



News Release
For Immediate Publication

NIPPON PAINT UNVEILS “TREND BEYOND COLOURS” 2016/17 ***Nine Colours under Three Themes Set to Trend across Asia***

Kuala Lumpur, 26 October 2015 – Nippon Paint Malaysia Group today launched its second “Trend Beyond Colours”, unveiling nine key colour palettes featured across three inspirational palettes; “We Are One”, “New Eco” and “Wonder-Lust.” The nine colours are forecasted to drive utilisation across various industries and applications in 2016 and 2017.

The nine trend colours were curated and handpicked by more than 50 design professionals, colour experts and enthusiasts from all over the Asia Pacific Region, including Malaysia, Singapore, China, India, Hong Kong, Thailand, Taiwan, Philippines and Japan, held at the Asia Pacific ChromaZone Colour Forecasting Workshop 2015 in Japan earlier this year.

The Asia Pacific ChromaZone Colour Forecasting Workshop was organised by Colour Marketing Group (CMG), the leading authority in identifying, understanding and forecasting colour trends, in collaboration with Nippon Paint. It is the only convergence of Asian professionals to create an Asian Palette specifically for the region, and the forecasted colours form an important reference point that influences colours used across a wide range of industries from automotive, fashion to electronic gadgets as well as for architectural and interior spaces. CMG and Nippon Paint held the first Workshop was held in 2014, resulting in the inaugural Trend Beyond Colours 2015/16.

As the Number 1 coatings expert in the Asia Pacific Region, Nippon Paint has taken on the leadership role in working with interior designers and architects from across Asia Pacific in developing the Trending Asian Colour Palettes - a truly Asian Colour Palettes made by Asian Professionals.

“As the Total Coatings Expert, Nippon Paint continuously pushes the boundaries of paint and colours to pioneer and redefine the Asian palettes, inspiring consumers to

re-think paint and re-create possibilities on all surfaces. Colours form a very big part of the Asian culture and Asia is one of the fastest-growing continents in the world, both in terms of size and population, comprising almost two-third of the 7.0 billion world population. This further reinforces the reason why it is important that Asia forms its own unique colour palettes to drive the trend in terms of colour application or expressions,” said Mr Yaw Seng Heng, Group Managing Director of Nippon Paint Malaysia Group.

Elaborating on the inspiration for Trend Beyond Colours, Yaw added, **“Nippon Paint’s Trend Beyond Colours 2016/17 captures the region’s essence, from its beautiful landscape to its increasingly connected people driven by technology. Essentially, the Trend Beyond Colours makes it easier for consumers to create their own masterpieces – with a little more vibrancy. The forecast colours is also relevant across multi-platforms, multi-industries as manufacturers and designers recognise the growing value of Asian consumers and businesses through colour applications.”**

Understanding that colours can enliven the environment and mood around us, Nippon Paint has unveiled three colour themes - “We Are One”, “New Eco” and “Wonder-Lust”. Each theme features three unique colours, allowing consumers to explore and express their imagination.

The first series, “We Are One”, features modern colours reminding how new age technology and social media are constantly affecting our lives and keeping us connected wherever we are. The palette features Founder Blue (NP PB 1527D), Gray Knight (NP N 2001T), and Green Tuft (NP BGG 1666A), accentuating people’s connection in a world without boundaries where digital devices are an indispensable part of our life today.

The second series, “New Eco” celebrates the wonders and simplicity of Mother Earth. Inspired by nature, “New Eco” brings consumers back in touch with the environment from its quietly stylish but ultimately comforting colours. The palette reinterprets Asia’s captivating nature, from the vintage soul of Asia to the serene oceans and mighty volcanoes personified by its three colours, Tavern Buff (NP N 1867P), Lush (NP BGG 1605T) and Volcanic Black (NP N 1918A).

The third collection, “Wonder-Lust” embodies today’s YOLO or “You only live once” culture as it explores one’s discovery for the perfect balance in life through our continual search for new interests, hobbies, experiences and adventures. For consumers that aren’t afraid of some excitement in their life, “Wonder-Lust” is equally big, bold and bright in colours. The lively

colours featured are Being Peach (NP YO 1219T), Fast Car (NP AC 2076A), and Blue Lullaby (NP PB 1550P).

“To create these palettes, we have analysed the effects of colours and how behaviour is influenced by colour, fashion, retail performance, lifestyle trends and culture in today’s world. Nippon Paint’s Trend Beyond Colours will inspire consumers to create their own designer styles drawing on the three themes handpicked by our designers. The publication is packed with many photos and ideas, featuring our designers’ personal tips and recommendations on how the colour palette can be cleverly and innovatively applied on both interior and exterior surfaces,” Yaw said.

“Moreover, through Nippon Paint’s technological innovations, these colours can be coated to almost any imaginable surfaces including wood, tiles, cement, slate and glass. Consumers can also use these colours to mimic the look and feel of three-dimensional textures of stone, marble, velvet, or satin using the series of Nippon Paint Momento Special Effect Paint. We want both consumers as well as businesses to be adventurous in exploring various colour applications and interpretations,” Yaw added.

Trend Beyond Colours 2016/17 is available for download online. To download or to read it online, please visit www.nipponpaint.com.my

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 (2010-2015), 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

Facebook: www.facebook.com/nipponpaintblobbies

YouTube: 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

Mobile : 012 – 773 8433

Eric Lai, Mr

Email : eric.lai@perspective.com.my

Mobile : 017 – 337 2426

Tan May Lee, Ms

Email : maylee.tan@perspective.com.my

Mobile : 012 - 292 8611