

Hello

NIPSEA GROUP

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Welcome Note

Welcome to the seventh edition of the NIPSEA Group Newsletter!

We have much to celebrate, and a heartfelt thank you goes out to each and every one of you who contributed to the highlights featured here. Your unwavering dedication and tireless efforts are the foundation upon which our shared success rests.

We hope you enjoy reading this edition just as much as you enjoyed being part of its creation.





NIPPON PAINT INDIA BRIGHTENS UP THE TOWN WITH MURALS

Environmental issues, social issues and unity.

These were just some things that Nippon Paint India in partnership with Nandanam BSNL and Saidapet School wanted to highlight with their mural project.

As an organisation that is committed to fostering creativity and urban beautification, we saw an opportunity in this collaboration to showcase the versatility and quality of our paints, while supporting local artists. With this, the goal was clear; to use these murals as a medium to educate the community about societal issues like gender inequality, literacy and social harmony in order to contribute towards meaningful social progress.



Besides that, these murals also serve as a visual representation of its surrounding area's distinct heritage, thus fostering pride amongst its people. Here's to more opportunities to impart a positive impact on other communities in the future!



FILLI BOYA AT THE GAME CHANGERS SUMMIT 2024

At the start of the year, our team at Filli Boya announced a major leap forward in our commitment to top-tier exterior paint solutions. The introduction of Nucleus exterior paint, accompanied by its trusty sidekick primer, Panzer is an innovative piece of technology that's truly one-of-a-kind in Türkiye.

To share the joy and spread the word, the team hosted a special launch event, bringing together key players from construction companies across all 81 provinces of Türkiye. With 372 attendees in total, it was a celebration of innovation and progress.



The event was designed with two main goals in mind:

- **Informative Sessions:** The team kicked things off with engaging presentations and live demonstrations, highlighting the remarkable features and game-changing technology behind Nucleus.
- **Hands-On Experience:** They didn't stop at presentations. The attendees got to dive deep into the world of Nucleus with live tests and immersive experiences at the "Technology Experience Zone". It was a chance to see, feel and experience the magic firsthand.



But wait, there's more! Filli Boya also set up application panels showcasing Nucleus' superior performance in paint consumption, versatility across different surfaces, and a stunning array of vibrant colours. It was all about demonstrating the real-world impact of Nucleus' technology.

And the cherry on top? Our projections suggest a potential 87% boost in Nucleus' annual budget. Now that's what we call a win-win!





NIPPON PAINT VIETNAM SCORES A BIG GOAL!

Exciting news for football fans in Vietnam! Nippon Paint Vietnam has officially partnered with SCTV, the TV station with exclusive rights to broadcast La Liga, Spain's premier football league, in Vietnam.

Vietnam's fervent passion for football makes La Liga the perfect platform for Nippon Paint Vietnam to connect with potential customers, boosting brand visibility across the nation. This sponsorship not only elevates Nippon Paint Vietnam's reputation within the football community but also taps into their shared interest in football, fostering positive brand sentiment.



In addition to running ads during thrilling matches, Nippon Paint Vietnam aims to enhance engagement with fans through captivating mini-games on social media platforms. This interactive approach promises to deepen the connection between the brand and its audience, creating memorable experiences throughout the football season. So, keep your eyes peeled for our logo during the next La Liga match, and join us in celebrating this exciting partnership between football and colour!





NIPPON PAINT MAKING BIG MOVES IN THE OIL & GAS INDUSTRY IN MALAYSIA

Think traditional paint is good enough? Think again!

As a global player in protective coatings for over a century, we've continued to improve our products by consistently innovating upon new thoughts and ideas.

Enter GrapheneTec+ powered by PETRONAS ProShield+, the brainchild of Nippon Paint Malaysia's graphene-based paint additive and PETRONAS Technology Ventures' ProShield+ technology. Both brought their respective innovations to the table to create a protective coating that extends the lifespan of steel to eight years. Just think about how much that brings down maintenance costs!



“As part of our efforts to strengthen the protective coatings business, Nippon Paint offers a new range of products called Nippon Paint 9049 GR, which is infused with GrapheneTec+ powered by PETRONAS ProShield+,” says its General Manager, Tay Sze Tuck.

We launched this product line under a new technology called GrapheneTec+, which boasts the additive's ultra-high-barrier properties that improve the coatings' corrosion resistance towards various harsh weather conditions. This product was made while keeping the oil & gas and heavy industries in mind in order to cater to new constructions as well as repair and maintenance.

And what do we have to show for it?

The coveted Engineer Excellence Award 2023, awarded by ENGINEER 2023.

An achievement we are proud of, from all our hard work put into this collaboration.

“This marks a significant milestone for us, as it's the first time we've received such a prestigious honour. It's an achievement that fuels our motivation to continue pushing boundaries and garnering more accolades within our industry,” says its Assistant General Manager, Liew Teak Youn.

There's always room for improvement, so you can bet that we'll continue to strive and innovate for years to come.





FILLI BOYA CELEBRATES THE REPUBLIC'S 100TH ANNIVERSARY

A grand opening ceremony, graced by esteemed officials and broadcasted live by CNN, marked the commencement of this significant project, solidifying Filli Boya's dedication to cultural heritage and community engagement.

Filli Boya proudly became the sponsor of a new open-air museum along the historical "Mustafa Kemal Victory Path" in Çanakkale. This landmark project in collaboration with the Ministry of Culture and Tourism, adds a new chapter to their ongoing "Salute to Victory" initiative, preserving the Gallipoli legacy for future generations.

- 1,500 Filli Boya employees embarked on a pilgrimage to Anıtkabir, honouring the Republic's founder, Mustafa Kemal Atatürk.
- 470 giant flags, emblazoned with the 100th-anniversary emblem, draped across Nippon Paint buildings in major cities for a month-long visual spectacle.
- Special "Cumhuriyet İlelebet" ("A Forever Republic") flags and Atatürk flowers were gifted to all employees and manufacturers.





CELEBRATING OUR UNSUNG HEROES WITH NIPPON PAINT INDONESIA'S #NIPPONELASTEXADCONTEST

Have you ever stopped to appreciate the hard work and dedication of the individuals who paint our buildings? Nippon Paint Indonesia certainly has. Recognising that these heroes often toil away unnoticed, the team in Indonesia launched the #NipponElastexAdContest to shine a much-deserved spotlight on them.

This innovative contest wasn't just about recognising their efforts, but also giving them the chance to be stars themselves. By participating, these unsung heroes had the opportunity to feature in a Nippon Paint ad, showcasing their skills and passion for their craft to a broader audience. All the participants had to do was post a video on social media that told of their experience with Nippon Elastex 3-in-1. Eventually, a winner was picked from the myriad of participants to tell their story as an ad with production value.



This contest not only celebrated the individuals who play a crucial role in beautifying our communities but also highlighted the importance of acknowledging their contributions. If you haven't seen the ad with our featured paint-fluencer, do yourself a favour and check it out right here:



[Nippon Elastex 3-IN-1](#)



NIPPON PAINT INDIA FORMULATES GREEN PRODUCTS THAT PROMOTE BETTER AIR QUALITY AND COMFORT

In an effort to improve quality of life and comply with more sustainable living standards, Nippon Paint India formulated several cutting-edge green products.

Enter the Nippon Aircare VG and Thermal Comfort Coatings. The former is a uniquely formulated paint that actively absorbs formaldehyde (a common indoor air pollutant), therefore contributing to a safer and healthier indoor environment, while the latter provides thermal insulation which aids in lowering the energy consumption of air-conditioners.



As industries across India grow, so does its people's need for greener standards of living.

Nippon Paint India saw this as an opportunity to tackle the issue of raising the quality of life and poured their resources into innovating new products that contribute positively to sustainable efforts in the relevant industries.

But we're not stopping here as there's always more work to be done and room for improvement! It's a step in the right direction with our commitment towards achieving a greener future and sustainable living for generations to come.



SEALING THE CRACKS OF A SUSTAINABLE FUTURE THROUGH RECYCLING V-TECH CARTRIDGES

As the world advances technologically, so does the world's need for more sustainable living conditions. This is why NIPSEA puts a high emphasis on sustainable practices and recycling efforts.

Our good friends at V-Tech have recently done something groundbreaking that creates an impact towards a sustainable future; by recycling used High-Density Polyethylene (HDPE) cartridges into new ones, thus giving them a second life. Without compromising on product quality, V-Tech's Vital Coolroom Mastic maintains its ability to be moisture-resistant and non-skinning while providing excellent adhesion.



This sustainable effort significantly reduces the demand for plastic which conserves resources and decreases greenhouse gas emissions associated with plastic production. Not forgetting, the cost saved from reduced use of resources. All in all, this system of recycling old plastic cartridges lowers wastage and energy consumption while minimising reliance on raw materials, and therefore contributing towards a greener and more sustainable future.

But as usual, there's always work to be done and more room for improvement. That's why NIPSEA will always be on the lookout for more ways to create a sustainable environment that's ultimately for the benefit of everyone.



Be part of the newsletter committee!

Have exciting activities or projects to share? We'd love to feature them in the next newsletter.

Scan the QR code below, or reach out to fnianho@nipsea.com.sg to share activities happening in your market! We appreciate your participation in sharing and staying connected with the NIPSEA community.

For latest business updates, happenings across markets and to hear from our leaders, be a part of the NIPSEA LinkedIn family. Let's connect with each other across NIPSEA and continue to be inspired by each other.

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*Inspired
by you*