



A COAT OF HONOUR

MR GORDON CHOO
MR TERRY CHOO
 CBS PAINTS PTE LTD

What started as a humble family business in 2001 has grown into a comprehensive paint distribution and solutions company, spearheaded by Mr Gordon and Terry Choo who took over the reigns in 2013. With an illustrious clientele under their belt - including The Marina Bay Sands, ION Orchard and many more - CBS Paint is not just another footnote in the massive paint industry.

The company's holistic approach to service and solutions ensures not just the best products and hardware are used, but also that the implementation process is carried out with full considerations of the client's requirements and physical parameters of the premise. Only then would they be satisfied that a quality service has been delivered.

Still studying when they took over the business, the brothers seized the opportunity to expand their firm's market share when a potential paint manufacturer approached them to be a distributor. Based on their knowledge and experience in paints since young with their father, they jumped at this open door and so, what started as a part-time job gradually grew into a full-time business with real-life responsibilities, a situation not many of their peers would find themselves in.

Needless to say, it was rough and tough at the beginning. The product was new in the market and clients were not forth-coming. They even went through a stage of offering free services and products just to get people

to try. In time, the CBS Paints gained recognition and trust from their customers. Repeat customers appreciated the value-added service because "It Works". This has led to referrals to service some of the largest hotels in Singapore.

Always maintaining a modest disposition, Gordon and Terry credit their family and friends for the strong support and attributes their current success to them.

Gordon and Terry are committed to only selling products that work. When it comes to paints, inferior or sub-quality products may not show immediately. Most paints can easily look good at first, but not many can withstand the test of time. CBS Paints are steadfast in advising only the best for their clients.

To date, the young entrepreneurs' greatest achievement has been to see buildings become maintenance free and satisfied customers returning knowing that their problems would be solved with CBS Paints.

Already mapping out their long-term vision, CBS Paints aims to further educate and share their knowledge and experience in paints with the masses and their customers. Their transparency and ready willingness to provide trade information sets them aside from their competition - cementing their status as a leader in their field.

UP CLOSE & PERSONAL

What excites you about the future of your industry?

The paints industry is an industry that evolves with technology advancements. As material technologies improve, there are more and more solutions to combat diverse issues, such as potential problems brought about by environmental factors etc.

How do you approach problems in life?

You need to have the perseverance and belief in what you are doing. When problems arise, think of why there is this problem and the best way to solve it. However, when the problem is larger than oneself - we do not hesitate to seek advice and endeavour to work as a team to solve it.

Passion or Practicality?

Passion. In the paints market, many people view it as a profitable industry. However, compared to other counterparts in the construction industry, paints comprise less than 2% of the total market. It is the requirement to repaint a building frequently that makes it a recurring business. However, we believe that with a good paint system, even this costly requirement can be mitigated.

How has your past experience helped you as an entrepreneur and business person?

I guess growing up in a family of businessmen and women has allowed us to see things in a different angle. When new challenges arise, we can almost always link it back to something we have seen before and take the correct steps. People also helps one to be a good business person. The individuals in our lives who have supported us have unselfishly shared their experiences and helped us greatly along the way - and that is important to us too.

How do you stand out from your competitors?

We practice unbridled transparency with our customers, letting them know what works and what does not. As such, we only carry products that have been proven to work over time. We feel strongly that the information, knowledge and education we share sets us apart from our competition in a very tangible way.



**HONESTY AND BEING TRUTHFUL
 ARE KEY TO GAINING RESPECT
 AND CONFIDENCE.**

