



News Release

For Immediate Publication

Double Win for Nippon Paint Malaysia

Nippon Paint as Platinum Winner for Reader's Digest Trusted Brand Awards 2018 and Gold Winner (Consumer Services) at The APPIES 2018

Kuala Lumpur, 26 July 2018 – Nippon Paint Malaysia (Nippon Paint) has recently bagged two highly-acclaimed industry awards, adding to the brand's list of accolades. Nippon Paint took home the Platinum Award for the Household Products Category award for the Reader's Digest Trusted Brand Awards 2018, marking their 13th Year of consecutive win as the consumers' most trusted brand amongst other industry players. Adding to that, Nippon Paint also recently won the Gold award under the Consumer Services category at THE APPIES 2018 which recognizes the industry's best marketing ideas.

The Reader's Digest Trusted Brands Award Malaysia 2018 is judged based on The Trusted Brand Rating (TBR) and is calculated by combining the average scores from the six pillars of trust and the number of people rating each brand. The six pillars of trust include - Trustworthiness & Credibility, Quality, Value, Understanding of Customer Needs, Innovation, and Social Responsibility. For the past 20 years, Readers Digest Awards has selected the most trusted brands and players amongst various industries across 5 countries such as Malaysia, Singapore, Philippines, Taiwan and Hong Kong.

Held annually, THE APPIES award showcases the best marketing campaigns and ideas across Asia and rewards the top campaigns across six categories including Consumer Durables, Consumer Services, Food and Beverage, Non-food FMCG, Business Services, and Government, Cultural, Social and Environmental campaigns. This year's edition of THE APPIES marks the third Malaysian edition before a judging panel of esteemed industry leaders who takes their expertise to the next level, awarding deserving brands with recognition of THE APPIES award.

Head of Retail Marketing of Nippon Paint Malaysia, Ms Siow Shy Teng shared, ***"We at Nippon Paint are truly humbled by both of these industry recognitions. We will continue to provide the best possible customer experiences that allows us to better engage with them through the***

introduction of fresh and innovative products and at the same time, to meet their ever-changing needs and demands. One of our latest additions to our coatings solution includes our Child Wellness Range, the first child-friendly coatings in the industry. The introduction of this range has generated a positive response in across all aspects whilst our campaign enabled us to reach out towards the right target audience.

We are indeed glad that we've earned the trust of Malaysian consumers and we will continue to stay true to our innovative spirit both in terms of our products, services and marketing approaches. Our customers are always at the heart of our business and as such, as our key priority in everything that we do," added Siow.

As a progressive company, Nippon Paint continues to strive to introduce new innovations and fresh offerings to remain relevant to consumers nowadays. Leveraging on the success of Nippon Paint's Child Wellness Programme, Nippon Paint continues to jointly work with partner associations such as Persatuan Pengasuh Berdaftar Malaysia (PPBM), the Malaysian Paediatric Association (MPA) Persatuan Tadika Malaysia (PTM) and the Malaysian Society of Allergy & Immunology (MSAI) to educate discerning parents and childcare providers on the health and wellness of young children as well as building upon existing relationships with key stakeholders such as caregivers and parents by providing their expert recommendations on suitable colour schemes and complete coatings solutions.

"As we continue to earn the trust of our customers as the No.1 Coatings Expert, Nippon Paint will continue to strive towards further improving our customer experiences and journey while inspiring them to be bolder in creating their desired spaces – be it at home or at the workplace, indoor or outdoor," concluded Siow.

The Nippon Paint Malaysia Group is currently Malaysia's No. 1 Total Coatings Solution provider, enjoying its market leadership position since 2008.

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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 one of Asia leading coating manufacturers spanning across 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 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. 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 (2006-2018) and Putra Brand Awards (2010-2017), as well as received industry accolades such as the APPIES 2018 Gold award for its Child Wellness Range campaign, Best Company for Leadership in Paint Technology Asia by IAIR in 2014 and Frost & Sullivan’s Paint & Coatings Company of The Year in 2011, the Paint Company of the Year 2016 and New Product Innovation Leadership Award 2016. 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:

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