



News Release  
For Immediate Publication

# COATINGS EXPERT, NIPPON PAINT NOW COATS EVERY IMAGINABLE SURFACE

*Nippon Paint Malaysia targets RM1b sales by end 2017*

**Kuala Lumpur, 8 May 2015** – Malaysia's No. 1 coatings solution provider, Nippon Paint Malaysia ("Nippon Paint"), today launched its new positioning as **"The Coatings Expert"**, symbolically signified by life-size Blobbies ambient sculpture measuring up to 8 feet, located at the outdoor deck of Fahrenheit 88 in downtown Kuala Lumpur, and its brand new TV Commercial [\[View link → https://youtu.be/E6MT3qVnFVY\]](https://youtu.be/E6MT3qVnFVY)

Today's launch affirms its position as the coatings expert that offers;

1. Comprehensive coating solutions for multi-segments from **Architectural, Protective, Industrial, Automotive and Marine**
2. Comprehensive coating solutions for every imaginable surface **from metal to wood, tiles, cement, slate, glass and even plastic**

During the launch, Mr. Yaw Seng Heng, Group Managing Director, Nippon Paint Malaysia Group said, **"We began as "The Paint Expert". Evolving with time and needs of the various stakeholders and consumers, today, will mark our next evolution, that is to be "The Coatings Expert". We are now taking the next leap, which is to be a total coating solutions provider to meet diverse industry needs as well as to coat every imaginable surface. In short, we will cover multi-segments and multi-surfaces when it comes to coating solutions – be it as decorative, protective or functional coatings. Today will be the start of that journey as we embark into our next level of growth, targeting to achieve a sales turnover of RM1 billion by end 2017, as we continue to strengthen our leadership as Malaysia's No. 1 coatings provider."**

Nippon Paint has been on a consistent growth path since its inception in 1967. From a single-country entity in Malaysia, the Group has now emerged as a significant regional player within the coatings industry with presence in countries such as Pakistan, Bangladesh, the Philippines, Thailand and recently Indonesia.



Nippon Paint is currently Malaysia's market leader in decorative coatings with an estimated 47% market, and has recorded sales turnover in excess of RM650 million (as of 31 December 2014). The group aims to achieve 50% market share in Malaysia this year via a 3-pronged business strategy – ***expansion of regional operations into new markets, growing its distribution network and rolling out at least four new coatings innovations by year end.***

Added Yaw, ***“Coatings today is beyond just being aesthetic. Coatings are now more functional and in some cases, even being a better and more sustainable replacement for some of the existing building materials in use. With our continuous emphasis in Research and Development (R&D) efforts, and through listening to the demands and needs of our customers, Nippon Paint has never stopped in bringing innovative coatings solutions – not just in Architectural, but also Protective, Industrial OEM, Automotive Refinish and Marine coatings. We are excited to note that Nippon Paint will be launching at least four new coatings innovations this year which will definitely be first-movers.”***

Over the years and in the decorative segment, Nippon Paint has spearheaded many industry-first innovations such as coatings that are odourless, coatings that can improve indoor air quality, as well as coatings that can increase thermal comfort, by reducing both external surface as well as indoor room temperature between 3-5 degrees Celsius. Aesthetics-wise, its Memento Special Effects range adds a sensorial element for walls via textured effects that shimmer and sparkle.

Beyond decorative, Nippon Paint also introduced automotive coatings with self-heal proponents as well as pioneered the Pearl coating system. Its high performance coatings are used to protect large-scale oil rigs right down to the highly-worked airport runways of Malaysia. Plus its Marine coatings are found on the smallest of fishing trawlers to large shipping vessels.

In conjunction with its repositioning as Malaysia's leading coatings expert, Nippon Paint has launched a digital campaign, ***#PaintAllSurfaces***, inviting Malaysians to take on an adventurous role in coating various surfaces beyond walls, and exploring the many colours and textured effects which paint can bring. ***For painting tips, solutions, and inspirational ideas, do log on to Nippon Paint's website at [www.nipponpaint.com.my](http://www.nipponpaint.com.my)***

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# NIPPON PAINT'S BLOBBIES INVADE DOWNTOWN KL

*The life-size Blobbies ambient sculpture will be at the outdoor deck of Fahrenheit 88 from now until May 31*

In conjunction with its new positioning as "The Coatings Expert", Nippon Paint's Blobbies ambient sculpture and mascots will be moving from city-to-city across Malaysia from now until the year end covering major market centres such as Penang and Johor, amongst others.

***Get the latest update of the whereabouts of the Blobbies on Nippon Paint's Facebook:***

***[www.facebook.com/nipponpaintblobbies](http://www.facebook.com/nipponpaintblobbies)***

Beginning its journey at Fahrenheit 88, the Blobbies sculpture has attracted people walking by the area to take some selfies as well as group pictures, further demonstrating that Nippon Paint is now "The Coatings" expert that can also coat every imaginable surface. Each Blobbie sculpture represents different types of surfaces, namely Cement, Wood, Metal, Tiles and Glass.

College student Samantha Tee said, ***"Nippon Paint's life-size Blobbies were indeed an eye catching sculpture. The colourful sculptures really made me stop-and-stare! I was actually surprised to find out that you can paint on glass and even tiles. I always thought I need to change my tiles according to the colours I want and it is so much work to hack the tiles off. I'm very glad to find out that I can now just paint over my bathroom tiles and yet have a new fresh colour without the hassle of hacking them away."***

Nippon Paint's Blobbies mascots were also present to meet-and-greet fans and passers-by, who were seen busily taking selfies and "Blobfies". They also performed a fun dance with fans of all ages at designated stops around Fahrenheit 88 and Pavilion Kuala Lumpur, while giving out goodies to passers-by.

***"My kids were so excited looking at Nippon Paint's Blobbies with their dance movements. We were busy taking pictures with the bright, colourful Blobbies. They were also so fascinated with the larger-than-life Blobbies sculpture just outside Fahrenheit 88. Very creative indeed!"*** said mother-of-two Cynthia Gomez said, alongside her 3 and 5 year old girls.



Below are the schedule of Nippon Paint's "Bobbies Invasion" by radio cruisers, so join them to witness the "Bobbies Dance" and win lots of goodies at the following time and date:

1. ERA fm – May 16 at 1.40 pm
2. THR Raaga – May 16 at 5.30 pm
3. MY FM – May 17 at 3.00 pm

Stay tune to ERA FM, THR Raaga and MY FM in May to enter the Instagram contest in the week of May 11<sup>th</sup>!

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### **About Nippon Paint Malaysia Group**

The Nippon Paint Malaysia Group ("NPM Group") is currently Malaysia's No. 1 Total Coating Solutions provider, enjoying its market leadership position since 2008. The NPM Group is part of the Nippon Paint Group, which is currently Asia's No. 1 coating manufacturer spanning 15 countries, built on a heritage of over 130 years dating back to 1881 in Japan.

Established in 1967 as Nippon Paint (Malaysia) Sdn. Bhd., the company has since grown in leaps and bounds, and today, has emerged as a significant regional player within the coatings industry with presence in countries such as Pakistan, the Philippines, Bangladesh, Thailand and Indonesia.

The NPM Group places strong emphasis in Research and Development (R&D) activities, which remains a core priority to its success in product innovation. As a global leader in coating technologies with a database of more than 10,000 paint formulations, the NPM Group prides itself in being a Total Coating Solutions provider with a multi-segment portfolio of offerings ranging from Architectural, Automotive, Industrial, Protective to Marine coatings.

The Group has won consumer choice awards such as the Reader's Digest Trusted Brand Awards (2006-2014) and Putra Brand Awards (2010-2014), as well as received industry accolades such as the Best Company for Leadership in Paint Technology Asia by IAIR in 2014 and Frost & Sullivan's Paint & Coatings Company of The Year in 2011. In its concerted effort to champion sustainability towards a greener footprint, the Group has received the Green Label Certification (by the Singapore Environment Council), EcoLabelling Certification Licence (by SIRIM QAS International) and several Green Excellence Awards by Frost & Sullivan.

### ***For more information on Nippon Paint Malaysia:***

Website: [www.nipponpaint.com.my](http://www.nipponpaint.com.my)  
Facebook: [www.facebook.com/nipponpaintblobbies](https://www.facebook.com/nipponpaintblobbies)  
YouTube: [www.youtube.com/NipponPaintMalaysia](https://www.youtube.com/NipponPaintMalaysia)  
Toll free no: 1-800-88-2663

### ***Issued by Perspective Strategies. For media enquiries, please contact:***

Tel: 03 - 7491 3138, Fax: 03 - 7733 3138

Courtney Tai, Ms  
Email : [courtney@perspective.com.my](mailto:courtney@perspective.com.my)  
Mobile : 012 – 332 1715

Lim Yen Yen, Ms  
Email : [yenyen.lim@perspective.com.my](mailto:yenyen.lim@perspective.com.my)  
Mobile : 012 – 375 0698

Tan May Lee, Ms  
Email : [maylee.tan@perspective.com.my](mailto:maylee.tan@perspective.com.my)  
Mobile : 012 - 292 8611

Wai Meng Yap Mr  
Email : [waimeng.yap@perspective.com.my](mailto:waimeng.yap@perspective.com.my)  
Mobile : 012 – 252 3893