

News Release

For Immediate Publication

Nippon Paint named Most Trusted Brand for 14 consecutive years

*Nippon Paint received 4th consecutive Platinum Award for the
Reader's Digest Trusted Brand Awards 2019*



*YBhg. Datin Wong Meng Lee, Assistant General Manager of Marketing at Nippon Paint Malaysia Group (Left),
accepting the Reader's Digest Trusted Brand Awards 2019 for the Paint Category.*

Kuala Lumpur, 25 June 2019 – Nippon Paint Malaysia (Nippon Paint) received its 4th consecutive Platinum Award for the Paint Category in the Reader's Digest Trusted Brand Awards 2019 as the consumers' most trusted brand amongst other industry players.

The Reader's Digest Trusted Brands Award Malaysia 2019 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 21 years, the Reader's Digest Awards has given due recognition to the most trusted brands and players amongst various industries across 5 countries including Malaysia, Singapore, Philippines, Taiwan and Hong Kong.

“We are truly honoured to receive this award, and are thankful that we are able to continuously serve our consumers at large. At Nippon Paint, we have made it our priority to constantly listen to the needs and demands of our customers to ensure that we unceasingly develop innovative products that meet their growing and evolving needs. We are humbled that the Malaysian consumers trust our brand and we will continue to strive towards further improving our solutions delivery in multiple aspects,” said YBhg. Datin Wong Meng Lee, Assistant General Manager of Marketing at Nippon Paint Malaysia Group.

As a progressive and innovative company, Nippon Paint has continued to spearhead a series of industry-first products that cover multiple surfaces such as wall, metal, wood, tiles, floor, road and roof in 5 multi-segment portfolios which are Architectural, Industrial, Automotive, Marine and Protective. Nippon Paint was also the first paint company that introduced Malaysia’s maiden odourless paint, Nippon Paint Odour-less, back in 2006. Since then, a series of innovations were introduced including Nippon Paint Spot-less (2008), Nippon Paint Weatherbond Solareflect (2009), Nippon Paint Odour-less AirCare (2010), Nippon Paint Momento Special Effect series (2012) and Nippon Paint VirusGuard (2015).

YBhg. Datin added, ***“Coatings innovation today has progressed far beyond just aesthetics-focused. Today, we look at empirically-tested solutions to provide the required, functional benefits to meet the needs of consumers and create the awareness that coatings go beyond walls. Innovation has always been in Nippon Paint’s DNA and we will continue to innovate, inspire and care for our consumers in the years to come.”***

Recently, a survey of more than 200 parents discovered that 70% of parents said that their children spend an average of 8 to 20 hours indoors daily, and that 86% do not clean the walls as often as they do the floor. These findings inspired Nippon Paint to develop the Child Wellness Range, a child-friendly coatings solution that includes the Nippon Paint VirusGuard, Malaysia’s first anti-viral coating which was developed with Silver Ion Technology to persistently inhibit the growth of viruses and bacteria on the coated surface, decreasing the spread of contagious illnesses such as Hand, Foot and Mouth Disease (HFMD) and H1N1.

In an effort to effectively reach out to the targeted audience of discerning parents, the Child Wellness Programme was also conceptualised to provide parents, childcare centres and kindergartens owners and operators with expert advice and information on the importance of children’s health and wellness. In conjunction with the rollout of the Child Wellness Range, Nippon Paint also partnered with Persatuan Pengasuh Berdaftar Malaysia (PPBM), the Malaysian Paediatric Association (MPA) Persatuan Tadika Malaysia (PTM) and the Malaysian Society of

Allergy & Immunology (MSAI) to form the Child Wellness Advisory Panel to provide advisory services on the selection of colours and kids-safe coatings to facilitate an uplifting indoor environment for the little ones.



Gladys Goh (Middle), Group General Manager of Nippon Paint Malaysia Group, with key representatives from MPA, MSAI, PPBM and PTM at the launch of the Child Wellness Programme.



Nippon Paint's Child Wellness Range is a series of functional coatings that focuses on enabling clean air, safe touch and creativity in 3 key growth milestones respectively – infants, toddlers and children.

The Nippon Paint Malaysia Group is currently Malaysia's No. 1 Total Coatings Solutions provider, and has enjoyed its market leadership position since 2008.

Hashtags: #NipponPaint #PaintAllSurfaces

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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, Iran 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 (2006-2019), Putra Brand Awards (2010-2018) and Parents' Choice Awards 2019, 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 License (by SIRIM QAS International) and several Green Excellence Awards by Frost & Sullivan.

For more information on Nippon Paint Malaysia:

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