



**ansa mcal**  
GROUP OF COMPANIES



# The Ford Mustang 2017 has arrived!



Ever had a desire for a sporty American coup? Well, ANSA Motors has made it possible by bringing the 2017 Ford Mustang to Trinidad and Tobago and making it available to customers wishing to own one. This Mustang is civilized and packed with modern technology and holds on to all the trademark newest swagger and performance that has defined it for 50 years.

Following a dramatic redesign last year, the 2016 Ford Mustang continues to distinguish itself as a muscle car with genuine crossover appeal.

## Happy Driving!

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**CORPORATE BROADCAST SEPTEMBER 2016**

NOTICE: If you would like to feature your subsidiary events, useful company information, employee achievements and current promotions in the Corporate Broadcast, please submit articles and well captioned photos or ads to [natasha.ramnath@ansamcal.com](mailto:natasha.ramnath@ansamcal.com) or contact 225-4973



Good Looks That Last

SISSONS MOVES FASHIONABLY FORWARD WITH THE LAUNCH OF ITS

# “Tropical Moderne” Collection

On Thursday 8th September, 2016 ANSA Coatings Limited, the most diversified manufacturer and supplier of paint and coatings in the Caribbean, launched its Sissons Tropical Moderne Colour Collection. The event took place at Siam Cocktail Lounge, #13 Queen’s Park West, Port of Spain. Senator the Honourable Paula Gopee-Scoon, Minister of Trade and Industry delivered the feature address, acknowledging ANSA Coatings contribution to the landscape of Trinidad and Tobago and noting that the ANSA McAL Group continues to make meaningful contributions to the economic growth of Trinidad and Tobago and the region.



She stated, “The launch of the Tropical Moderne Collection represents another key milestone for the ANSA McAL Group of Companies and demonstrates the ability of the organisation to adapt to the changing needs of the consumers. The Government of Trinidad and Tobago is committed to partnering with the business community to create and sustain increased global competitiveness of local businesses. To this end, Government’s official policy framework focuses on sustainable growth and diversification and has identified specific industries which have the potential to penetrate international markets. One such

sector is creative industries for which the mandate of the Trinidad and Tobago Creative Industries Company, more commonly referred to as CreativeTT, is to stimulate, facilitate and guide the business development and export activities of the Creative industries. Some of the subsectors and niche areas under this sector include, but are not limited to, film, music and fashion”.

Mr. Roger Roach, Managing Director – ANSA Coatings Ltd, pledged the Group’s continued support to the Government’s efforts to boost exports. “Our products are formulated and tested to withstand the rigors and ravages of tropical weather. We are ISO 9001:2008 certified and all our water based coatings have extremely low Volatile Organic Compounds (VOC’s). This means that you can paint without worrying about harmful fumes” Mr. Roach added. He went to state, “The ANSA McAL Group is in full support of the Government’s initiatives aimed at boosting Trinidad and Tobago’s non-energy exports. To that end, we will continue to invest heavily in our manufacturing plants, in glass, in plastics, in chemicals, in blocks and in coatings.”

The new collection of Sissons Paint, depicting the new colours from the Tropical Moderne Collection, was highlighted in the form of a fashion show featuring local designers Heather Jones, Rhian Ramkissoon, Afiya Bishop and Charu Lochan-Dass. Models sauntered down the runway in specially designed outfits and accessories, which matched the colour compositions of Youthful



Vibes, Retro Mix and Refined Excellence.

Youthful Vibes caters to the young and the young at heart who love to be bold and daring at the same time. This futuristic palette is both energetic and stimulating.

Retro Mix is for the traditionalist who loves the old and is looking for a fresh new twist to a palette of classic colours.

The Refined Elegance collection consists of subtle, sophisticated and quietly elegant colours which convey a sense of luxury and classic refinement.

Mr. Alvin Morton, Commercial Manager – Sissons & Industrial & Marine Coatings in his closing remarks summed it up, “The Tropical Moderne Colour Collection reinforces what the Sissons brand has represented for more than half century. We have been colourfully enriching the living spaces of our fellow citizens locally and regionally with Good Looks that Last.”



Jamaica - we're here!

# Supporting New Business Opportunities...



His Worship, The Mayor Councillor Norman Scott lends his support and endorsement at the official opening of Penta Paint's new Color Shop located inside Phil's Hardware, Twickenham Park, Spanish Town, Jamaica.

Proudly sharing in the special occasion was (L-R) Mr. Richard Salmon, Sales Manager - ANSA Coatings Jamaica Ltd , Mrs. Vinnette Phillips, Managing Director – Phil's Hardware - Twickenwan Park, Mr. Trevor Lloyd, General Manager - ANSA Coatings Jamaica Ltd.and Mr. Alton McCalla, Auto Refinishes Sales Supervisor - ANSA Coatings Jamaica Ltd,

ANSA Coatings is the largest paint manufacturing and distribution company within the English Speaking Caribbean with a manufacturing footprint across the region. The company boast over 100 years of experience, knowledge and expertise in the sphere of coatings. The ANSA Coating local team has been engaging and encouraging contractors, garage owners, householders, designers and other target audiences to experience their unmatched colour matching capabilities and learn how it feels to 'paint their possibilities' with the most durable, value for money, best textured, low odor, environmentally friendly, brighter and longer lasting colour paint, in the decorative and automotive industry.

# AMCO's Barefoot & Bubbly - Making the World a Better Place One Glass at a Time



*Written by Janelle Lee Loy, Business Development Manager*

Barefoot Wine & Bubbly is the most awarded wine brand in the United States. Barefoot Wine is a global brand that sets itself apart not only for great tasting wines but also getting actively involved in the community and partnering with local non-profit organizations for over 25 years. Barefoot is known for taking part in community building activities like beach clean-ups and is committed "To make the world a better place, one glass at a time."

For the first time in Trinidad, Barefoot Wine & Bubbly joined forces with The Caribbean Network for Integrated Rural Development (CNIRD) and the Ocean Conservancy's 31st International Coastal Cleanup.

Barefoot Wine & Bubbly along with Coca-Cola were the two main corporate sponsors who selected Las Cuevas beach on the North Coast as their clean-up site.

The Barefoot Wine & Bubbly Tent was set-up on the beach for registration of its 60 volunteers, comprised of employees, friends & family of AMCO and ANSA McAL, as well as members of AMCO Wines and Spirits' Facebook Page, who responded to our social media call for volunteers.

The CNIRD's official briefed the volunteers regarding the color codes for each category of garbage and how to complete the data card so that the valuable trash collection data can be recorded accurately which is then added to the national and global statistics for 2016. Mr. Suresh Reemaul, AMCO's HSE and Facilities Manager delivered a thorough health & safety briefing. Teams of 3-5 volunteers were then dispatched onto the beach at promptly 9 a.m. to begin the clean-up exercise.

Barefoot Wines & Bubbly team tipped the scales with over 35 bags of garbage, weighing in at a whopping 494 pounds, including plastic beach chairs, rusted galvanize and abandoned nylon fishing nets.

After weighing in, all volunteers were invited to a Barefoot "lime" beach party which included a light lunch, music by DJ Lallo, a spirited "Trini" conga line and beach games led by MC Jason Williams of Slam 100.5FM!

Barefoot Wine & Bubbly was pleased to support other clean-up sites across the country sponsoring 200 branded t-shirts for teams at Salybia and Mathura. Barefoot Wines & Bubbly also provided branded rash guards for the team of divers who cleaned up Scotland Bay, down the islands.

The brand hopes to continue supporting such initiatives in the future to ensure our local beaches are "Barefoot Friendly".





*Check out the highlights:*



# Carib Glassworks Leads Coastal Clean Up

*Written by Sean Austin,  
ANSA McAL Champion*



Carib Glassworks Limited (CGL), in partnership with the International Coastal Committee for Ocean Conservancy, took the lead on Saturday 17th September, 2016 to participate in the International Coastal Clean-up. Some of CGL's volunteers included cadets from the Military-Led Academic Training (MiLAT) Academy and students from Naparima College, employees of VKD Transport and members of the public.

They all came together in a highly successful effort in clearing debris from Pool 3, Caura River, which originates from the Northern Range.

When manufacturing new bottles and using up to 40% of recycled glass, CGL saves energy, natural resources and is environmentally responsible.

***Well done CGL!***



# “I am a Guardian”

## GML Raising the Bar

The Advertising Agencies Association of Trinidad & Tobago hosted its Creative Awards 2016 on Thursday 22nd September 2016 at the Banquet Hall & Conference Centre, Movietowne, Port-of-Spain. At the awards ceremony, Pepper Advertising, the agency that Guardian Media commissioned for its 2016 T&T Guardian “I am a Guardian” campaign, won the Gold award for Best Campaign in Multiple Media.

The “I am a Guardian” campaign started in May across radio, print, TV, billboard and digital platforms. The campaign was designed to bring a fresh perspective to the newspaper, celebrating our people and the positives in and around our world. GML was proud to share these stories and hopefully inspire a whole new generation of Guardians for the future.

# Trimart Supermarket Sold



*Mr. Ronald “Tony” Catlyn, Managing Director - Channell Supermarkets Inc. and Mr. Nicholas Mouttet, Chief Executive Officer of ANSA McAL (Barbados) Limited at the signing agreement for the sale of the Trimart chain of supermarkets*

On Tuesday 13th September, 2016 ANSA McAL (Barbados) Ltd finalised the sale of Trimart Supermarket chain to Channell Supermarkets Inc., Managing Director - Ronald “Tony” Catlyn.

Channell Supermarkets Inc. was established in 2001, operates two 10,000 square foot stores and employs approximately 100 employees. Channell supplies a wide range of food and household items as well as pharmaceuticals, beauty products and hardware materials. With the purchase of the Trimart chain Mr. Catlyn’s retail operations will expand to five stores.

In a press statement, Mr. Nicholas Mouttet, Chief Executive Officer of ANSA McAL (Barbados) Limited explained that the purchase would encompass the entire Trimart chain and offer continued employment to all of the 125 staff based at the three locations and eight staff from the head office.

“We are pleased to be have been able to arrive at this deal with the operators of Channell under the leadership of Mr. Catlyn, a successful and visionary Barbadian entrepreneur with a wealth of supermarket retail experience. We are particularly happy that the entire chain is going to one buyer and that all of the jobs at the supermarkets will be preserved.” Mr. Mouett concluded.

“We believe that to be chosen by ANSA McAL to purchase Trimart speaks to their confidence that we will build on the strengths of the Trimart brand. We intend to also provide enhanced customer benefits not only in value and choice, but also in customer rewards utilising Trimart’s popular coupons and TriRewards loyalty programme,” Mr. Catlyn said.

*Some content taken from the Daily Nation*





## PROJECT EUREKA KICKOFF

Keeping up with the ever changing economic climate and consumer demand is just one of the challenges which we, as a team, must proactively address on a daily basis. We must constantly keep our eyes and efforts focused on the future in an effort, to not only stay relevant, but to ensure that Standard rises to meet our customer's expectations always.

It is therefore with great pride and commitment that we have embarked on Project Eureka! We are on this journey together, one that will assure our growth, success and competitiveness in the coming years.

Eureka will empower us with the tools to drive this business into tomorrow, by giving us the information we need in a much quicker, in a more user-friendly manner. These new tools would allow us to constantly reinvent ourselves and our offerings. Eureka would give us the confidence to serve our customers better than ever and more importantly it would allow us to adapt, not just for tomorrow, but for the coming years ahead.

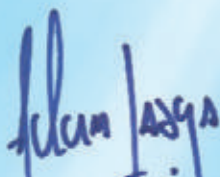
Together, we will become an unstoppable force geared to deliver excellence! From Purchasing to Showroom, Warehouse to Finance, Customs to Customer Service, Finance to After Sales Service. Every single part of our business will be positively impacted by the outcome of Project Eureka. Collectively, as a team, we stand to benefit the most.

Our ultimate goal is to provide a unique, hassle-free, courteous, informed service experience that wins the approval, trust and confidence of our customers each and every time. Every single customer interaction matters, and each customer is important and unique.

I therefore implore you, to believe in this change and welcome it. Support each other on this journey as I and the entire management team will support you and I assure you, that together, we will be an unstoppable, positive force in motion.

After 71 years of history and pride, the time has come for us to evolve. We are the team tasked to lead Standard to another 71 years, and now is the time!

*Let's do this Team!*



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ADAM N. SABGA  
Managing Director

*“The secret of change is to focus all of the energy, not on fighting the old but building the new.”*



# GROUP CHAIRMAN Welcomes The Eureka Retail Evolution!



We, in the ANSA McAL Group, have recognized the need to find new ways of doing business in these times when the global economy, and aspirations of people everywhere are rapidly changing. It is proven that successful companies must never rest on their laurels but must continue to embrace targeted innovation and technology.

We also see that robust approaches can ensure results across the value chain and have a positive impact on our business. Each wave of change does not eliminate what came before it, but it reshapes the landscape and redefines consumer expectations.

The retail industry is going through an evolution and the e-commerce world has changed the way retailers sell. In fact, every technological advancement creates new ways of doing business.

It is therefore critical that we embrace Project Eureka through the pursuit of positive impacts that are transformed by the latest science and achieved through robust approaches. It is

all about convenience for our customers and delivering nothing but excellence as we explore new opportunities.

I have no doubt that with the right minds, sound leadership in place and your commitment, Project Eureka will be one of our success stories of the future.

Congratulations!

A handwritten signature in black ink, appearing to read 'A. Norman Sabga'.

**A. NORMAN SABGA LLD (Hon.) UWI  
CHAIRMAN AND CHIEF EXECUTIVE**

Checkout  
some  
highlights



# The Beauty of Water



## ***MOVING FORWARD WITH A BETTER WORLD***



*From left: Newly certified Aqua Based Spray Paint Technicians, Reynaldo Greaves, David King, Terrance Licorish and Ashwanauth Nandcoomar with Mr. Gavin Mackie, Head of Collision and Repair (centre)*

McEanearney Quality INc (MQI) in collaboration with ANSA Coatings Limited, the most diversified manufacturer and supplier of automotive paint and coatings in the Caribbean, together with PPG Industries Inc, launched their new NEXA AUTOCOLOR's Aquabase Plus water based paints for the motoring industry.

MQI is leading the way with protecting the environment by being the first Collision Centre in the Caribbean to use only 100% waterborne refinish paint system. This is an odourless spray paint derived from original Aquabase introduced in 1992. The pigment is formulated in an acrylic waterborne latex resin.

At the product launch Mr. Gavin Mackie, Head of Collision and Repair Centre -MQI stated, "We cherish our environment and want to protect our workers and residents in the surrounding areas, so we are delighted and proud to be the first to introduce the Aquabase Plus product into our daily operations and will be using this on all our repair jobs going forward."

The Aquabase product is one of the three new initiatives which MQI has brought on board in order to make the customer experience a better one. These new initiatives are to reduce the wait time for customers. The Aquabase wait time is significantly less and also the colour matching to the damaged vehicle has been extended. The new product is available in over 20,000 colour formation.

# BURMAC Delivers the Latest H450HD Truck to Dumore Enterprises Ltd



From left: Mr. Narzodeen Mohammed, Senior Sales Representative – BURMAC; Mr. Jose Oseguera, General Manager - BURMAC; Mr. Joey Jodhan, CEO - Dumore Enterprises; Mr. Alex Jodhan, Asst. Managing Director - Dumore Enterprises; Mr. Roddy Jodhan, Director of Rental & Transport - Dumore Enterprises; Mr. Bill Newman, Field Technical Engineer- Latin America & Caribbean- HYSTER

Burmac, a division of ANSA Automotive, the sole authorized dealer for Hyster in the Caribbean, unveiled its new H450HD truck during a handover to Dumore Enterprises Ltd.

Dumore Enterprises Ltd is a leading provider of oilfield and industrial supplies, vehicle rental, auto repair, transportation, heavy equipment and civil works services to the Oil & Gas sectors in Trinidad and Tobago.

The H450HD truck outperforms the competition in fuel efficiency and productivity. It offers extensive options, proven dependability, ease of serviceability and a lower total cost of ownership.

The HYSTER portfolio offers a comprehensive range of material handling equipment which is available for viewing at ANSA Motors Chaguanas – Corner Chan Ramlal Street and Uriah Butler Highway.





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# HONDA "Rainy Season Specials" Safety Matters



**September  
Winner!**

*Mr. Deonecio Salazar, the first winner of the Honda "Rainy Season Specials" promotion received a reimbursement cheque for his 4 Syneris tyres from Mr. Jean Baptiste, Managing Director – Quick Service, at a cheque handover ceremony which was held on Tuesday 6th September, 2016 at Quick Service, Port of Spain. Also in photo Mr. Andrew Whiteman, Sales Manager – Quick Service and Mr. Joel Penco, Customer Service Manager, Honda – ANSA Motors.*

Your safety and the safety of other road users, could depend directly on the condition of your vehicle tyres. Honda, a division of ANSA Motors, partnered with Quick Service a tire dealer that provides a range of tyre services as part of Honda "Rainy Season" promotion.

The promotion gives customers a chance to receive reimbursement for their tyre purchase on brands such as Michelin, GT Radial and Syneris. One lucky customer will be randomly chosen through a monthly draw and reimbursed for their tyre purchase. Promotion ends December 2016.

*Your safety matters, check your tyres today!*