



For Immediate Release

NEW NIPPON ODOUR-LESS AIRCARE IMPROVES INDOOR AIR QUALITY

Nippon Paint Launches First Paint That Improves Indoor Air Quality

Petaling Jaya, May 26, 2010 – Nippon Paint, the leading paint brand in Malaysia, has launched its next generation of paint, NIPPON ODOUR-LESS AIRCARE. It is the first paint innovation in the country using green technology which cleanses air by absorbing the indoor air pollutant, formaldehyde.

Speaking at the launch event today, Nippon Paint (Malaysia) Sdn Bhd's managing director, Mr. Yaw Seng Heng said, "Nippon Paint Malaysia has been supporting initiatives to encourage environmental sustainability and to protect the world we live in. We have proactively started the ball rolling in the paint industry in 2006 by being the first to launch odourless paint – our Nippon Odour-less Premium All-in-1, which has almost no paint odour, and is near zero volatile organic compounds (VOC). VOC is an air pollutant which is harmful to both the environment and our health. Since then, all our new innovations are ultra-low VOC. Today, I am happy to say that Nippon Paint Malaysia offers a complete range of eco-friendly and low VOC coatings for concrete, wood, and metals. Our Green Choice Range is both eco- and health-friendly."

In recognition of its achievements in promoting and improving environment sustainability within the paint industry, last year Nippon Paint was the only paint company in Malaysia to have been awarded the prestigious Green Excellence Award by Frost & Sullivan.

NIPPON ODOUR-LESS AIRCARE reaffirms the company's leadership in R&D and innovation. As the No.1 paint brand in Malaysia, Nippon Paint is the pioneer in developing products that are almost zero VOC, which now has become the industry standard. Raising the benchmark even further, NIPPON ODOUR-LESS AIRCARE is one of the most advanced technological innovations to date that can help improve indoor air quality. It absorbs harmful formaldehyde and at the same time refreshes the air.

Designed for interior use, the NIPPON ODOUR-LESS AIRCARE contains a special formula with active carbon technology. When applied to the surface, the paint absorbs the harmful formaldehyde, and converts it into water vapour while at the same time strengthening the paint film. It then releases the water vapour back into the atmosphere, thus refreshing the air. Hence the indoor air is cleaner and a healthier living environment is created.

Formaldehyde is a very common indoor air pollutant which can be found in virtually all homes and buildings. It is emitted into the air from sources such furniture, carpeting, flooring, cabinets and wallpaper. Regular exposure to formaldehyde may cause skin and nasal irritations, asthma, and other respiratory problems. According to the Department of Occupational Safety and Health Malaysia (DOSH) the maximum limit of formaldehyde in a living space is 0.1 ppm (part per million) or $0.12\text{mg}/\text{m}^3$, any higher concentration could cause harmful effects to health.

A recent study by Dr Juliana Jalaludin, a Senior Lecturer in Environmental and Occupational Health Unit at Universiti Putra Malaysia, revealed that indoor air pollution has become a common threat in Malaysia. The study also showed that indoor air pollutants such as formaldehyde are hard to track down as they are invisible, colourless and tend to be emitted at low levels over long period, sometimes over years. As such, there is a lack of awareness amongst the general public that exposure to these pollutants may cause health problems.

“NIPPON ODOUR-LESS AIRCARE draws on the strength of Nippon Paint’s pioneering experience. It caters to the increasingly sophisticated needs of today’s savvy consumers, as well as offers protection against harmful indoor pollutants and protects the surrounding. We aim to create a sustainable environment and to promote improved quality of life,” added Yaw.

In addition, NIPPON ODOUR-LESS AIRCARE is designed for protection and high performance, as it is fungus resistant, strong scrub resistance more than 10,000 scrubs, washable against household stains and gives a beautiful eggshell finishing with superior coverage. The new product is also anti-bacterial and free from heavy metal and ammonia, which makes it suitable for consumers who want paint that is safe for their health and the environment.

A member of Nippon Paint’s Green Choice Range, our eco- and health-friendly NIPPON ODOUR-LESS AIRCARE is endorsed by Green Label Singapore, a certification given to environment-friendly products that meet the eco standards. It has also been granted the SIRIM Eco Label for its compliance with SIRIM Standard 019 criteria for paints.

“Nippon Paint’s strong R&D culture has resulted in several pioneering eco-friendly products, and earned us recognition as the paint expert in recent years. We are very excited about this new addition to our product line. NIPPON ODOUR-LESS AIRCARE is yet another example of Nippon Paint’s expertise – a factor that has made us the number one choice among consumers in Malaysia, and we are confident that this new product will be well-received by the Malaysian public,” concluded Yaw.

The new NIPPON ODOUR-LESS AIRCARE is available at all authorised Nippon Paint Malaysia’s dealers, hardware shops as well as DIY chains. The recommended retail price for each 5-litre can is RM 133. It is also available in all Nippon Paint Malaysia’s Colour Creation Centres.

For more information kindly visit www.nipponpaint.com.my

About Nippon Paint (Malaysia) Sdn Bhd

Incorporated in 1967, Nippon Paint Malaysia Sdn Bhd (NPM) manufactures paint and coatings for both home and industrial applications. To date, NPM has three manufacturing plants in Malaysia. One located in Shah Alam, one in Johor Bahru and one in Kota Kinabalu. NPM currently manufactures over 10,000 different paint formulations for the decorative and architectural, automotive, industrial, protective coatings and fishing vessel markets. Nippon Paint has been awarded the prestigious Green Excellence Award by Frost & Sullivan in recognition of its achievement in promoting and improving environment sustainability within the paint industry.

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