

PROJECT SHOWCASE

Date complete	Expected March 2017 (Ongoing)
Project	FAIR ACRES ESTATE, PHASE 2
GPS / location	Karen/Langata Area, Nairobi
Architect	DIMENSIONS ARCHITECTS
Roofing Contractor	NIDCON CONTRACTORS LTD
Roofing Material	LIFESTILE Stone-coated Tiles
Developer	MR. J. S. MATHENGE
Profile	LIFESTILE WAVE
Special features	<p>The current phase of the project is a gated community of 16 Villas set in the upmarket suburb of Karengata, South-West Nairobi. The developer sought to build on the success of the sold-out phase 1 where they used a different roofing supplier. Having just refreshed a marketing campaign for its premium LIFESTILE brand that hinged on its enduring value and lasting beauty, MRM made approaches to the Architect, Developer and Contractor for the project's supply, one of its first multiple-unit prospects.</p> <p>From a test of various stone-coated brands, MRM had confirmed LIFESTILE's primacy over others in coating adhesion, fade-resistance & consistency and these results went a long way in winning over the project team and confirm its coming of age against stiff competition from dominant market players.</p> <p>MRM's key message of demonstrable product quality, its market heritage & track record and its promise to 'always be there' in comparison to product importers cut it out as a trustworthy partner with whom to build long-standing relationships.</p>



ADDITIONAL NOTES:

The architect sought continuity of the contemporary design language already established in the earlier phase of the project to appeal to the targeted urbane middle-class within a market that is increasingly spoilt for choice. Differentiation from the common red tile colours was critical to their product offering and MRM met this expectation with LIFESTILE wave in chocolate finish. The eventual look and feel is one of elegance and modernity. The earthy chocolate gives the complex a grounding and harmony within its natural wooded setting.

MRM's flexibility with just-in-time supplies over the year-long project implementation phase was a delight to the team and led to the award of additional business for the developer's project in the Kiambu area to the North of Nairobi.

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