, thematic surveys, and the annual Employee Engagement Survey. In addition, GPG conducts a dedicated Diversity, Equity and Inclusion (DEI) Survey every year to better understand the demographics, experiences, and needs of the workforce and to ensure that our policies, culture, and practices remain inclusive and equitable.

The most recent **2025 DEI Survey** achieved a response rate of **43.75%**, with **49 out of 112** employees participating. This strong level of engagement demonstrates that employees are willing to share their experiences and contribute to shaping a more inclusive workplace.

Overall, the majority of employees expressed positive experiences at work, with 73.5% feeling a sense of belonging, 81.6% feeling respected, and 83.7% trusting GPG to address discrimination fairly. Most respondents view our hiring practices as fair and inclusive and believe GPG actively builds diverse teams.





*Employees &
Culture at GPG*

Progress with Purpose

Embedding Employee Voice through Ongoing Survey:

The survey reflects encouraging progress across several key areas, with positive movement since 2024 in areas such as positive employee experience, employees feeling respected, trusting GPG to address discrimination fairly, and viewing hiring practices as inclusive. Employees also reported a strong sense of belonging and confidence in using internal digital tools. Opportunities remain to further enhance transparency, communication around career development, psychological safety, and participation in JEDI-related training.





*Employees &
Culture at GPG*

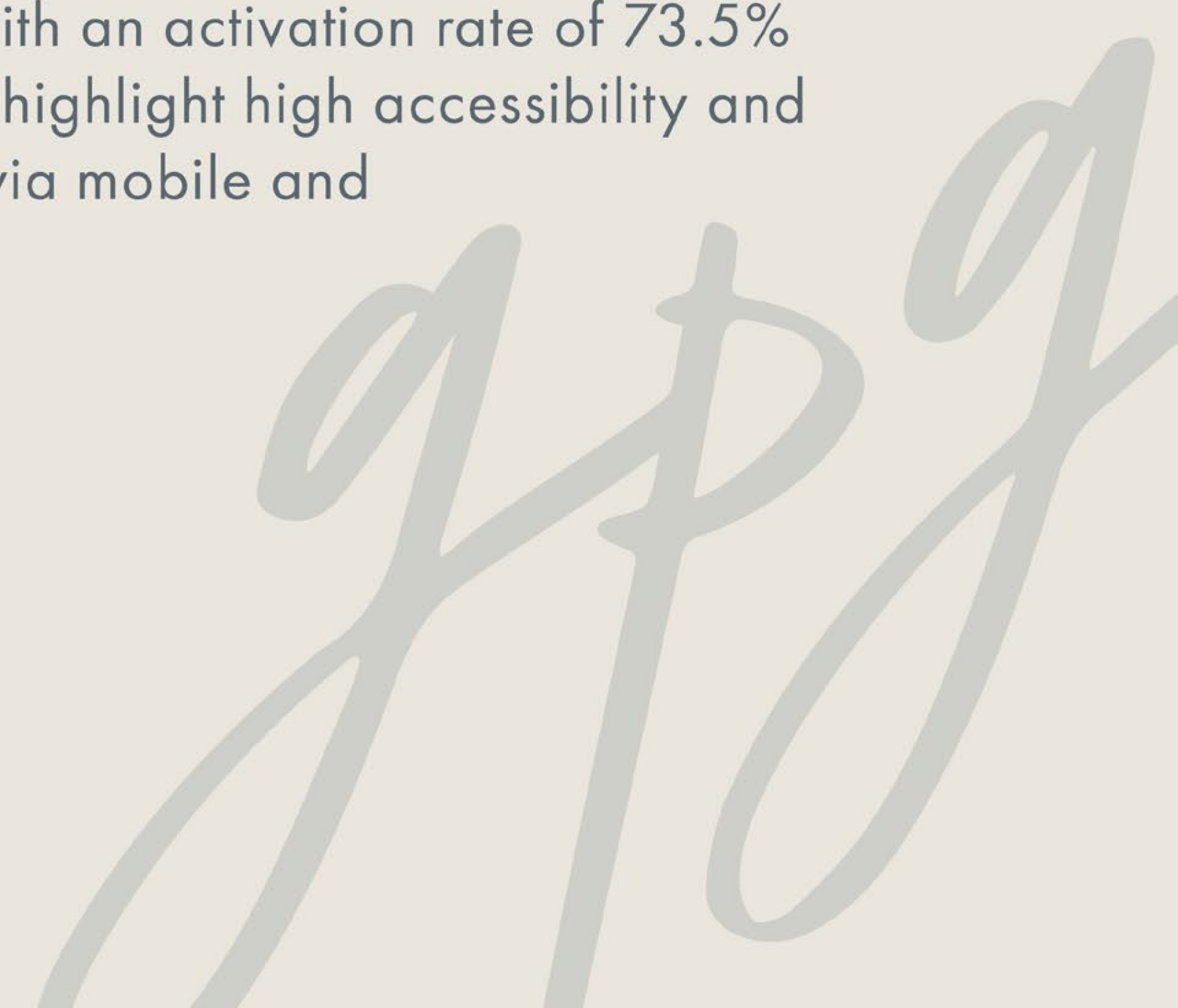
Progress with Purpose



workvivo

Enhancing Communication with Workvivo: In direct response to employee feedback, we introduced Workvivo in September 2025 as a central hub to strengthen communication, recognition, and connection across the organisation. Designed to create a more inclusive and informed workplace, the platform enables employees to stay engaged, share updates, and celebrate achievements in real time.

Since its launch on 10th September, adoption has been strong, with an activation rate of 73.5% and an onboarding rate of 72.65% in 2025. Usage insights also highlight high accessibility and engagement, with 88.37% of employees accessing the platform via mobile and 92.93% via web.





workvivo



Employees &
Culture at GPG

Progress with Purpose

Enhancing Communication with Workvivo: In addition, employees created 226 posts throughout 2025, with average engagement per post showing a steady and exponential increase over time. This demonstrates not only strong participation and enthusiasm from our people but also reflects a growing acceptance and adoption of new, modern communication channels within the organization.





STRENGTHENING GOVERNANCE

*for Safer, Greener &
More inclusive Operations*



*Strengthening
Governance*





*Strengthening
Governance*

Safer, Greener & More Inclusive Operations

In December 2025, GPG successfully passed the annual audit of our Integrated Management System, covering **ISO 9001** (Quality), **ISO 14001** (Environment), and **ISO 45001** (Health & Safety).

This milestone reflects our commitment to **embedding responsible governance practices that balance business performance with positive outcomes for our employees, customers, communities, and the environment.** Our integrated approach ensures that policies, processes, and decision-making are aligned to manage risk, drive continuous improvement, and deliver long-term shared value.

We continued to strengthen governance through cross-functional collaboration, maintaining regular Environment, Health & Safety (EHS) Committee meetings with representatives from Operations, Technical, and Retail. This forum enables inclusive decision-making, shared accountability, and proactive management of environmental and safety risks across the organisation.

Colourtrend
INFINITE COLOUR



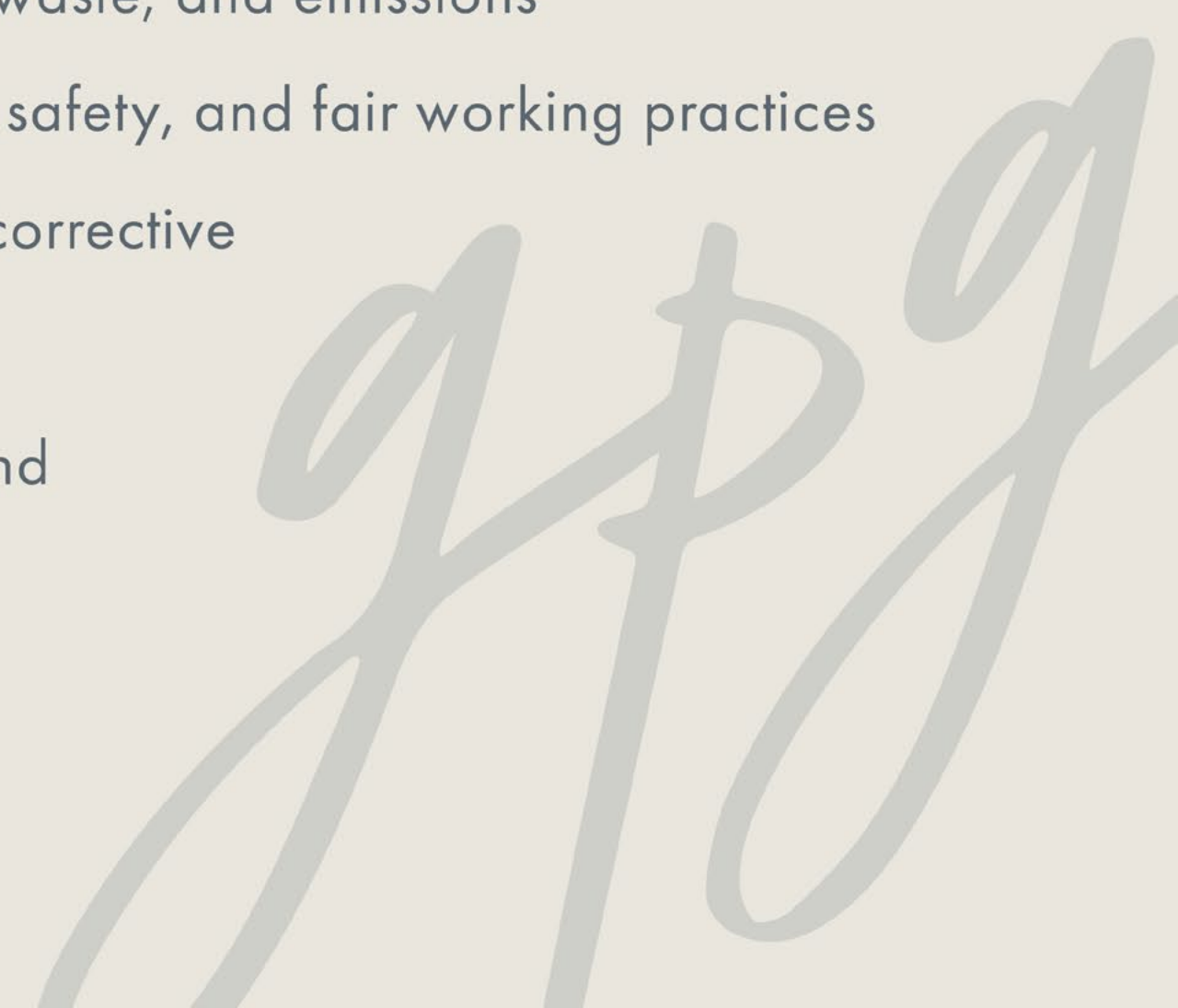


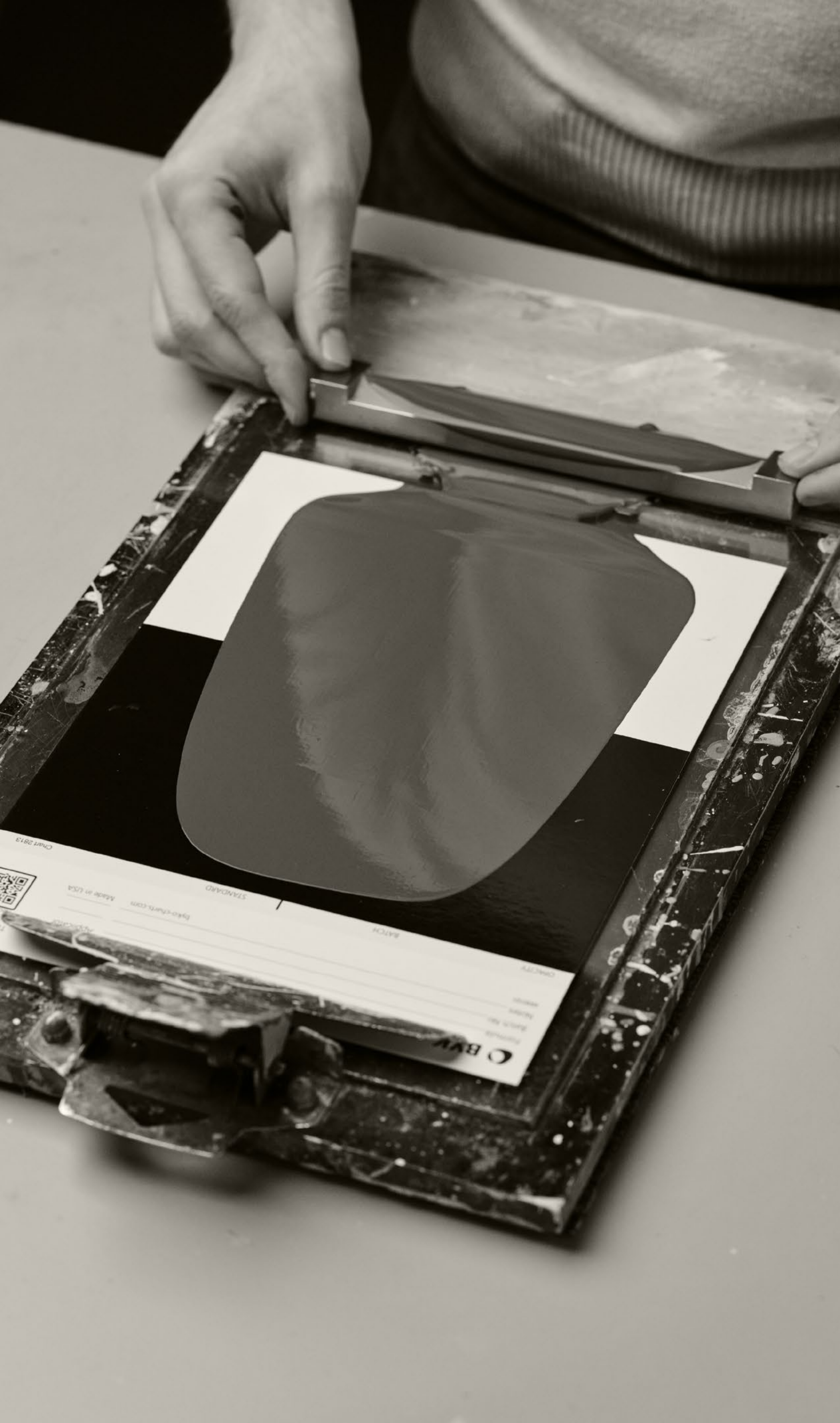
*Strengthening
Governance*

Safer, Greener & More Inclusive Operations

Through these governance structures, we:

- Strengthen accountability and oversight through clear roles, structured processes, and regular performance reviews
- Reduce environmental impact by actively managing resources, waste, and emissions
- Prioritise worker wellbeing and inclusion by embedding health, safety, and fair working practices
- Drive continuous improvement through audits, monitoring, and corrective action processes
- Enhance transparency and trust through external certification and cross-functional engagement





Strengthening
Governance

Safer, Greener & More Inclusive Operations

Our Integrated Management System ensures that governance evolves alongside our sustainability ambitions enabling GPG to operate safely, responsibly, and inclusively while delivering long-term value for all stakeholders.

CONCLUSIONS

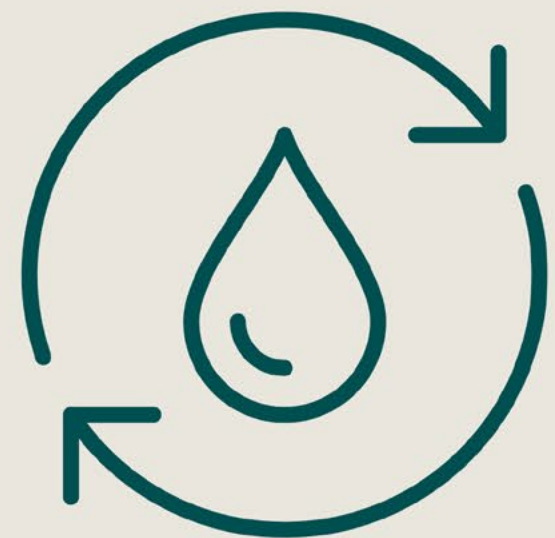
The audit team recommends that, based on the results of this audit, the management system certification be

UKAS - ISO 14001:2015	☐ Granted	☒ Continued	☐ Renewed
	☐ Modified	☐ Withheld	☐ Suspended
UKAS - ISO 45001:2018	☐ Granted	☒ Continued	☐ Renewed
	☐ Modified	☐ Withheld	☐ Suspended
UKAS - ISO 9001:2015	☐ Granted	☒ Continued	☐ Renewed
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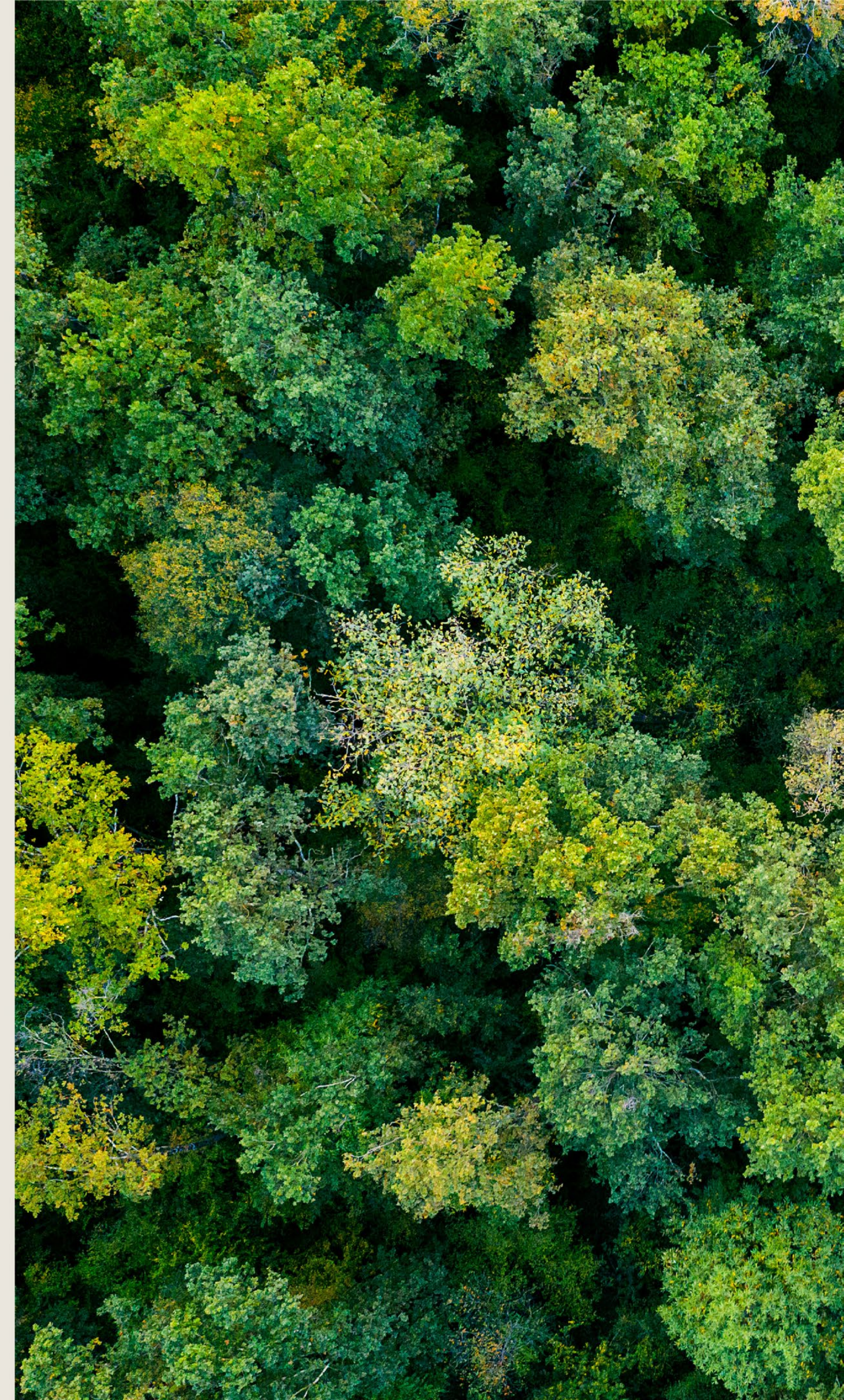


ENVIRONMENTAL RESPONSIBILITY

*through Circularity, Transparency
& Emission Reduction*



*Environmental
Responsibility*



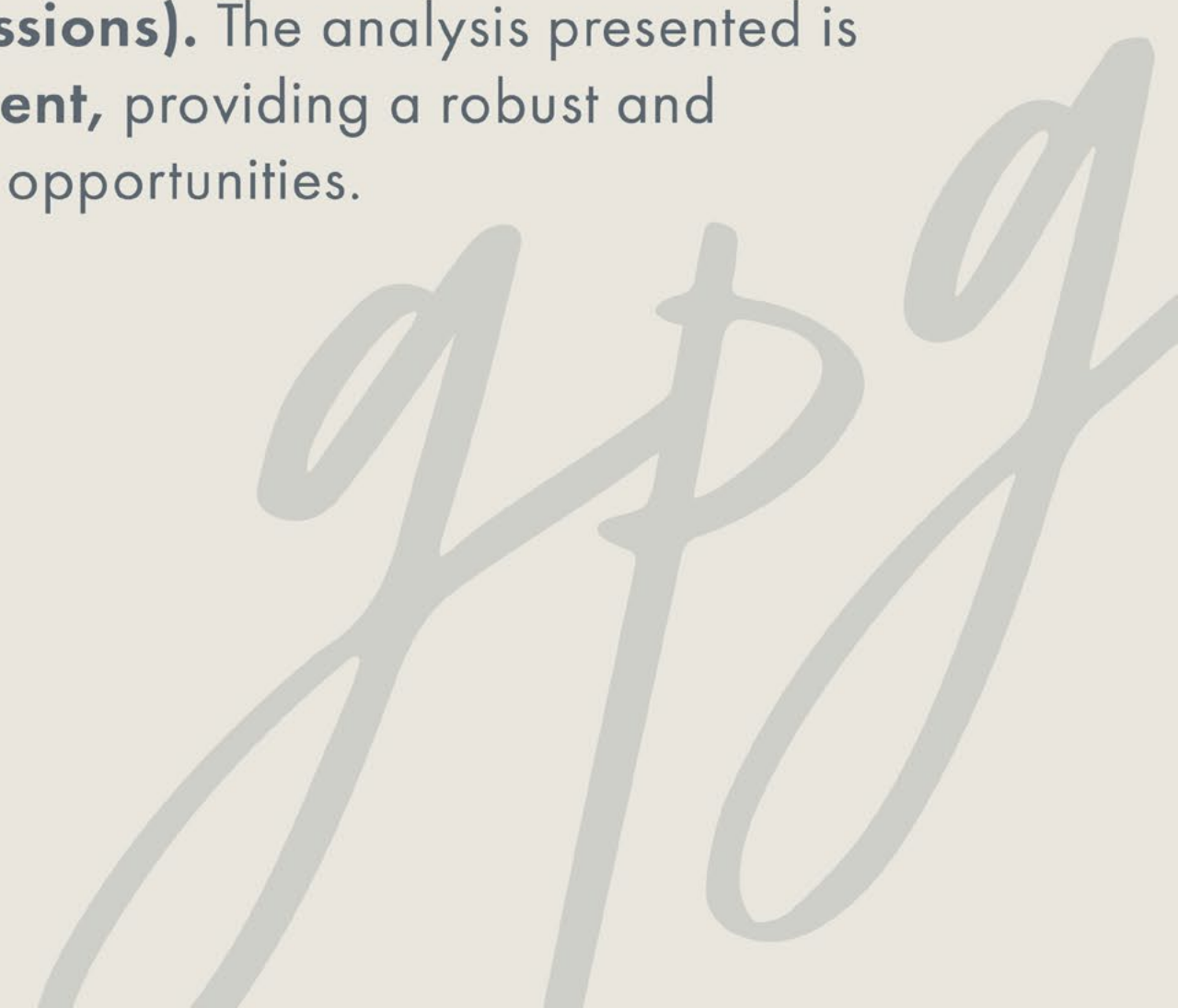


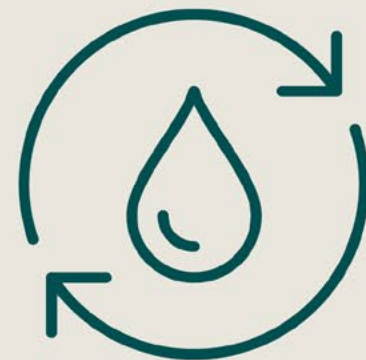
Environmental Responsibility

Through Circularity, Transparency & Emission Reduction

Our Approach to Environmental Responsibility: At General Paints Group, environmental responsibility is a core component of our sustainability strategy. We are committed to measuring, managing and reducing our greenhouse gas (GHG) emissions across our operations and value chain.

Our carbon inventory is aligned with the **GHG Protocol**, covering **Scope 1 (direct emissions)**, **Scope 2 (purchased energy)**, and **Scope 3 (value chain emissions)**. The analysis presented is based on an **externally verified 2025 GHG Hotspot Assessment**, providing a robust and transparent evaluation of our emissions profile and key reduction opportunities.





Environmental
Responsibility

Through Circularity, Transparency & Emission Reduction

2025 Performance Overview:

Metric	2024	2025	Change
Total Emissions (tCO ₂ eq)	5,605	5,797	+3.0%

Total emissions increased by 3%, primarily due to the **inclusion of packaging emissions in 2025**. This reflects **improved data coverage and reporting maturity**, rather than production growth.

Scope / Type	Carbon Emissions [tCO ₂ eq]	Carbon Emissions [%]
Scope 3	5,355	95.55%
Materials	4,319	77.05%
Transportation	254	4.53%
End of Life	461	8.22%
Water	14	0.25%
Waste	308	5.49%
Scope 2	162	2.88%
Energy	162	2.88%
Scope 1	88	1.57%
Energy	88	1.57%
Grand Total	5,605	100.00%

Scope / Type	Carbon Emissions [tCO ₂ eq]	Carbon Emissions [%]
Scope 3	5,511	95.06%
Materials	4,488	77.42%
Transportation	266	4.59%
End of Life	449	7.75%
Water	9	0.15%
Waste	299	5.15%
Scope 2	159	2.75%
Energy	159	2.75%
Scope 1	127	2.19%
Energy	127	2.19%
Grand Total	5,797	100.00%



Environmental Responsibility

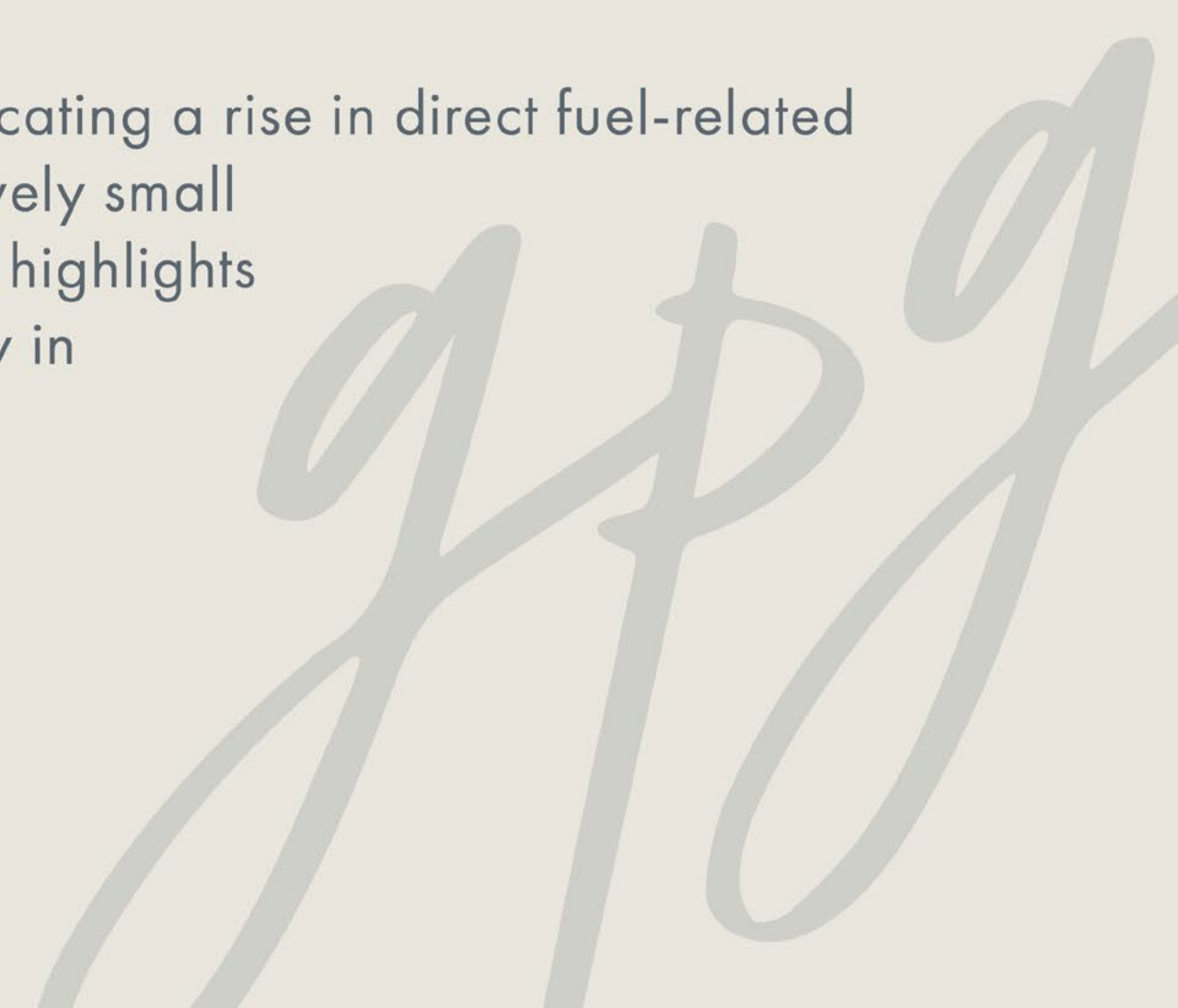
Through Circularity, Transparency & Emission Reduction

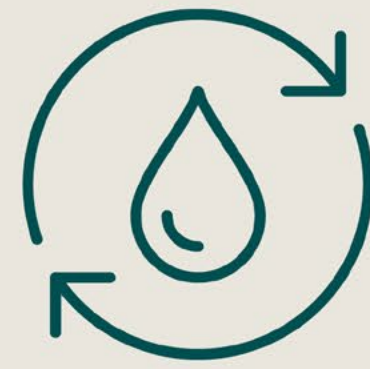
Scope and Category Comparison:

Scope 1: Direct Emissions

Scope 1 emissions increased from 88 tCO₂eq in 2024 to 127 tCO₂eq in 2025, representing a 44% increase year on year.

The main driver of this increase was higher gas consumption, indicating a rise in direct fuel-related emissions from site operations. While Scope 1 represents a relatively small proportion of General Paints Group's total footprint, this increase highlights a clear opportunity to improve operational efficiency, particularly in relation to combustion-based energy use.





Environmental Responsibility

Through Circularity, Transparency & Emission Reduction

Scope 2: Purchased Energy

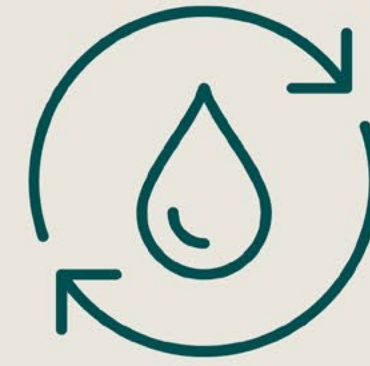
Scope 2 emissions recorded a **slight decrease of 1.35%** between 2024 and 2025.

This modest reduction may reflect a combination of **improved electricity efficiency** and broader **grid decarbonisation effects**. Although the reduction is relatively small, it is a positive signal that electricity-related emissions are beginning to stabilise or improve.

Scope 3: Value Chain Emissions

Scope 3 emissions remain by far the most significant component of General Paints Group's footprint, accounting for **approximately 95% of total emissions**.

Between 2024 and 2025, Scope 3 emissions increased by **2.9%**, driven primarily by the **addition of packaging data** and changes within material-related emissions. This confirms that the company's greatest climate impact lies beyond its direct operations, in the upstream supply chain and downstream product life cycle.



Environmental Responsibility

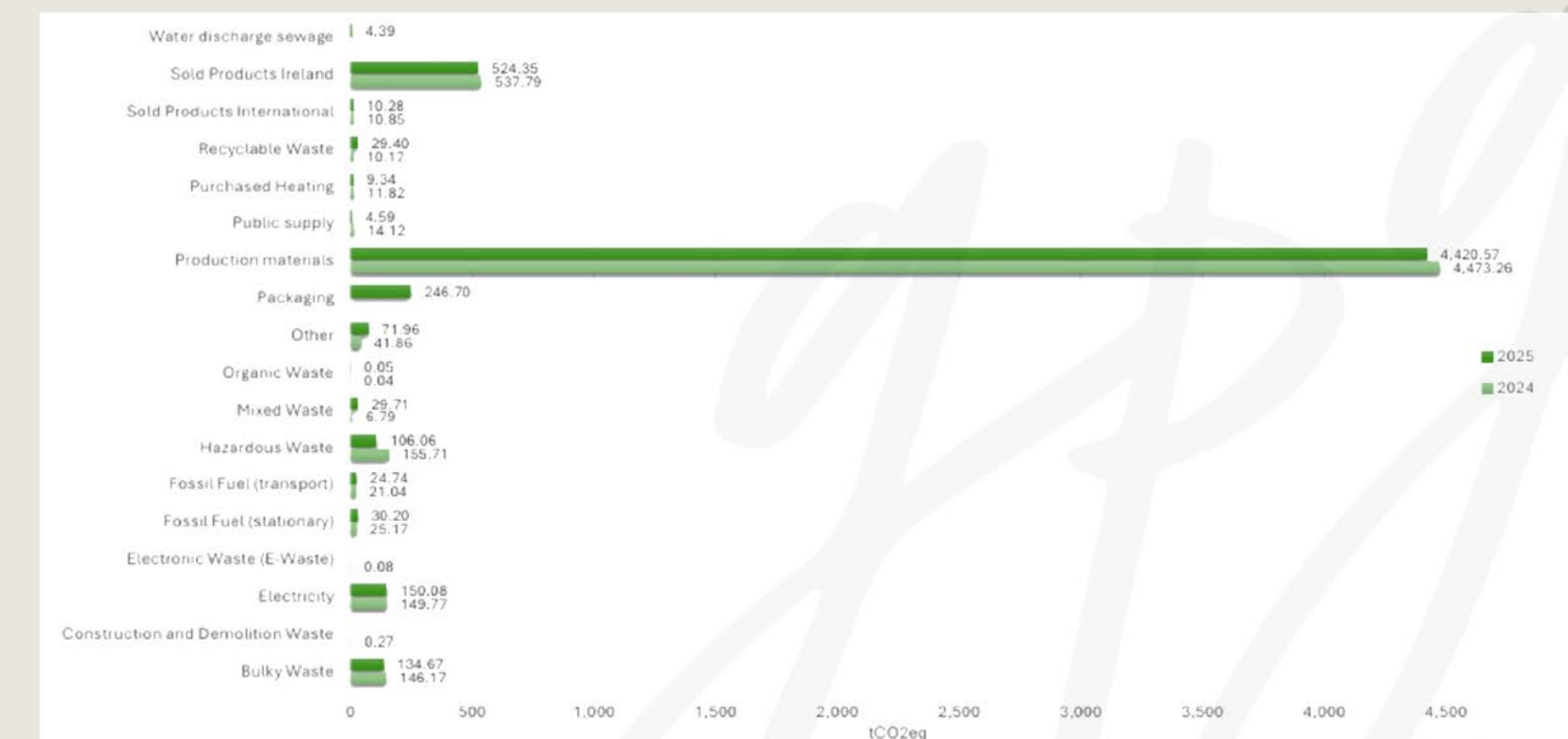
Through Circularity, Transparency & Emission Reduction

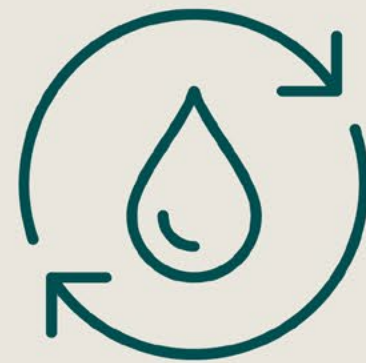
Emission by category and Key Drivers:

A category-level view of emissions shows that materials are the dominant source of emissions, contributing approximately 77% of the total footprint. This makes raw material sourcing and formulation the most important area of focus for future carbon reduction efforts.

Key year-on-year trends include:

- Materials emissions increased by 4%, reinforcing their role as the primary driver of the company's overall footprint.
- Transportation and energy-related emissions increased slightly, suggesting relative stability but continued exposure to logistics and operational energy use.
- Water and waste related emissions decreased significantly, representing a positive shift in one of the smaller impact categories.





Environmental Responsibility

Through Circularity, Transparency & Emission Reduction

Material Hotspot Analysis:

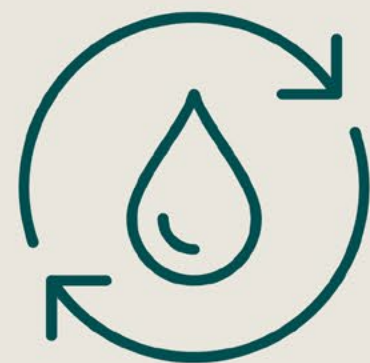
The hotspot assessment confirms that a small number of materials account for the majority of General Paints Group's material-related emissions.

The most significant contributors are:

- **Titanium Dioxide:** approximately **40–45%** of material emissions
- **Styrene Acrylic Emulsion:** approximately **20–25%**
- **Alkyd Resin:** approximately **10–15%**

Together, these materials represent the core hotspots within the company's purchased goods footprint. More broadly, **the top 10 materials contribute over 90% of total material emissions**, indicating that the emissions profile is highly concentrated.

In 2025, General Paints Group recorded a 3% increase in total emissions, reaching 5,797 tCO₂eq, primarily due to enhanced reporting coverage, rather than increased production. The hotspot assessment provides a clear and actionable roadmap: future emissions reductions will depend on transforming material sourcing, engaging suppliers, and improving energy use.



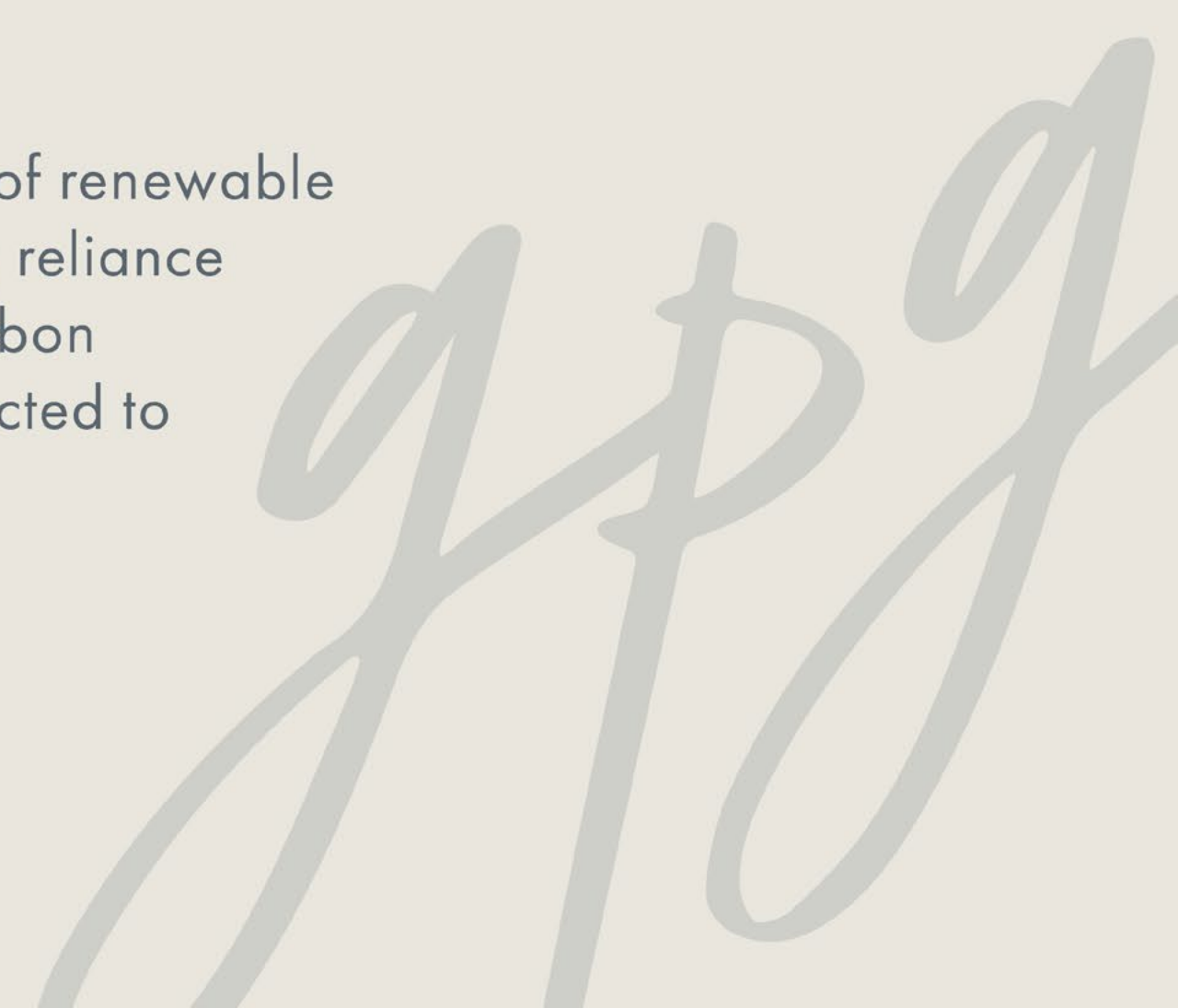
Environmental Responsibility

Through Circularity, Transparency & Emission Reduction

Solar Panel Installation:

In 2025, we advanced our transition toward cleaner energy through the development of a rooftop solar PV project at our Celbridge facility. During the year, we completed initial project scoping and engaged with external stakeholders to support system design and installation planning, with the proposed 76.5 kWp system to be installed on the new roofs of the Packaged Paint Warehouse and Can Storage facility.

This project is expected to generate approximately 65,500 kWh of renewable electricity annually, strengthening our energy resilience, reducing reliance on conventional sources, and resulting in significant Scope 2 Carbon reductions. The installation is progressing as planned and is expected to be completed by 2026.





Environmental Responsibility

Through Circularity, Transparency & Emission Reduction

Operational Efficiencies:

The operations department delivered several impactful initiatives in 2025, focused on improving efficiency, strengthening sustainability practices, enhancing safety, and supporting the wider community.

- **Replacement of Diesel Forklift with New Electric Model:** Transitioned to an electric forklift, reducing fuel and maintenance costs, eliminating diesel emissions to improve indoor air quality, and enhancing operational safety through improved stability and performance.
- **Cardboard and Plastic Waste Management:** Strengthened recycling and reuse practices by reusing most incoming cardboard for shipments and ensuring all remaining cardboard and plastic waste is baled and recycled, reducing landfill impact.



Environmental Responsibility

Through Circularity, Transparency & Emission Reduction

Operational Efficiencies:

The operations department delivered several impactful initiatives in 2025, focused on improving efficiency, strengthening sustainability practices, enhancing safety, and supporting the wider community.

- **Raw Material Warehouse Reconfiguration:** A reconfiguration of the raw materials warehouse introduced eight external containers in the yard area, freeing up 80 pallet spaces and increasing operational efficiency. The addition of mesh shelving has further enhanced safety and product accessibility, creating a more streamlined and secure working environment.
- **Tanks commissioned** to enhance efficiency around resin and solvent storage, which led to huge reduction of around 100+ IBCs and waste associated with that.



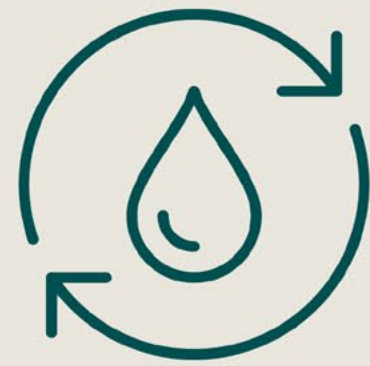
Environmental Responsibility

Through Circularity, Transparency & Emission Reduction

Wash Water Usage:

Following the implementation of circular water management practices in 2024, General Paints Group (GPG) continued to apply defined Standard Operating Procedures (SOPs) for tank cleaning, biocide dosing, and pre- and post-treatment testing throughout 2025. These established processes ensure the consistent and safe reuse of wash water across operations. Supported by in-house water testing capabilities, teams are enabled to make real-time, data-driven decisions, sustaining the integration of recycled water across an increasing number of production processes.

As a result, GPG reused 77,946 liters of washwater in production in 2025, representing a 12.3% reduction compared to 2024, reflecting improved efficiency following the previous year's peak usage. However, washwater usage remains 65.1% higher than the 2023 baseline, indicating that further optimization opportunities remain. GPG remains committed to reducing waste, minimizing freshwater consumption, and embedding circularity into its core manufacturing processes.

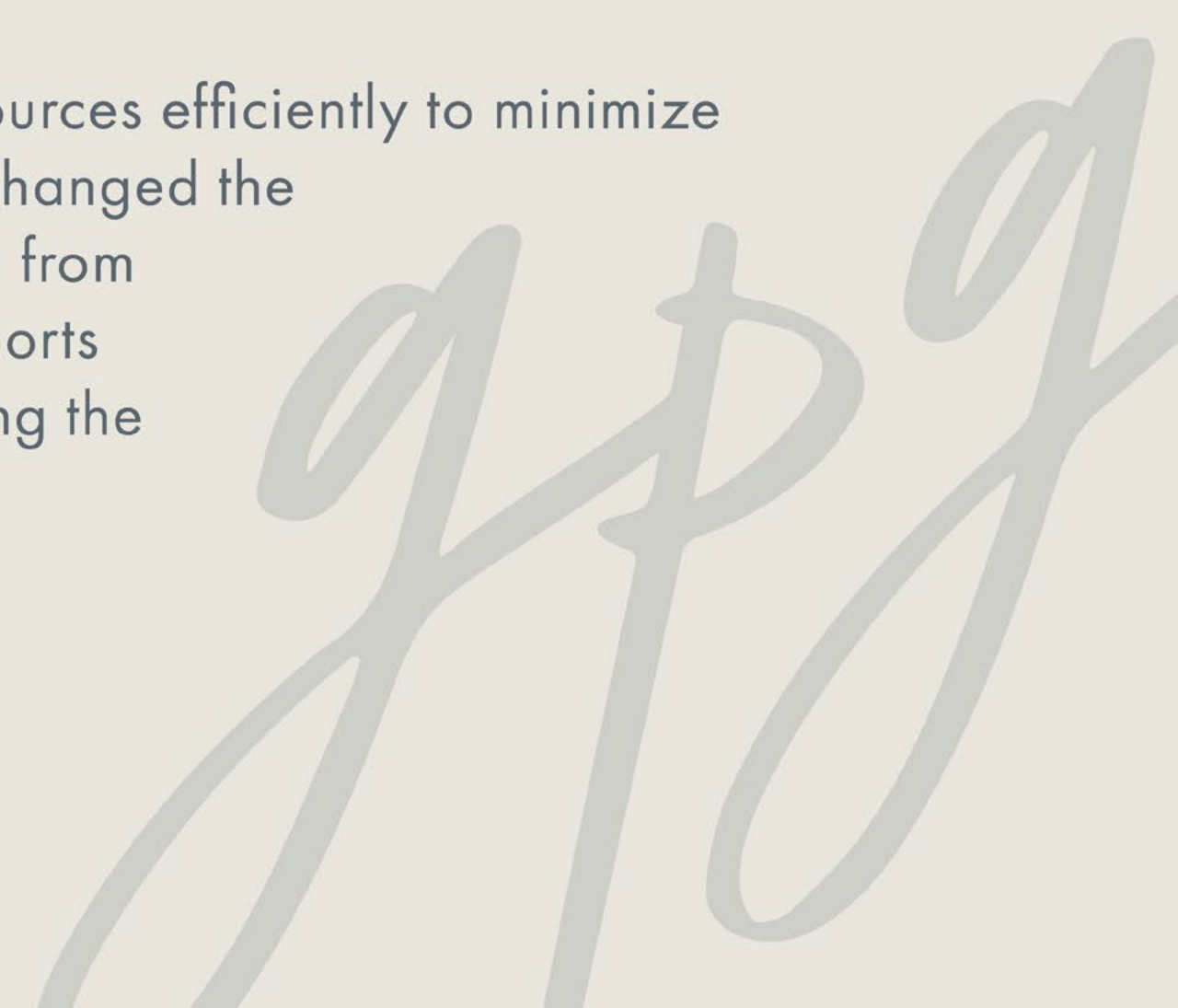


Environmental Responsibility

Through Circularity, Transparency & Emission Reduction

Waste removal: In 2025, a total of 104 Intermediate Bulk Containers (IBCs) were removed from our site and fully recycled by an authorized waste partner, ensuring materials were reintroduced into the circular economy. As part of ongoing site development, we have transitioned to bulk storage tanks for raw materials, which were previously stored in IBCs. This shift represents a key circularity opportunity, enabling us to significantly reduce reliance on single-use or short-lifecycle containers and minimize associated waste generation going forward.

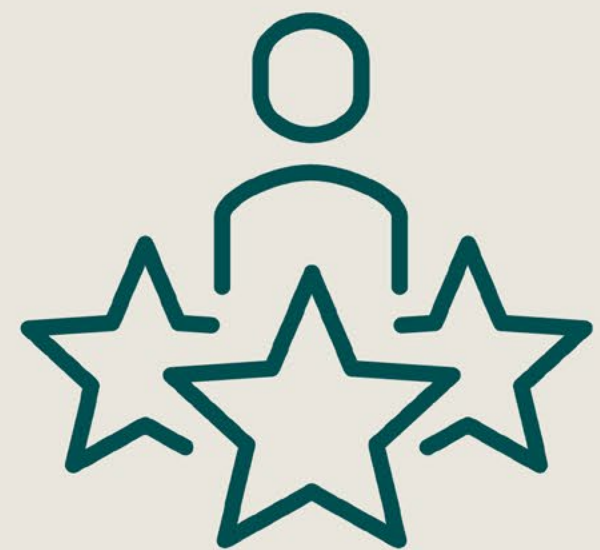
Sustainable Packaging: At GPG, we believe in using our resources efficiently to minimize waste and move toward more sustainable packaging. We have changed the packaging for our test pots, specifically the lids, by sourcing them from suppliers who use 100% recycled material. This shift directly supports sustainability goals by promoting a circular economy and reducing the environmental footprint of our packaging.



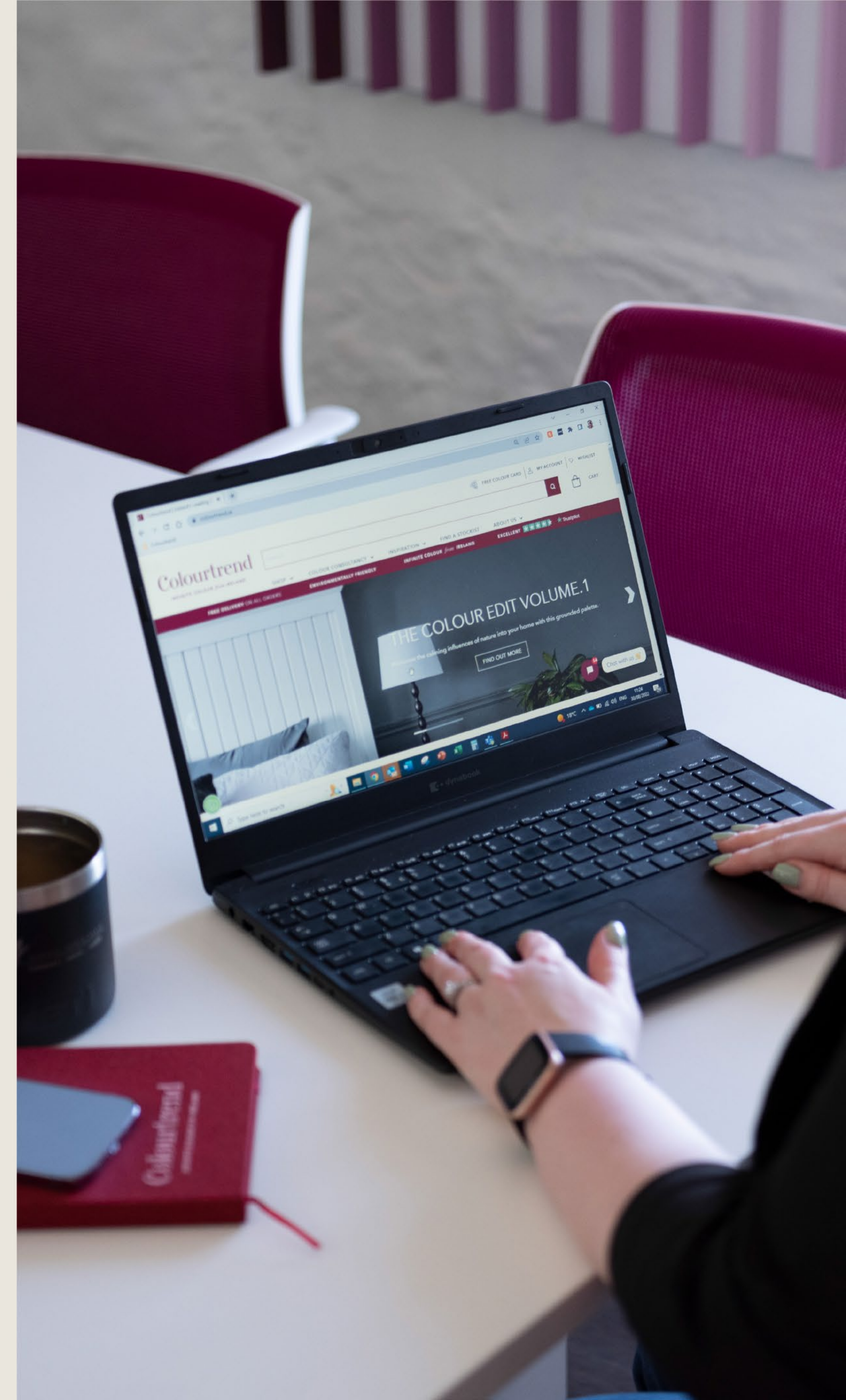


CUSTOMER EXPERIENCE:

Listening, Improving & Growing Together



Customer Experience





Customer
Experience

Listening, Improving & Growing Together

Customer feedback remained strong, with 72 Trustpilot reviews in 2025 - 82% rated five stars resulting an overall score of 4.4. Customers consistently praised service quality, colour range, and fast delivery.

We also analysed online purchasing behaviour, with a 33.26% return rate and 942 repeat customers, marking a ~1% increase from 2024. December saw the highest return rate (40%), likely due to seasonal gifting. These insights help us refine product selection, sizing guidance, and overall customer experience.

Return Customer Rate (RCR) / Yearly	2022	2023	2024	2025
	36.77%	24.60%	32.33%	33.26%



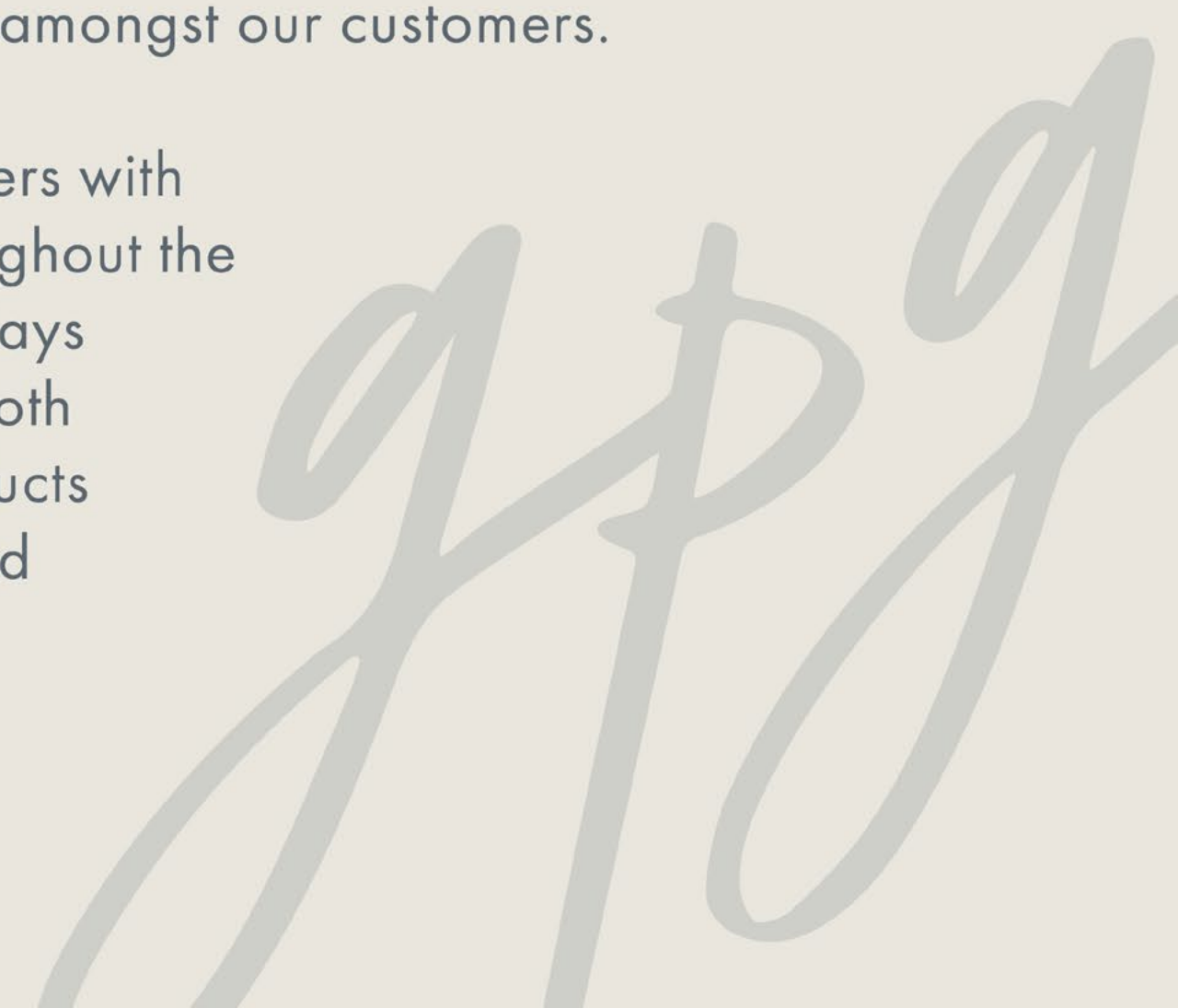
*Customer
Experience*

Listening, Improving & Growing Together

Stockist Training and Development:

Investing in the knowledge and confidence of our retail partners remained a key priority in 2025. During the year, we hosted seven dedicated stockist training sessions at our Celbridge facility, welcoming approximately 100 attendees from across our retail network. These sessions focused on product knowledge, the Colourtrend difference, an introduction to our full product range, and practical laboratory demonstrations and build strong confidence amongst our customers.

Beyond these formal sessions, we continued to support our partners with ongoing in-store refresher training and product onboarding throughout the year. Furthermore, GPG also participated in five regional trade days hosted by Pat McDonnell Paints, where our team engaged with both retail staff and professional trade audiences, demonstrating products and sharing expertise to strengthen product knowledge and brand advocacy across the network.





*Customer
Experience*

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Stockist Network Expansion:

Growing our retail network remains an important step in improving accessibility for customers. In 2025, we welcomed 18 new stockists across Ireland, expanding our national footprint and strengthening our presence in key growth areas. Particular focus was placed on the Leinster region and the Greater Dublin Area, where demand continues to grow, and accessibility for customers is strategically important.

This expansion helps ensure that more customers can easily access Colourtrend products locally while strengthening the reach and resilience of our distribution network.



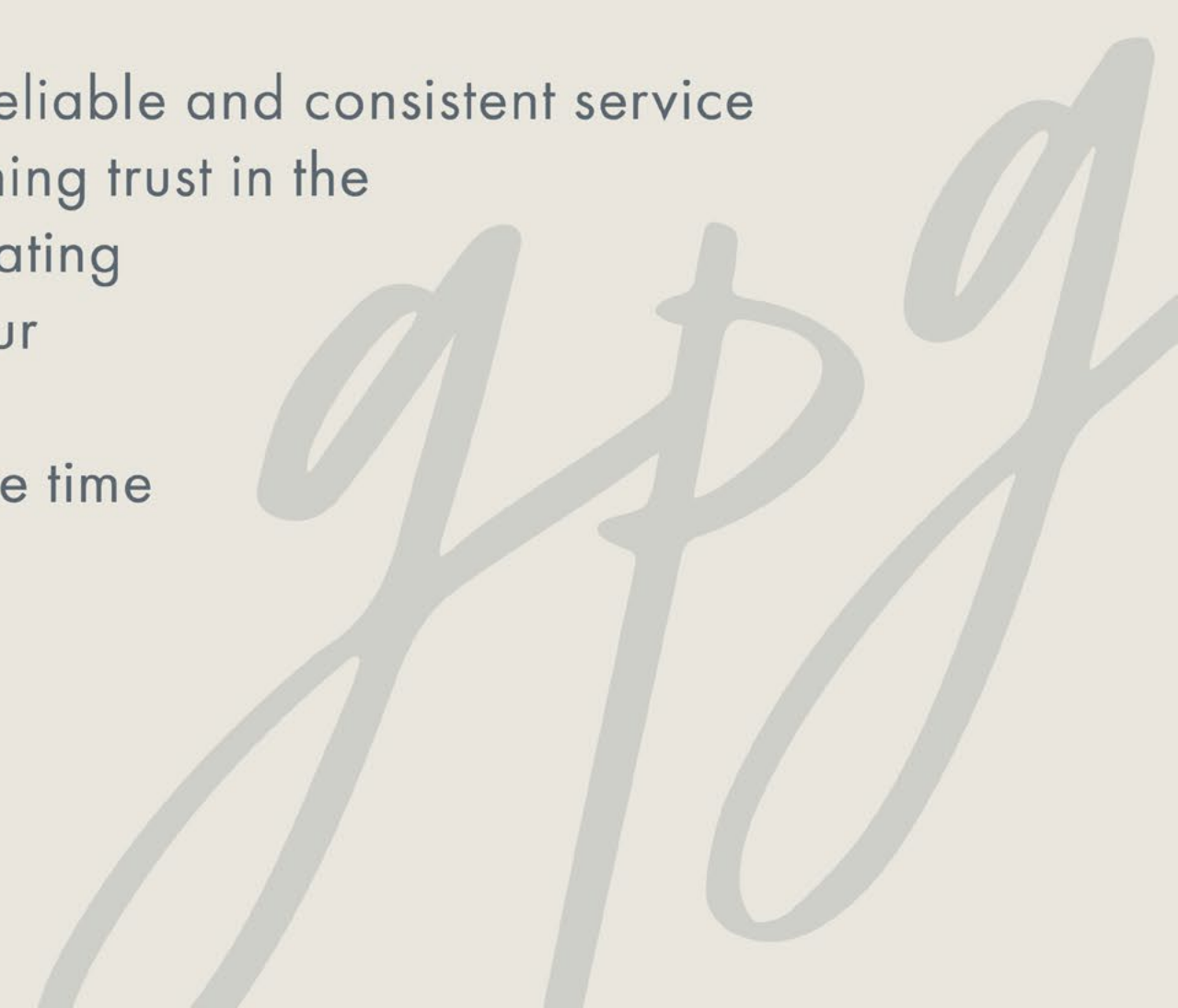


Customer Experience

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Colour and Consumer Engagement: Connecting directly with consumers through colour inspiration and in-store experiences was another key focus during the year. In 2025, our team organised 150 colour and consumer engagement events across our retail network. These included in-store colour consultations, product launch evenings, and collaborative customer engagement events designed to help customers explore colour choices and understand our product range, strengthening relationships between our stockists and their local communities.

Customer Service and Operational Reliability: Delivering a reliable and consistent service experience for customers and retail partners is central to maintaining trust in the Colourtrend brand. During 2025, all 200+ tinting machines operating within our stockist network were serviced to ensure ongoing colour accuracy and product quality. When breakdowns occurred, our technical team responded quickly, achieving an average response time of 48–72 hours.





GENERAL PAINTS GROUP

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Report 2025

