



**News Release**  
**For Immediate Publication**

# **NIPPON PAINT MALAYSIA INTRODUCES SIX NEW COATINGS INNOVATIONS**

**Penang, 20 August 2015** – Malaysia’s No. 1 coatings solution provider, Nippon Paint Malaysia (“Nippon Paint”) recently unveiled six new coatings innovations under its “Nippon Momento® Special Effect Paint Series”, namely: **“Nippon Momento® Designer Series”** (4 types of coatings), **Nippon Metallic Paint** (1 type of coating) and **“Nippon Momento® Stone Art”** (1 type of coating). Launched just this month, Nippon Paint is building on its special effect paint series to further inspire every homeowner as well as for offices, retail or commercial uses.

Speaking about the launch, Mr. Yaw Seng Heng, Group Managing Director, Nippon Paint Malaysia Group said, **“It’s is truly an exciting year for Nippon Paint as we are introducing new coating innovations within our Momento® family which is our umbrella brand of special effect paint - creating rich, aesthetic value for homes, offices as well as various interaction spaces. We encourage everyone to take a step further and join us in the continuation of our Momento® journey by “Opening Up Ourselves to Limitless Possibilities” - to a whole new perspective in designing spaces and creating breathtaking ambience - to inspire ourselves and others in exploring new innovations - and to eventually bring different sensorial experiences to a whole new level.”**

Over 300 customers, dealers, interior designers, architects and other stakeholders were present at the launch, held at G Hotel Gurney. During the launch, Nippon Paint also presented a short film entitled “Between You & Me”, about a young designer who meets an old paint dealer. Their unlikely friendship soon blossoms, as the once arrogant young man slowly gains a new perspective through his experience with the paint dealer. ***[View link to “Between You & Me” short film → <https://www.youtube.com/watch?v=XvcNCIbNCcQ>]***

The new **Nippon Momento® Designer Series** consists of 4 varieties. They are the Velvet Series which consists of Velvet Gold, Velvet Pearl and Velvet Metallic; Rust Box, Optical and Travertino.

The Velvet Series offers Pearl, Gold and Metallic finish allows consumer to personalise a distinctive blend of colours which will give the wall a velvety effect – turning an ordinary wall into an artwork. **“The Velvet Series is distinctly unique as it has the features of the stylish works of Italian craftsmanship, giving the wall a touch of silky smoothness which brightens the living space,”** added Yaw.

Another variety of the Nippon Momento® Designer Series is the Rust Box. It offers rustic and vintage touch of shimmers with perfect blend-in of matching colours that gives an authentic textured masterpiece. This coating has the ability to transform the ambience of a particular space, bringing back a nostalgic feel, much like a ‘Blast to the Past’ mode.

As for the Optical Series, it illuminates the living space with its silver shimmers of colours which have remarkable metallic effects.

The Travertino range is an inorganic mineral coating with non-added lead and mercury. It is specially formulated as a textured intermediate coat to provide 3D textured finish or pattern for internal wall surfaces. Among the features of Travertino include excellent durability under tropical conditions, resistance to fungus and algae, and covering hairline cracks with its travertine marble effect.

The **Nippon Paint Metallic Paint** is also specifically formulated to provide a sleek and sharp metallic lustre on various surfaces, creating timeless luxury.

Another innovation introduced is the **Nippon Momento® Stone Art** with unique stone-textured finishing. This range broadens the versatility of both internal and external walls to achieve a finishing similar to the look and feel of actual surfaces such as granite.

**“Besides creating a granite look on the surface, it is also easy to maintain and washable as fungus and algae can be removed easily. Its versatility is designed for both interior and exterior walls and offers excellent weather durability and stain resistant. Furthermore, one can personalise their own Stone Art paint by choosing their preferred colours,”** quipped Yaw.

**“As Malaysia and Asia’s leading total coating solutions provider, Nippon Paint has always placed strong emphasis in Research and Development (R&D) activities. Living our mantra as “The Coatings Expert”, our Nippon Momento® Special Effect Paint Series coats beyond just interior walls – as it has now been extended to cover external walls as well as various other surfaces such as wood and metal.**

**We continuously engage with specifiers such as ID designers, colour specialist, project owners, architects, developers and various stakeholders to inspire them to set new trends and create various interpretation of ambience that are unique, innovative and stimulating. We also encourage not just industry professionals, but also homeowners to utilise special effect paints that offers a different ambience by creating various textures to living spaces,”** concluded Yaw.

In 2012, Nippon Paint introduced its Momento® Special Effect Paint range of coatings that add a sensorial element via textured effects that shimmer and sparkle. Traditionally, paint is perceived as a 2D, flat coat of paint. Thus, the Momento® Special Effect Paint is an innovation beyond the conventions as it is a 3D textured paint, which has a more creative finishing and surface patterns than ordinary wallpapers. The Momento® Special Effect Paint is also formulated with low Volatile Organic Compounds (VOC), formaldehyde-free, lead-free and mercury-free that are safe for users.

In line with its recent brand and corporate repositioning from “The Paint Expert” to “The Coatings Expert”, Nippon Paint today has the capabilities to serve multi-segments such as Architectural, Protective, Industrial, Automotive and Marine and coat multi-surfaces – from metal to wood, tiles, cement, slate, glass and even plastic.

**For more information on Nippon Momento® Designer Series, log on to**  
[www.nipponmomento.com](http://www.nipponmomento.com)

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## **Captioned Photos**

Please visit <https://www.dropbox.com/sh/gjgvt5acllbbv9r/AAAU3wGlllecAVvtUH6W5qoWSa?dl=0> to access the photos in high-resolution.



1 - Mr Yaw Seng Heng, Group Managing Director and Ms Gladys Goh, Group General Manager of Nippon Paint Malaysia Group



2 - Momento Special Effect Paint



3 - Nippon Momento Stone Art provides a unique 3D finishing similar to actual surfaces such as granite



4 - Nippon Momento Velvet Series provide a smooth texture look that adds an exceptional touch of luxury to the surface



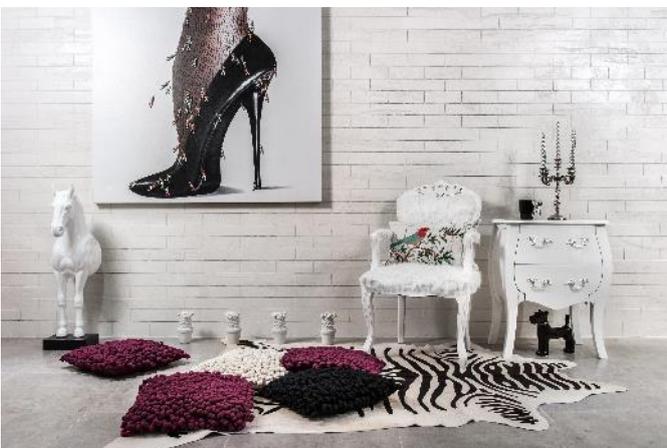
5 - Over 300 customers, dealers, interior designers, architects and other stakeholders were present at the launch, held at G Hotel Gurney



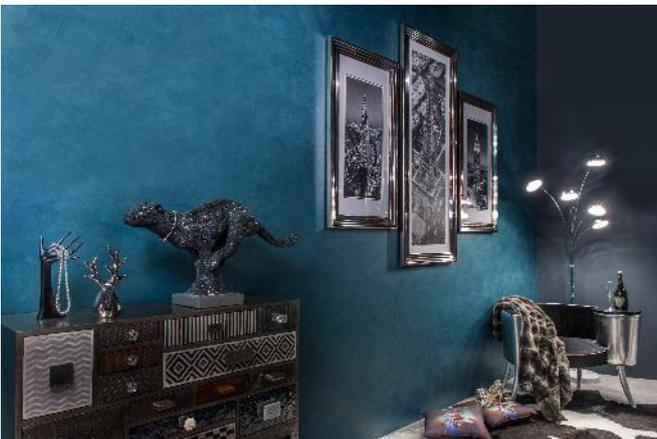
6 - Momento Velvet Metallic



7 - Momento Rust Box



8 - Momento Travertino



9 - Momento Velvet Pearl

## **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 (2006-2015) 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](http://www.facebook.com/nipponpaintblobbies)

YouTube: [www.youtube.com/NipponPaintMalaysia](http://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

Joshua Lim, Mr

Email : [joshua.lim@perspective.com.my](mailto:joshua.lim@perspective.com.my)

Mobile : 012 – 773 8433

Eric Lai, Mr

Email : [eric.lai@perspective.com.my](mailto:eric.lai@perspective.com.my)

Mobile : 017 – 337 2426

Tan May Lee, Ms

Email : [maylee.tan@perspective.com.my](mailto:maylee.tan@perspective.com.my)

Mobile : 012 - 292 8611