



News Release
For Immediate Publication

Nippon Paint Unveils New Coatings Innovation, 99% Effective Against Human Coronavirus

VirusGuard to provide anti-viral, anti-bacterial protection for homes and commercial spaces

Selangor, 11 September 2020 – Malaysia’s No. 1 total coating solutions provider, Nippon Paint Malaysia (“Nippon Paint”) has launched an anti-viral and anti-bacterial paint, the **Nippon Paint VirusGuard** (“Nippon Paint VirusGuard”), which has new added feature and is lab-tested to be 99% effective against the human coronavirus (strain 229E).

Speaking at a media briefing session, Mr Yaw Seng Heng, Group Managing Director of Nippon Paint Malaysia Group shared, *“The Nippon Paint VirusGuard represents our continuous efforts in improving the overall health and wellness of our consumers in Malaysia. Having embarked on our health and wellness-focused coatings two decades ago with the introduction of Malaysia’s first odourless paint, we have continuously brought in various innovative solutions such as the Green Choice Series, Child Wellness Range and Indoor Wellness Range. The roll-out of this new and improved coatings innovation is timely for the nation as we continue to adapt to the new normal and take precautionary measures in our homes, workspaces and offices, while keeping everyone safe.”*

The Nippon Paint VirusGuard was tested against the Human Coronavirus, ATCC VR-740, strain 229E by Analytical Lab Group earlier this year. The VirusGuard demonstrated a 99.9% reduction in viral titer upon contact of the virus on the paint film. The human coronavirus (strain 229E) is the first coronavirus strain identified in the family of viruses, linked to common cold symptoms and respiratory tract infections.

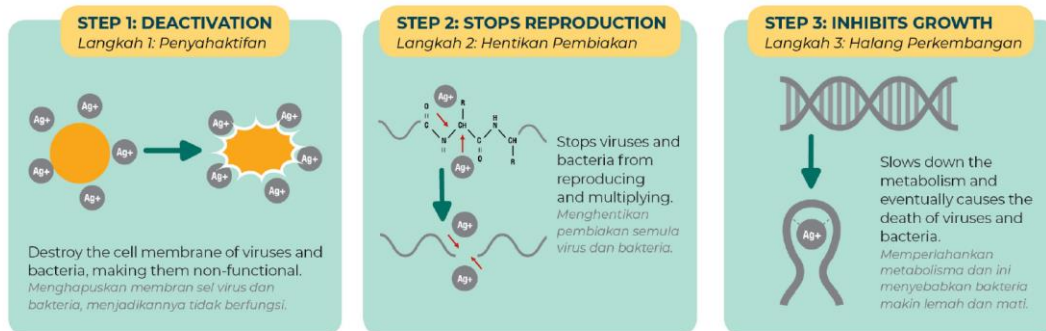
Silver Ion Technology proven to be effective against viruses related to respiratory diseases

The Nippon Paint VirusGuard utilises the *Silver Ion Technology*, that is also effective in mitigating the growth of viruses and bacteria such as the hand, foot and mouth disease (HFMD), influenza A (H1N1), *Escherichia coli* and *Staphylococcus aureus*, in addition to the human coronavirus (strain 229E), when in contact with the paint film. While the 229E strain is different from the coronavirus strain that is causing the current COVID-19 pandemic, respiratory diseases continue to impose an immense worldwide health burden and are among the most common causes of severe illness and death worldwide.¹

¹ https://www.who.int/gard/publications/The_Global_Impact_of_Respiratory_Disease.pdf

Safe for adults, children and even animals, the *Silver Ion Technology* prevents the spread of viruses and bacteria through a three-step approach:

- deactivation of the function of viruses and bacteria
- reducing its ability to multiply and reproduce and;
- inhibiting its growth which ultimately causes the death of the bacteria and viruses



Silver Ion Technology prevents the spread of viruses and bacteria via a three-step approach

Datin Wong Meng Lee, Assistant General Manager of Marketing, Nippon Paint Malaysia said, ***“As a market leader in total coating solutions, Nippon Paint is at the forefront of innovation and is committed to continue seeking opportunities, new technologies and effective solutions for our consumers and stakeholders. Leveraging on the Silver Ion Technology for its anti-viral and anti-bacterial properties, we aim to create and ensure homes, workspaces and public premises are safe and conducive especially during this pandemic, alongside other preventive measures.”***

Ideal for any indoor spaces, the Nippon Paint VirusGuard contains the following properties:

- Anti-viral
- Anti-bacterial
- Ultra-low Volatile Organic Compound (VOC)
- Superior washability
- Scrub resistance
- Mold and fungus resistance
- Long-lasting colour
- Easy and hassle-free maintenance

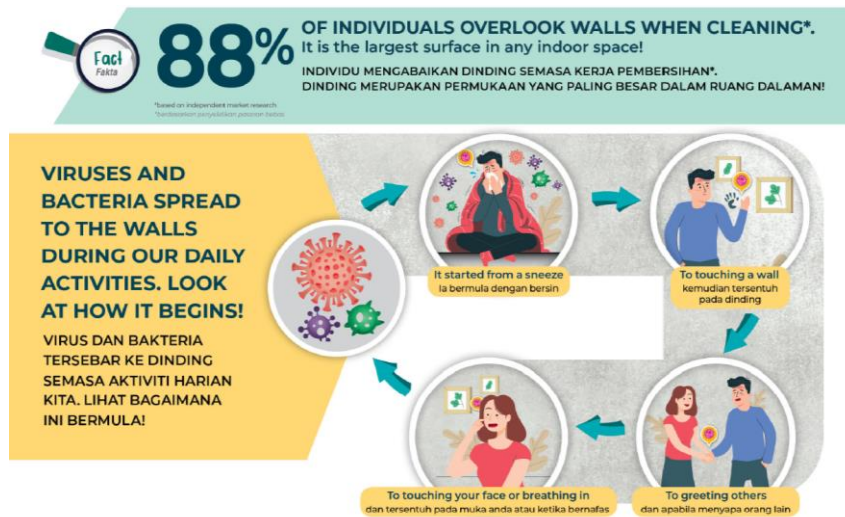
The Nippon Paint VirusGuard is an environmentally-friendly coating solution that also comes with the Singapore Green Label Test certification.

New Normal in the COVID-19 Era

With over 9,000 COVID-19 cases reported in Malaysia to date², Malaysians have undergone numerous stages of Movement Control Order (‘MCO’) since 18 March, which led to the temporary suspension of businesses, educational facilities and various other activities.

² <http://covid-19.moh.gov.my/>

Now, well into the Recovery Movement Control Order ('RMC0'), the Statistics Department revealed that nearly 70% of the workforce have resumed³ with the new normal, where strict Standard Operating Procedures (SOPs) and preventive measures are in place as per the *COVID-19: Management Guideline for Workplaces* by the Ministry of Health. Meanwhile, all schools have also resumed for primary and secondary students as well as for selected private and public higher learning entities.



Walls, the largest surface in any indoor space is often overlooked when cleaning

As businesses and individuals resume their daily activities in the new normal, Dr Chang Li-Yen, Associate Professor and Virologist from the Department of Medical Microbiology (Faculty of Medicine) of University of Malaya shared, ***“The effects of the COVID-19 pandemic are here for the long haul. While Malaysia has a commendable track record in managing the COVID-19 cases, the new normal still needs to be threaded carefully. As we continue to lead our daily lives, be it at work or at home, it is critical to continue practicing and implementing basic actions to prevent the spread of infectious diseases. Aside from social distancing efforts, washing your hands frequently, wearing a mask and sanitising ‘hotspots’ or ‘high touch points’ are critical preventive measures. ‘Hotspots’ refer to areas where there is increased risk of presence of infectious agents including viruses and bacteria. Examples of ‘hotspots’ are door knobs, tabletops, and even walls which are the largest surface in your home and office. As we come in contact with these ‘hotspots’ frequently, it is important to keep these areas clean, while maintaining a well-ventilated and good level of indoor wellness.”***

For more information please visit,
www.nipponpaint.com.my/virusguard/keepingeveryonesafe

³ <https://www1.treasury.gov.my/index.php/en/gallery-activities/news/item/6395-bernama-nearly-70-percent-of-workforce-back-at-work-as-of-may-17-tengku-zafriul.html>

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, 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 from end-to-end solutions including painting tools and waterproofing solutions.

The Group has won consumer choice awards such as the Reader’s Digest Trusted Brand Awards (2006-2020), Putra Brand Awards (2010-2019) and Parents’ Choice Awards (2018-2020), 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 and the 2020 Malaysia Decorative Paints and Coatings Market Leadership Award.

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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