



*Inspired  
by you*



Introduction to the  
**NIPSEA Group**

# Table of Contents

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





## CEO Message

The complete reopening of the global markets not only signifies a return to economic activities, but prompts us to rethink and reprioritise - emphasising sustainability, diversity, inclusion, and mutually beneficial growth, while staying true to our mission of Maximising Shareholder Value. Our recent publication of achievements in these areas via the Sustainability Report 2022 stands as our continuing commitment to these aspects.

We continue to extend our leadership position across the board, without compromising on our principles and mantras by continuing to be laser-focused on our goals and growing holistically across the spectrum. We continue to collaborate effectively with all our partners and stakeholders

as well as the communities that we serve in. More importantly, we are continuously inspired by you.

From the individual to team and organisational levels, we are primed to deliver value and impact to customers and stakeholders. Through nurturing relationships, growing opportunities, and investing in innovations, we contribute effectively and positively, thereby creating value in the process.

We look forward to building upon partnerships and collaborations with you. So, let us put our best brushstroke forward and paint the future, in all its wonders and splendours, together.

*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, Brazil, Canada, China, Czech Republic, Egypt, France, Germany, India, Indonesia, Kazakhstan, Kenya, Korea, Kyrgyzstan, Malaysia, Mexico, Myanmar, Pakistan, Philippines, Singapore, Slovakia, Sri Lanka, Thailand, Turkiye, United Arab Emirates (UAE), United Kingdom, USA and Vietnam.

NIPSEA Group is Asia Pacific's No. 1 paint and coatings manufacturer in both production and sales revenue. After more than 60 years of growth, NIPSEA Group has established over 121 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 28 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 Tagline

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

The NIPSEA Group is a global industry leader working towards a sustainable future through customer-centric growth. Inspired by the needs and ambitions of the people we serve, we're coming together and leveraging our strengths to bring you Innovation with Heart and People at our Core.

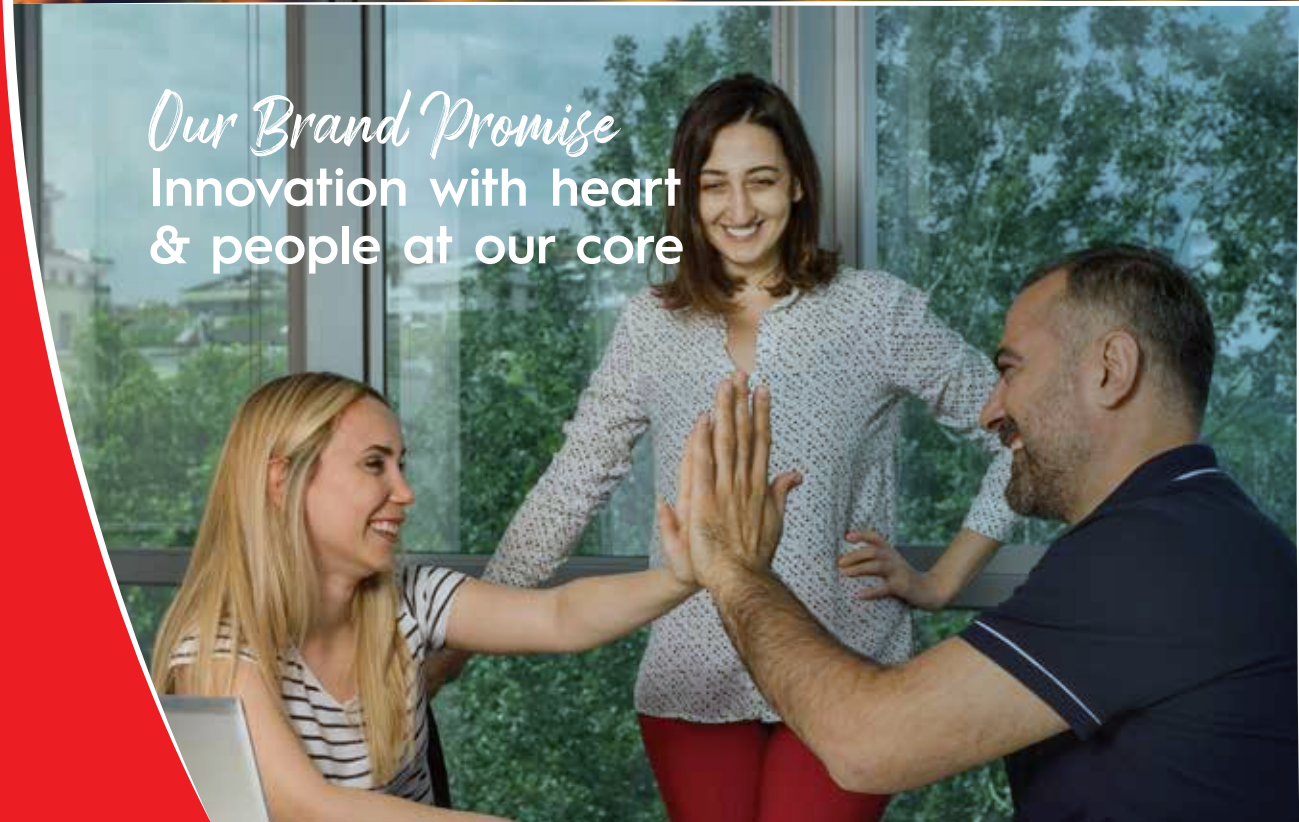
At Nippon Paint, we're Inspired by You.

## *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



## Our Company Culture

The Lean for Growth (LFG) culture is what drives the NIPSEA Group as an organisation. It forms the heart of what we do and is the foundation of our belief that sustainable growth comes from doing the right thing.

This culture creates a winning formula when coupled with the shared goals of ensuring product excellence, creating innovative solutions, and meeting customer needs.

## Our Core Values

Keep Your Eyes On The Risk

### **VIGILANCE**

*Be Observant. Be Rigorous. Ever On Guard.*

Hunger For More

### **INSATIABLE APPETITE**

*Be Ambitious. Eliminate Complacency.*

Work As One

### **TEAMWORK**

*Be Strong Together. Be Collaborative. No Silos.*

Sense & Respond Fast

### **AGILITY**

*Be Nimble. Outwit The Competition.*

Back To Basics

### **LEAN**

*Be Value-driven. Be Tenacious. Make Every Bite Count.*

Can't Stop, Won't Stop

### **STAMINA**

*Be Relentless. Be Resilient. Unending Quest.*

SECTION

# 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 recognise 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 prioritising 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

Providing access to education for children and youths through establishing a collaborative learning platform and art & colour educational programmes.



### Empowerment

Equipping members of the community with skills and knowledge through vocational empowerment, training and certification programmes, as well as the facilitation of job opportunities.



### Engagement

#### Health & well-being:

Enhancing the well-being of the communities we operate in and ensuring that livelihood needs are met, especially during emergency circumstances.

#### Protection & Preservation:

Refurbishing communal spaces to improve living conditions and preserve the local cultural heritage sites.

## Community Impact at a Glance (2019 - 2022)



**260**  
CSR initiatives  
conducted



**> US \$17.9 million**  
Allocated to CSR  
initiatives conducted



**327,738**  
Hours committed



**40,114**  
Employees involved

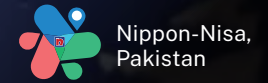


**> 14.9 million**  
Lives impacted



**> 2.4 million**  
Litres of paint contributed

# Corporate Social Responsibility



## Building and enabling better communities

NIPSEA Group is committed to accelerating positive and sustainable change in communities, with a greater emphasis placed on the markets we operate in. As we continue to embark on value-added community initiatives, our priorities lie in investing in localised programmes and tackling socio-economic challenges across three key pillars: *Education, Empowerment, and Engagement.*

Through continued collaboration with local governments, business partners, and NGOs, we strive to mobilise our assets and resources to best serve the community's interests while operating under our new Corporate Social Responsibility ("CSR") Umbrella - Colouring Lives. 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.

To find out more about our CSR initiatives, visit <https://nipsea.group/csr/>



## Regional Flagship Program: AYDA Awards

NIPSEA Group launched its first Asia Young Designers Awards, now known as the AYDA Awards, in 2008 as part of our vision to nurture the next generation of Architectural and Interior Design talents.

It serves as a platform to inspire young talents to develop their skills through cross-learning opportunities and networking with renowned industry players, as well as their fellow peers in the region. As our flagship programme, AYDA Awards has grown to become one of the top premier student design awards, receiving more than 50,000 entries from over 1,300 tertiary education institutions every year across 19 geographical locations globally since its inception.

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.

# Be Open

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 22 geographical locations.

- Unlimited colour Inspiration & choices
- Total Coating Solutions through our comprehensive range of products
- Wide network of 25,000+ retail tinting machines in 22 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  
067951  
07846  
242 635  
21879252  
21 51  
68 1099

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 galvanised 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, galvanised 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 utilises 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, in 22 geographical locations..

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

A photograph showing three workers in white protective suits and respirators working on a large, curved red surface, likely the hull of a ship. They are positioned on a white metal lift structure. The background is a solid red color, suggesting the hull's paint. The workers are using tools to apply or inspect the coating.

Marine coatings is the founding business of our Group with a history of more than 140 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 hydrological 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.

### 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.

## 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 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 recognised independent organisations.

### Mortar & Skim Coat



Behind every aesthetic finish, a smooth and level surface plays a critical role. Our research and development team regularly conducts research to deliver quality solutions. Our dry-mix range includes pre-packaged cementitious finishing products, such as plasters, renders, skim coats, floor screeds, bonding agents, and more.

### Tile Adhesive & Grout



From installing a ceramic floor or tiling a bathroom, we have a range of adhesive and grout to meet all your specification requirements. Our range covers tile adhesive & grout, water-resistant putty, mould remover, filler, waterproof products for tile installation and accessories such as joint tape, washing tape and putty knife.

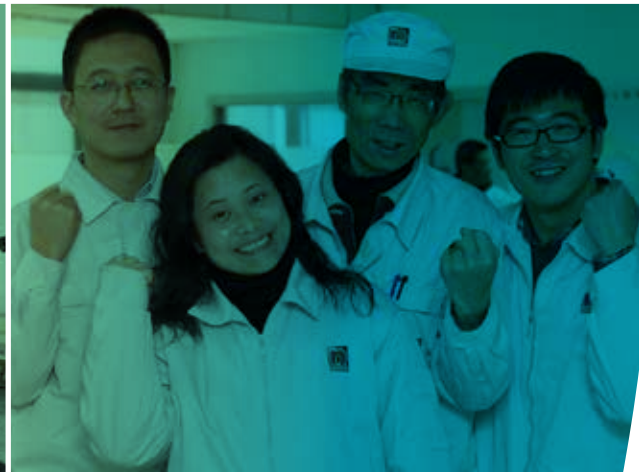




 *Inspired by you*

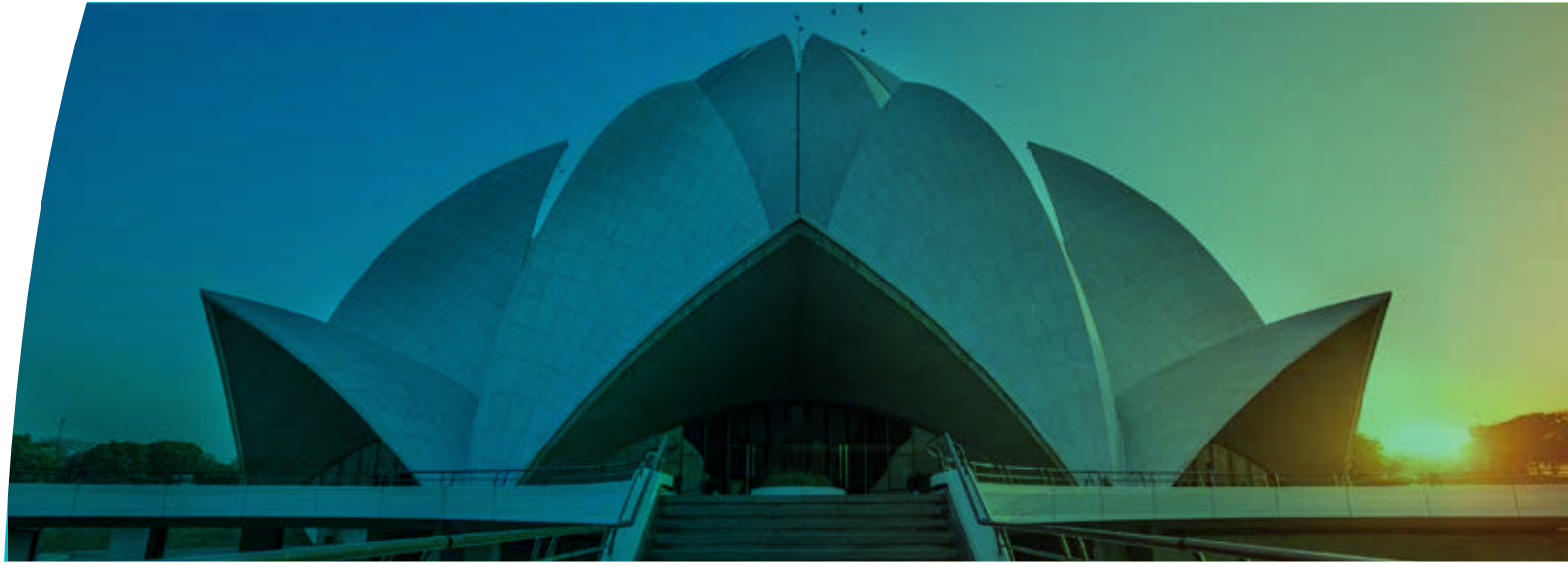
In NIPSEA Group, we focus on community and customer-first approach that contributes towards shareholder value. Therefore your inspiration has propelled us to greater possibilities and transformed the way we perceive our capabilities in serving your needs. You have inspired us and awakened these possibilities 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](http://www.nipsea.group)

