

NEO Paints: The True Colours of Success



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NEO Paints, a truly Namibian-owned company, was born over 69 years ago as a basic factory in the southern industrial area of Windhoek.

Taking its six incredible decades of existence into consideration, this entity has proven itself by standing strong, constantly using ingenious methods of adapting itself to an endless variety of different, and often very challenging environments, as well as supporting Namibian communities.

Neo Paints has since spread its wings with an additional distribution centre at Walvis Bay. The most recent addition has been the investment in an impressive 26 000 square metre factory at Carin Park, Brakwater, just outside Windhoek.

The new factory boasts state-of-the-art production processes and new innovative product development which entrenches the position of the largest and oldest paint manufacturer in Namibia.

With a workforce of over one hundred employees, Neo Paints has over 200 locally produced paint products, specially designed for the harshest Namibian conditions, and offers the best possible protection, be it for homes, factories, or a fleet of ships.

The company's spectrum of products includes surface preparation, quality paints, and cleaning products. Neo Paints also prides itself in a team of professionals who can provide customers with expert guidance on their painting

requirements. Product guarantees range from three to 10 years, while warranty certificates are issued at the completion of a project, following the inspection and approval by the Neo Paints projects team and representatives.

Some of the projects Neo Paints has been involved in include the Southport building, the Jedidja complex, aviation building, Atlas House and the Gathemann building in Windhoek.

Neo Paints remains one of the biggest supporters of local community projects, including sporting and cultural events. The company has also donated paint for school projects, charity events, and to several government and non-governmental organisations.



Ebikes4Africa – Pioneering Electric Mobility in Namibia



WITHIN the long list of developmental challenges faced by Namibian communities, access to affordable and sustainable mobility remains one of the biggest, but often most overlooked, with urban commuters spending up to a third of their disposable income on transport alone.

But with challenges also comes opportunities, and in 2015 a couple of entrepreneurs decided to take matters into their own hands and introduce an alternative option for moving around the country – solar-powered electric bicycles!

The co-founders, Marita and Bernhard Walther, who hailed from backgrounds in social and environmentally focused journalism and engineering work in solar energy, respectively, took the plunge to quit their day jobs and combined their efforts to launch the social enterprise, Ebikes4Africa.

As with most start-ups, they started from humble beginnings, with a prototype built by hand and constructed in their garage. But they soon made history by introducing the first electric two-wheeler to the Namibian market.

Very few Namibians had ever heard of e-mobility, and even fewer people believed the initiative would succeed. But, as time went by and the global agenda for sustainable development became more pressing, doors to new markets started opening.

From an initial focus on the urban

commuter, the company has since evolved to cater to the mobility needs of eco-tourism establishments, anti-poaching units, rural communities, farmers, entrepreneurs, and delivery services.

In 2022, Ebikes4Africa introduced a fully fledged manufacturing operations of electric cargo bicycles, a truly Namibian product, and once again first on the local market. In October, the City of Windhoek, with support from the City of Bremen in Germany and development agency GIZ became one of the first clients for these products by acquiring 15 electric cargo bikes for entrepreneurs to move their goods around the city.

The Ebikes4Africa team is currently working on another uniquely Namibian product, designed for the rugged off-road environment, to be launched in January 2023.

The Walthers boast a number of impressive awards and accolades. Apart from making it to the final rounds for various global start-up competitions in 2019, they were selected as national representatives for the Energy Globe Award and Global Entrepreneurship World Cup, respectively.

In 2021, Ebikes4Africa was awarded private sector champions in the SME category as part of the local Sustainable Development Awards. The latest achievement to their list was granted earlier this month, as the couple was inducted into the Namibia Business Hall of Fame.



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