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## **60% SURVEYED MALAYSIANS SUFFER FROM POOR INDOOR AIR QUALITY**

*Nippon Paint rolled out Indoor Wellness Programme & launches the Indoor Wellness Guideline in partnership with MSAI*

**Kuala Lumpur, 15 October 2019** – Malaysia’s No. 1 coating solutions provider, Nippon Paint Malaysia Group (“Nippon Paint”), officially launched its **Indoor Wellness Programme**, an educational campaign aimed at empowering Malaysian homeowners to take charge of improving their overall indoor air quality at home, towards a more holistic wellness.

The **Indoor Wellness Programme** consists of two phases – the **Indoor Wellness Survey** and the **Indoor Wellness Guideline**. The Survey, which polled 511 respondents, was aimed at assessing the habits of Malaysian homeowners when it comes to the cleanliness of various spaces at home. With a focus on 4 areas of the home – the living room, bedroom, bathroom and kitchen – the respondents were then given an Indoor Wellness Score in the following categories: Healthy, Unhealthy and Very Unhealthy.

Following the Survey, an **Indoor Wellness Guideline** was developed in partnership with the Malaysian Society of Allergy and Immunology (“MSAI”), the first-ever of such guideline by MSAI. The purpose of this guideline is to further educate the public on why indoor wellness is important and practical steps and expert advice on ways we can minimise or eliminate indoor pollutants. The Guideline is available for download here: [www.nipponpaint.com.my/indoorwellness](http://www.nipponpaint.com.my/indoorwellness)

Speaking at the launch event, Gladys Goh, Group General Manager of Nippon Paint Malaysia Group said, ***“It is our priority to always place the needs of our consumers at the forefront. Although indoor space is where most, if not all of us spend most hours in, there is an absent focus on acknowledging how healthy an indoor space is. Indoor wellness is an almost invisible element in our lives, but one that presents dangers if it’s overlooked. With Nippon Paint’s Indoor Wellness Programme, and together with the rollout of MSAI’s first Indoor Wellness Guideline, it is our hope that every Malaysian homeowner will be more aware, educated and empowered to take charge of their indoor wellness, working towards providing a safer environment for themselves and their loved ones.”***

The launch of the **Indoor Wellness Programme** was graced by Dr Amir Hamzah Dato' Abd Latiff, President of **Malaysian Society of Allergy & Immunology (MSAI)**.

Speaking at a panel discussion session after the official launch, Dr Amir Hamzah said, ***“On behalf of the Malaysian Society of Allergy and Immunology (MSAI), we are indeed pleased to partner with Nippon Paint in developing the Indoor Wellness Guideline. As environmental pollution is one of the key focus areas at MSAI, it is in our best interest to acknowledge how indoor air quality affects healthcare in general, specifically allergy and respiratory-related diseases, and eventually its impact on climate change. At MSAI, we aim to work hand-in-hand with the Asia Pacific Association of Allergy, Asthma and Clinical Immunology (APAACI) as a regional initiative in bringing awareness to indoor wellness.”***



According to the Wellness Wheel, all dimensions are interconnected and important to a well-rounded and balanced lifestyle

According to the **Indoor Wellness Survey**, approximately 60% of surveyed Malaysians (or 6 out of every 10 respondents) have poor indoor air quality, with almost 70% of them who are single and the remaining being married. The Survey further shows that the healthiest group of respondents are those aged between 25 to 34 years old (*making up 37% of the Healthy score category*), while the unhealthiest group of surveyed Malaysians are younger with age range from 18 to 24 years old (*making up 45% of the Very Unhealthy score category*). From the survey, 75% of respondents who live in urban areas tend to have unhealthier homes, while the remaining 25% of surveyed respondents practices good habits that leads to a healthier indoor air quality.

Comparing all the various spaces at home, the kitchen is rated as the cleanest space at home while the unhealthiest spaces in the surveyed homes are the living room and bedroom, which is attributed to the fact that walls and floors are not cleaned often enough. Insights from the survey showed that only 25% respondents clean their living room walls weekly, while less than half (43%) clean their bedroom walls only once a year or never – a worrying insight as walls are the largest surface at home and are easily an active medium for the transmission of viruses and bacteria.

Only one third of the respondents (31%) reported to cleaning their bathrooms floors 3 to 4 times a week, despite 55% of respondents admitted to spotting mould in the area. Furthermore, more than 60% of respondents use scented products in their living room, bathroom and bedroom with the misconception that it is beneficial for the areas, when in reality, scented products could actually release chemicals that cause the areas to appear dingy and grey and releases pollutants into the indoor air.<sup>1</sup> This goes to show that there is a need to further educate and empower Malaysians to take charge of their overall health and wellness, including the wellness of their homes.

<sup>1</sup> Science Direct, Ten questions concerning air fresheners and indoor built environments, <https://www.sciencedirect.com/science/article/pii/S0360132316304334>

***“Indoor wellness is a key part of the components within the Wellness Wheel, comprising of areas related to individual’s overall health and wellness in seven dimensions: emotional, intellectual, physical, social, environmental, financial, and spiritual. All dimensions are interconnected and plays an important role in achieving a well-rounded, holistic and balanced lifestyle,”*** says Dr Rajbans Singh, President of Malaysian Wellness Society (MWS), who was a panellist at the “Healthy Homes vs Sick Homes” panel discussion during the launch event. He continued, ***“Unfortunately, awareness on the importance of good indoor air quality has received very little attention and I hope that through the Indoor Wellness Programme, we can further educate Malaysian homeowners on the importance of good indoor air quality through various awareness and educational initiatives.”***


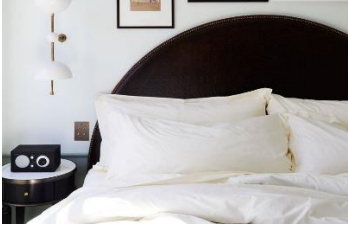
Aside from the Guideline, the ***Indoor Wellness Programme*** will see collaborative efforts in public outreach through seeding of expert and educational content via various platforms such as media, digital and consumer-focused activations with various partners.

Goh concluded, ***“We aim for the Indoor Wellness Programme to be a sustainable initiative. For now, the Survey and Guideline form only the first phase of the campaign. Following this, we will continue to work with relevant and strategic partners to inspire Malaysians to view health and wellness in a more holistic manner through various awareness and educational initiatives in our Phase 2 activation. In addition to dietary, exercising and mental health, we want to ensure that they also view indoor wellness as a critical component to their overall health and wellness.”***

The ***Indoor Wellness Programme*** is a continuation to Nippon Paint’s Child Wellness Programme (“CWP”) which was rolled out in 2017 to empower discerning parents and key decision makers in child care centres and kindergartens, working towards creating uplifting environments for little ones be it at home or otherwise. Through the CWP, Nippon Paint partnered with four national associations including the Malaysian Paediatric Association (MPA), the Malaysian Society of Allergy and Immunology (MSAI), Persatuan Pengasuh Berdaftar Malaysia (PPBM) as well as Persatuan Tadika Malaysia (PTM) to reach out to parents, child care centres and kindergarten owners and operators and the community in terms of provision of expert advice and information for them to make informed decisions regarding their children’s health and wellness.

Beyond just aesthetics, Nippon Paint’s functional coatings go hand-in-hand with the concept of providing a safer and sustainable future for all, especially through the ***Child Wellness Range*** and ***Green Choice Series***. The Child Wellness Range leverages on the *Active Carbon Technology*, designed to absorb harmful formaldehyde from the air, converting them into water vapour for cleaner air. The range also contains the *Silver Ion Technology* to mitigate the growth of viruses and bacteria from spreading through walls. Leveraging on its Anti-Stain Technology, Nippon Paint’s coating solutions provide parents the ease of mind for their children to express creativity because stains can be easily cleaned or wiped off. On the other hand, Nippon Paint’s Green Choice Series includes both interior and exterior paints formulated with the wellness of the environment and consumers’ health in mind. The series features water-based, non-added lead and mercury as well as near-zero Volatile Organic Compounds (VOC) coatings.

**Appendix**

Key Findings	
<ul style="list-style-type: none"> <li>• More than 60% of respondents have poor indoor air quality at home.</li> <li>• 75% of respondents who live in urban areas have unhealthier homes.</li> <li>• The healthiest group of respondents are those between the ages 25 – 34</li> <li>• The unhealthiest group of respondents are those between the ages 18 – 24</li> <li>• Living room and bedroom are the unhealthiest spaces at home, while kitchen is the cleanest</li> </ul>	
Key Insights by Space	
<p><b>1. Living Room</b></p> <p><b>Only 49% of surveyed Malaysians clean their living room 1 -2 times a week</b></p>  <ul style="list-style-type: none"> <li>• More than half of Malaysians (52%) clean their floors once a week or less</li> <li>• 51% of respondents clean their furniture (carpets, floor mats, curtains) monthly or less</li> <li>• 38% of Malaysians never clean their walls, or only do so yearly</li> <li>• 62% of respondents also use the likes of scented candles and air fresheners in this area</li> </ul>	<p><b>2. Bedroom</b></p> <p><b>Only 51% of surveyed Malaysians vacuum their bedroom floors 1 – 2 times a week or less</b></p>  <ul style="list-style-type: none"> <li>• More than 50% only clean their mattresses once a month*</li> <li>• 43% have never cleaned their bedroom walls, or only do so once a year</li> <li>• Less than half of the respondents (48%) clean the furniture in the bedroom only once a month or less</li> <li>• 60% of respondents occasionally use the likes of scented candles and air fresheners in this area</li> </ul> <p><i>*cleaning a mattress includes treating it with a disinfectants or solution</i></p>
<p><b>3. Bathroom</b></p> <p><b>Only 40% of surveyed Malaysians clean their bathroom floors 1 – 2 times a week</b></p>	<p><b>4. Kitchen</b></p> <p><b>Only 38% of surveyed Malaysians clean their kitchen floors daily</b></p>



- Slightly over half of respondents (52%) clean their bathroom walls weekly
- Despite this, 55% still spot mould in the area even though they clean the area often
- Only 35% of respondents store toiletries inside their storage unit in the bathroom
- 62% of respondents occasionally use the likes of scented candles and air fresheners in this area



- 40% of respondents clean their kitchen walls weekly
- More than half (53%) spot smoke trails 1 – 2 times weekly
- 68% of respondents clear their garbage daily
- Half of the respondents ventilate the area daily by opening doors / windows

### **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 geographical locations, 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, 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 (2010-2019) and Parents’ Choice Awards (2018-2019), 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:***

Website: [www.nipponpaint.com.my](http://www.nipponpaint.com.my)

Facebook: [www.facebook.com/nipponpaintmalaysia](https://www.facebook.com/nipponpaintmalaysia)

YouTube: [www.youtube.com/NipponPaintMalaysia](https://www.youtube.com/NipponPaintMalaysia)

Toll free no: 1-800-88-2663

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

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

Anita Teh, Ms.

Email : [anita.teh@perspective.com.my](mailto:anita.teh@perspective.com.my)

Mobile : +60 14 – 396 9433

Kimberly Tan, Ms.

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

Mobile : +60 12 – 609 5931