

News Release
For Immediate Publication

Embracing Raya Amidst CMCO With #RuangBaru Nippon Paint Partners Local Influencers to Offer Makeover Tips & Tricks

Kuala Lumpur, 12 May 2020 – With the COVID-19 pandemic coinciding with the period of Ramadan and Raya season this year, Nippon Paint Malaysia (“Nippon Paint”) has launched the **#RuangBaru** initiative, aimed at empowering homeowners and inspiring them to carry out pocket-friendly home makeovers in time for the Raya celebrations, all the while staying safe indoors. It can even be a family activity to deepen connections!

In keeping with the spirit of doing things differently this Raya season, Nippon Paint has teamed up with local influencers to launch a series of Instagram Live home makeover workshops. Scheduled from 14 to 20 May, the **“#RuangInspirasi Bersama Nippon Paint”** Instagram Live Workshops will feature five sessions hosted by familiar faces within the creative arts scene including **Farah Waheda** (<https://www.instagram.com/farahwaheda/>, blogger at “Bubblynotes”), **Shany Ahmed** (<https://www.instagram.com/tiggmanje/?hl=en>, Visual Artist), **Ben Firdaus** (<https://www.instagram.com/benfirdausazraai/>, Interior Designer) and **Hanisah Johari** (<https://www.instagram.com/condimentstrings/>, Artist with Condiment Strings), all of whom will be creating their individual designs with a focus on different surfaces and colours, inspired by their own creative styles.



Nippon Paint is teaming up with local influencers this Raya to spread Raya cheer and inspirations through the “#RuangInspirasi Bersama Nippon Paint” Instagram Live Workshops.

Speaking on the initiative, Gladys Goh, Group General Manager of Nippon Paint Malaysia Group said, **“Innovation is in our DNA and at Nippon Paint, we are always looking at new and creative ways to continuously inspire Malaysians to be more adventurous when it comes to coatings solutions and recreating their spaces at home. With the looming COVID-19 pandemic, we also know that the Raya celebrations this year will be different from previous years. Hence, we’ve developed the #RuangBaru campaign to keep our consumers inspired during the Raya season and to help them celebrate Raya in the comfort of their own homes. Remember to dance a little while you paint!”**

The **“#RuangInspirasi Bersama Nippon Paint”** Instagram Live Workshops will take place from 14 to 20 May. The full schedule for the sessions is as follows:

- **Raya Berkilat | Farah Waheda - 14 May (Thursday) @ 12.30 pm**
Farah Waheda, or better known as BubblyNotes (<https://www.bubblynotes.com/>) is a Lifestyle and Parenting influencer and a mother to her playful son, Firash, aged 7 years old. Tune in to her session to watch her repaint her metal gate!
- **Gaya Raya | Shany Ahmed - 15 May (Friday) @ 2 pm**
Shany, more commonly known as Manje is a full-time visual artist illustrator and muralist based in Kuala Lumpur. Catch her live as she repaints her old door with bright and unique designs.
- **Dinding Glamour | Ben Firdaus - 16 May (Saturday) @ 12.30 pm**
Ben is an Interior Designer and Colour Consultant by practice, and was involved in the remodelling of over 200 homes and retail spaces. Tune ins to his session to learn more about how to create your Raya feature wall!
- **Insta-worthy Raya Backdrop #1 | Hanisah Johari - 17 May (Sunday) @ 2 pm**
- **Insta-worthy Raya Backdrop #2 | Hanisah Johari - 20 May (Wednesday) @ 2 pm**
An artist with Condiment Strings, Hanisah is passionate about macramé, the art of knotting strings into decorative designs. Catch her live as she shares inspirational and simple tips on repainting walls with modern patterns, as well as a simple tutorial on macramé art.

The live workshops can be viewed on Nippon Paint's Instagram page at <https://www.instagram.com/nipponpaintmalaysia>

The **#RuangBaru** initiative features two components: **The Colour Palette: Edisi Raya Booklet** and the **Snap & Win Contest**. The Booklet features the 8 trendiest colours from the Nippon Paint's Trend Beyond Colours 2020/21 – a series of Asian colour and trend forecast derived by colour experts to curate forward thinking colour inspirations for the Asian region, and is envisioned to help those celebrating Raya find colour themes and designs that are reflective of their own personal taste and style.

Separately, the **Snap & Win Contest** is aimed at encouraging the public to recreate their spaces at home, while breaking the stigma that home makeovers are only meant to be carried out by professionals. Held from 1 April until 30 June, the contest will see the top 20 participants stand a chance to win RM500 worth of cash prizes.



The #RuangBaru initiative by Nippon Paint aims to inspire Malaysians through colours and home makeovers amidst the COVID-19 outbreak.

“We truly believe that art and colours have the power to bring people together and are honoured to be working with local influencers who share the same value, that is to inspire and connect Malaysians through colours, even during a time of crisis. Through these live workshops, it is also our goal to show

everyone just how easily new spaces at home can be revamped and why painting can be a fun family activity,” Gladys concluded.

More details on the **#RuangBaru** campaign, the **Colour Palette: Edisi Raya Booklet** and the **Snap & Win Contest** can be found here: <https://www.nipponpaint.com.my/ruangbaru>

#NipponPaintMY

#PaintAllSurfaces

#RuangBaru

#RuangInspirasi

#RuangRaya

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 (2010-2019) 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:

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