



# FLAG Paints Ltd Celebrates 75 Years of Business Success

FLAG Paints Ltd, a leading manufacturer of special purpose coatings in Decorative, Marine and Protective markets, is celebrating 75 years in business. From humble beginnings founded by Charles W. Wastnage at Leyton in the East End of London in 1939, FLAG has grown into a successful national and international trading company by retaining its focus on excellent customer support while evolving to offer a wide range of high quality special purpose coatings as a multi-channel business with good old fashioned great customer service at its heart.



C.W.WASTNAGE LTD TRANSPORT 1976 OUTSIDE DUNTON ROAD, E 15



background for many years. Tony Grover, Managing Director, stated "I'm sure the majority of people used a product manufactured by FLAG at some point, without even knowing it was made by us. The FLAG brand is becoming more prominent every year, so here's looking forward to the next 75 years!"

In addition to FLAG celebration events, a competition was run over the last 4 months. Congratulations to Ms Yvonne Rhodes from Redditch, the lucky winner of £750.



Over the last 75 years, FLAG has transformed itself from a local company to a national and international business, with exports to over 20 countries and distributors in various markets. Martin Noon, Sales Director, commented: "Our growth and stability over the last 75 years is testament to our focus on providing a second-to-none customer service, which is thanks to the dedication and hard work of our employees. Commitment to product innovation has been a key driver for the success of the company"

FLAG is a unique high-quality specialist paint manufacturer. Proud to be based in the UK, it's fair to say that FLAG has traded in the