



*Inspired
by you*



Introduction to the
NIPSEA Group

Table of Contents

01	The NIPSEA Group	04
	<ul style="list-style-type: none">• Message from the CEO• Global Presence, Market Presence & Our Brands• Vision, Brand Promise, Brand Values• Lean For Growth	
02	Sustainability & Innovation	08
	<ul style="list-style-type: none">• Sustainability Focus Areas• Corporate Social Responsibility• Innovation: Performance• Innovation: Health & Well-Being• Innovation: Environment• Innovation: Customer Care	
03	Our Business Segments	16
	<ul style="list-style-type: none">• Architectural Coatings: Home Solutions• Architectural Coatings: Professional Solutions• Industrial Coatings• Automotive Coatings• Marine Coatings• Beyond Coatings	



01 The NIPSEA Group



CEO Message

The global impact of the COVID-19 pandemic cannot be understated and continues to impact almost all sectors worldwide. This unforeseen event has forced virtually every industry to re-evaluate how they operate and where they place value. This is no exception for the NIPSEA Group.

Our business philosophy of localization has made us resilient. While we have the stability, of a large international group, we continue to benefit from our ability to act locally. By focusing on customer needs and providing meaningful innovation, the NIPSEA Group has grown beyond paint and coatings to provide sealants, adhesives, fillers and more recently building materials.

The COVID-19 pandemic has not only accelerated the adoptions of new technologies but it has also driven home the realization that the coming decade is critical to address environmental issues. The NIPSEA group will continue to ensure we tread impactfully in the communities we serve, while creating a positive and lasting impression.

With regards to sustainability, the NIPSEA Group has put in place clear goals and embedded sustainability into our operations and products, while working directly with underserved communities to address their current and future needs. As such, every action and partnership must be carefully strategized to mobilize our resources across the group in order to create real impact.

A handwritten signature in black ink, appearing to read 'Wee Siew Kim', written in a fluid, cursive style.

Wee Siew Kim
Chief Executive Officer,
NIPSEA Group

140 Years of Innovation



Nippon Paint have been providing innovative solutions in the paint and coatings industry since the brand was established in 1881, when production first started in Japan.

In 1962, Nippon Paint took their first step outside Japan through a joint venture with Singapore's Wuthelam Holdings. The NIPSEA Group was born, and Nippon Paint's first factory was subsequently built outside of Japan.

Over the years, Nippon Paint has always delivered high quality coating solutions to homeowners and tradesmen alike. We listened to our customers and empowered our teams to understand the markets, industries, and consumers that we serve.

Being the champion for new ideas and challenging the norms empower us to deliver a breadth of innovative solutions with superior product

performance so your spaces and surfaces do more for you. From ships to cars, skyscrapers to sheds, and everything in between – no other competitor comes close to providing a total solutions experience for the built environment industry.

The NIPSEA Group's arsenal of solutions for the industry covers Architectural, Industrial, Automotive and Marine Coatings, as well as a range of products beyond the world of paint and coatings. We have an unyielding drive to focus on customers and provide innovations that work better for all our stakeholders.

Our Global Presence

Our market reach includes Bangladesh, China, Egypt, Hong Kong, India, Indonesia, Kazakhstan, Korea, Malaysia, Middle East, Myanmar, Pakistan, Philippines, Singapore, Sri Lanka, Taiwan, Thailand, Turkey and Vietnam.

NIPSEA Group is Asia Pacific's No. 1 paint and coatings manufacturer in both production and sales revenue. After more than 50 years of growth, NIPSEA Group has established over 83 manufacturing facilities and operations across the region and has contributed significantly to the development of the industry.

The NIPSEA Group has come a long way since that first factory in Singapore. Today, we are present in 19 geographical locations and counting.

Our Brands

Paint & Coatings



Beyond Coatings



The NIPSEA Group Brand Identity



Inspired by you

Our Logo Story

Our logo has evolved over the years, but it has always represented the same guiding philosophy; we always focus on innovations that put customers at our core, in the many geographies that we operate. This is why the red 'n' in the center of our symbol represents the attention we give to our diverse customers, while the blue represents the world of opportunity.

Our Vision

Building a sustainable future through
customer-centric growth

Our Brand Promise

Innovation with heart
& people at our core

Our Brand Values

Insight Driven
Collaboration
Passion For Innovation
Strive for Excellence



Organisational Culture

With the commitment of delivering our brand promise of 'Innovation with heart & people at our core', our new core values are represented by the acronym: V.O.I.C.E. which stands for Value driven, Openness, Innovative, Collaborative and Excellence.

It forms the heart of what we do and is the foundation of our belief that sustainable growth comes from doing the right thing.

Our Core Values



Value Driven

We're efficient and resourceful, finding ways to always maximize productivity and constantly delivering good value for high quality.



Openness

We're open and willing to engage all our customers. We strive to understand their needs and learn how to improve their experience.



Innovative

We're inquisitive & inspired to make an impact by questioning the norm and championing new ideas both for our customers and within our organization.



Collaborative

We respect, trust and support each other and are open in sharing best practices with the common desire to succeed.



Excellence

Quality and reliability is in our DNA. We go above and beyond to exceed expectations and hold ourselves to higher than usual standards.

02 Sustainability & Innovation

NIPSEA Group's commitment to sustainability and innovation go hand in hand. We are driving a more sustainable business by taking a considered and transparent approach. Our goal is to create the greatest value within the geographies we serve, while working with the lightest touch.

*Our passion for innovation covers these areas:
Performance, Health, Environmental and
Customer Service.*

View Sustainability Page



Regenerating energy and reducing carbon emissions

Environmental

Being part of the chemical industry, we recognize our contributions to greenhouse gas (GHG) emissions. We view this as a prospect to harness opportunities on energy efficiency through an integrated risk and opportunity approach.

Currently, we rely on a combination of renewable and non-renewable power sources guided by a Group Environmental Policy to reduce both direct and indirect energy within our business value chain.

Water

Water is an essential resource to humanity, and this is no different at NIPSEA Group where water is a critical raw material in our manufacturing process. Water usage is viewed from two perspectives: Reducing Usage & Encouraging Reuse as well as Recycling to achieve our overall goal of reducing annual water usage.

Environmental pollution from wastewater generation is guarded against strict treatment regulations of wastewater discharge and soil testing around sites to combat pollution from water seepage.

Emissions

Emissions are managed through an assessment of pollutant levels through Ambient Air Quality Monitoring. Performed twice a year, we collect and measure ambient air quality, stack emissions, Volatile Organic Compounds (VOCs) level and chemicals emitted. Wet scrubbers, dust collectors, and spray paint booths are installed as standard protocol to reduce the number of chemical pollutants released into the air.

Waste

NIPSEA Group places great emphasis on waste disposal due to the scale of our regional production and the chemical nature of our business.

As such, we commit to prioritizing a responsible long-term strategy towards managing hazardous and non-hazardous waste across four action areas: Checks & Balances, Employee Awareness, Product Labelling & Disposal Treatments.



Our 3 Corporate Responsibility Pillars



Education

We provide children of all ages access to education to help advance their future.



Empowerment

We equip people with the skills and knowledge to empower themselves to overcome challenges within local communities.



Engagement

We focus on two areas under the Engagement pillar: Health & Well-Being as well as Protection & Preservation. Under the Health & Well-Being pillar, we provide COVID-19 prevention and relief as well as support for children and the elderly. Under the Protection & Preservation pillar, we refurbish public spaces, provide conducive learning environments, and promote recycling in the community.

Corporate Social Responsibility



Nippon Paint's CSR strategy focuses on using our business success to improve the quality of life in countries where we operate. We are committed to grow community initiatives in line with the United Nations' Sustainable Development agenda.

Our priority is to invest in localized programs, tackling socio-economic challenges across three key CSR pillars:

1. Education
2. Empowerment
3. Engagement

Our continued collaboration with local governments, business partners and NGOs demonstrate the significance of our commitment, beyond just philanthropy, as we have an in-depth understanding of the communities and the environment we operate within.



Regional Flagship Program: Asia Young Designer Awards (AYDA)

AYDA was first launched in 2008 to provide a platform for architects and designers to showcase how responsible and sustainable design can change the world for the better.

To date, AYDA has impacted over 35,000 students from over 1,200 universities encompassing 16 geographical locations. The platform has evolved from a design competition to one that offers opportunities for young talents to engage with personal coaches, mentors, attend skill-building workshops, and learn from renowned industry stalwarts.

Focus Area 1

Innovation & Performance

Innovation is the cornerstone of the NIPSEA Group and our focus covers four strategic areas: Performance, Health, Environmental & Customer Service.

Examples of Innovation & Performance

1

Coatings for autonomous navigation

Our coating solutions for C.A.S.E. (Connected, Autonomous, Shared & Electric mobility) aim to address the issues of cost and safety in the automotive transportation industry.

2

Anti-fog & anti-reflection technology for face shields

By harnessing our automobile technology, we have developed an anti-fog, anti-reflection treatment for face shields in response to the COVID-19 pandemic.

3

Highly functional hydrophilization

Our hydrophilic water sliding technology has been adapted across various purposes to ensure efficient drainage. Treated air conditioning units can reduce energy consumption.

4

Magneto-rheological fluid (Mr Fluid)

This technology changes the viscosity of a fluid through magnetic force. Its application potential is in the field of machine control, such as robots.

Examples of Innovation & Health and Well-Being

1

Anti-viral technology using visible light responsive photocatalyst

We have applied photocatalyst functionality to suppress the virus activity on our paints. For use in architectural interiors, these paints help achieve a safer living environment

2

Technology to design serum (plasma) separator gel

Our separator gel technology enables stable and easy collection of the serum component required for blood tests and contributes significantly to the field of medicine globally.

Focus Area 2

Innovation & Health and Well-Being

Innovation in Health & Well-Being begins with our commitment to keep our customers safe from potential hazards.

In recent years, we have extended our mission to not only take care of our customers' well-being, but also help them protect the environment which they thrive in.

In June 2020, we launched VirusGuard+, the first anti-viral paint in Singapore that effectively kills common viruses and bacteria, including the Coronavirus (strain 229E and Sars-CoV-2), H1N1 and HFMD; and Staphylococcus Aureus, E. coli, Pseudomonas Aeruginose and Methicillin-resistant

Staphylococcus Aureus (MRSA), through copper ion technology that inhibits the multiplication of the virus.

Nippon Paint has now launched a range of antimicrobial paint and coatings; Vinilex and Spot-Less Plus in Indonesia, VirusGuard in Malaysia and MediFresh in Sri Lanka.

Both Kidz Paint in India and AirCare in Thailand features a Pure Acrylic Emulsion with Active Carbon Technology that absorbs formaldehyde in the air. Thanks to its triple-duty function, it also possesses anti-bacterial and easy-wash properties to provide a thoroughly hygienic and healthy indoor living environment that is ideal for the development of children.

Focus Area 3

Innovation & The Environment

The NIPSEA Group's scientists, chemists and technologists are fully dedicated to research in paint technologies that help protect, beautify and enhance the environment. Our R&D innovations are effectively sustainable solutions that exceed environmental goals in Agricultural Construction.

Meanwhile, the Waterborne product families provide easy-to-use, competitive, sustainable finishes for Heavy Machinery manufacturers and coating applicators.



Examples of Innovation & The Environment

1

Technology to prevent concrete spalling

The NIPSEA Group has succeeded in using water-based materials to prevent spalling of concrete, which reduces the risk of fire and hazardous chemicals by applying coating films.

2

Reusing heat with a chemical heat storage material

The NIPSEA Group has developed a material that stores heat by using a chemical technology, thus enabling efficient management of heat.

3

Infrared reflecting clear thermal insulation paint

A visible light transmittance film that reflects infrared rays can be formed only by applying the paint. When applied on window glass, it will help cut power consumption of air conditioners while ensuring indoor comfort. This paint has been used in energy conservation technology.

4

Anti-fouling technology for ship hulls

The nano-domain control technology for coating the bottom of vessels, reduces friction, thus contributing to fuel efficiency and the reduction of greenhouse gas emissions.



Focus Area 4

Innovation & Customer Care

Nippon Paint Colour Creation Tinting Solutions

We inspire our customers with unlimited colour inspiration and choices at our Colour Creation tinting machines. Customers have easy access to on-demand tinting capabilities and real-time supply with reliable services. We do more by delivering total coating solutions through our comprehensive range of products with our wide network of 25,000+ tinting machines at retail stores in 23 geographical locations.

- Unlimited colour Inspiration & choices
- Total Coating Solutions through our comprehensive range of products
- Wide network of 25,000+ retail tinting machines in 23 geographical locations

03 Our Business Segments

The NIPSEA Group operates across a wide range of business sectors. We are known and loved for our household paints, but we also provide paint and coating solutions for large structures such as bridges, every type of automotive vehicles and industrial coating such as coil coatings solutions.



1 Architectural Coatings
Home Solutions
Colouring beautiful homes



4 Automotive Coatings
Steering innovation



2 Architectural Coatings
Professional Solutions
Creating vibrant landscapes



5 Marine Coatings
Pioneering the seas



3 Industrial Coatings
Fortifying industries



6 Beyond Coatings
Complementary technologies
and services

Architectural Coatings

Home Solutions

10 2
2067951
07846
242 635
21879252
21 51
68 4099

1



For every surface, favourite spot and cosy corner, our palette of choices creates the desired mood, texture and finish inside and outside your home.

Our focus is to provide appealing yet safe products that keep homes fresh, hygienic, and easy to clean. Our healthy paint choices provide an added layer of comfort and protection.

Nippon Paint Professional Painting Service offers a one-stop painting package that comprises of colour consultation, on-site inspection, technical inspection, defect rectification, supply & application, alongside full warranty services.

Nippon Paint takes care of everything to give customers a hassle-free painting experience. #PaintAllSurfaces.

Painting Tools

Nippon Paint provides a comprehensive range of materials and construction tools, comprising of:

- Painting tools
- Protective material
- Anti-cracking material
- Abrasive materials
- Construction equipment

Architectural Coatings

Professional Solutions

Nippon Paint's innovative coating solutions and high-performance products offer urban landscapes a variety of durable and weather-resistant options. Urban planners can work with an array of colours and surface textures to enrich the visual appeal of different sections of the city; whether it is preserving history & culture, creating drama & mood or brightening public housing.

Our environmentally friendly line-up consists of highly functional paints including: weather-resistant, thermal insulation, mold and algae proofing.



Examples of our Professional Solutions



Paints for Architectural Structures

Our trade-use paints are widely used at construction sites, including high rise buildings, factories, hospitals, community centres and bridges. As environmental protection and infrastructure maintenance emerge as common social problems, we have developed high-value-added products and services that increase the efficiency of logistics and performance of such products.



Protective Coatings

Our protective coatings are mainly used for bridges, petrochemical equipment, port and harbour machinery, pipes, tanks, power plants, mining, and steel industries, including solutions for fire-proofing coatings, metal and concrete anticorrosion.



Industrial Coatings

Our industrial coatings cover a very large range of diverse uses for coatings with many differing requirements and functions.

1. General Industrial Use (GIU) Coatings

We cover a range of coatings which have a wide range of applications to steel, iron and aluminum as well as to glass, plastic and wood. Our Industrial coatings are used for various industry fields including construction and farming machinery, exterior construction materials, engineering machineries, power plant, wind turbines, locomotives, motorcycles, plastic and ship-building. It has become a supplier of internationally renowned brands such as: Hitachi, Komatsu, Sony, Aurora, Toshiba and Suzuki.

A constant focus on advancing scientific and technological R&D has given us a leading edge in formula design, raw material purchase, manufacturing, and waste paint treatment. Our technical teams lead the way in providing bespoke advice together coupled with high-quality products & follow-up services.

2. Coil Coatings

Coil coating paints are used for many metallic materials, including galvanized steel sheets, aluminium and stainless-steel sheets. We offer products that add colours and functions to a wide range of applications, including construction materials and home appliances.

Our coil coating technologies for construction include: High solar reflection, anti-bacterial, anti-electric-statics and polyvinylidene fluoride (PVDF) coatings.

Our coil coating technologies for home appliances include: insecticidal, light retaining, thermo-colour, printing and oil resistance coatings.

3. Powder Coatings

Powder coating products have a wide range of applications, across many industries and provide performance benefits such as anti-corrosion.

Our powder coatings business currently has four production bases, with nearly 100 production lines and a capacity of 60,000 tons a year. The NIPSEA Group is now one of the leading powder coating suppliers in China – a position that has enabled us to help define the national standards for surface treatment in the construction industry.

Our customer-first approach has given us the insights to develop a range of products to meet market needs. It has also allowed us to provide technical services and professional solutions for different products.

4. Industrial Protective Coatings

Nippon Paint has a history of more than 100 years in manufacturing of industrial protective coatings. In 1996, Nippon Paint set up a heavy-duty anti-corrosion R&D center in Shanghai. At present, our products have been widely used in bridges, stadiums, airports, super high-rise buildings, electric power, petrochemicals, drilling and mining and port machinery and equipment.

Our Industrial Anticorrosive Coatings has a complete product system, including zinc-rich, epoxy, polyurethane, fluorocarbon, fireproof, high temperature resistant, alkyd, chlorinated rubber and other series. At the same time, our products can meet the needs of different substrates such as ordinary steel structures, galvanized steel structures, and concrete surfaces.

Automotive Coatings

Innovating for the automotive industries' needs has enabled Nippon Paint to constantly set new industry standards and provide total service solutions in this highly competitive segment for automobile manufacturers across Asia, Europe and North America.

We supply products including surface treatment chemicals, protective basecoats, intermediate coats and sparkling topcoats.

Our revolutionary CyGlaz technology is scratch and chemical resistant, while giving a beautiful long-lasting shine. As a leader in innovation, we are able to provide the widest possible range of premium colours and work with manufacturers to develop environmentally friendly car manufacturing and eco-friendly solutions.

Automotive Refinish

Our automotive refinish business utilizes our group's technology platforms and colour expertise to ensure great finishes and repair quality. From waterborne to solvent borne coatings, we cover all segments of the market: from high end to mainstream to value end, across more than 25 countries.

Our product solutions are always fast, efficient, easy to apply, offering unmatched profitability and convenience to our end users and channel partners. Our Paint Partner Colour Search & Correct system and database is world class. As a solution partner to the automotive repair industry, we also cater to the non-paint requirements with a wide variety of high-quality body shop consumables.

Our automotive refinish business also provides light industrial and commercial vehicle painting systems, truly offering a leap of exponential possibilities through our products and services.



Marine Coatings



Marine coatings is the founding business of our Group with a history of more than 130 years and representing our extensive footprint in protecting marine vessels.

In 1990, Nippon Paint developed the innovative antifouling paint "ECOLOFLEX". It was the world's first hydrolytic paint containing no organic tin with superior antifouling properties, combined with low environmental impact and high energy efficiency for the vessels.

We focus on anti-corrosion, durability and increasing fuel efficiency that reduces CO2 emissions.

Beyond Coatings

By focusing on customer-centric innovation, The NIPSEA Group has generated businesses beyond paint and coatings, to offer flooring, thermal insulation, tiling coating products, waterproofing solutions, adhesives, fillers and sealants.

Complementary Technologies & Services



Flooring Solutions

Our flooring solutions are designed to meet the highest requirements in various industries such as assembly manufacturing, electronic appliances, food & beverages, pharmaceutical factories, chemical plants, logistics and warehousing.



External Thermal Insulation Composite Systems (ETICS)

ETICS is an exterior application obtained by applying multiple thermal insulation system components directly to the façade. The external thermal insulation system consists of thermal insulation system adhesive, board, plaster, dowels, reinforcement meshes, coating primer, mineral coating, paint primer and paint components. ETICS is produced in accordance with the Building Materials Regulation and perform to the highest technical specification.



Complementary Technologies & Services



Waterproofing Solutions

Water seepage and leakage is a problem faced by many property owners. Therefore, we work alongside architects, contractors, and owners to develop an innovative solutions for construction projects, helping add value and becoming more than just a materials supplier. Our solutions include waterproofing membranes, water-stops, polyurea, cementitious slurry and bituminous, all manufactured with the highest standards and certified by internationally recognized independent organizations.



Adhesive, Fillers & Sealants

With the Selleys and V-Tech brands, The NIPSEA Group offers premium household and construction adhesives, fillers, lubricants and sealants products with complete end-to-end solutions under one roof that will give homeowners, tradesmen and professional customers the confidence to improve their space at home or at their workplace. Our famous product brands include: Selleys Supa Glue, Liquid Nails, No More Gaps, RP7 and Blockade.





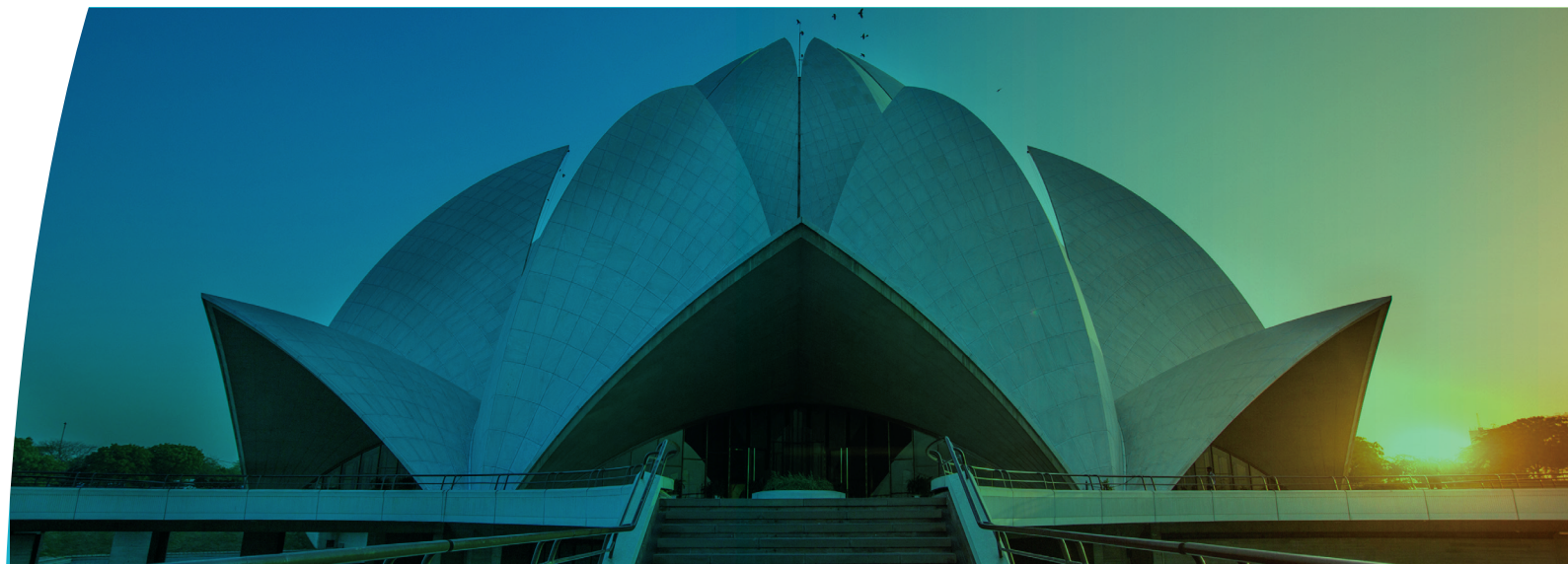
Inspired by you

In NIPSEA Group, we focus on community and customer-first approach that contributes towards shareholder value. Therefore your inspiration has propelled us to greater possibilities and transformed the way we perceive our capabilities in serving your needs. You have inspired us and awakened these possibilities by allowing us to transcend our everyday ordinary experiences and limitations with each and every one of you.

We are inspired by you!

Contact Us





For more information,
visit www.nipsea.group

