



For Immediate Release

NIPPON PAINT MALAYSIA REVEALS 2011 COLOUR TRENDS

2011 Colour Palette Aims To Inspire And Create Positivity In Living Spaces

Kuala Lumpur, November 19, 2010 – Nippon Paint (Malaysia) Sdn Bhd (Nippon Paint Malaysia), the country's leading paint brand, today presented a vibrant collection of colours specially recommended for 2011. The lively colour palette aims to inspire and create positive energy in living spaces.

Launching Nippon Paint Malaysia's Colour Trends 2011, Managing Director, Mr. Yaw Seng Heng, said, "The 2011 colour palette projects high energy and reflects joy, radiance, purity, playfulness and trendiness. In line with the optimistic stance for next year, Nippon Paint pairs stylish, vibrant and decisively modern colours with neutral tones. We are confident that home-owners, interior designers and architects will all take pleasure in finding vivid colours that stimulate the senses and match their aesthetic requirements."

Developed by a panel of Nippon Paint Colour Experts, the Colour Trends 2011 was based on in-depth analysis of leading trends and events at a global platform and was specially formulated to meet the evolving preferences and changes in global trends, while also addressing the upbeat local sentiment.

The 2011 collection combines classic and modern hues with vibrant tones which are influenced by six key trends – Homage to Culture, New Luxury, Sky's the Limit, Back to Basics, Individuality and Optimism and Urban Treasures.

- *Homage to Culture* offers bold, bright splashes of colour that give tribute to the culture and arts that have been passed down to us.
- *New Luxury* features natural soft colour palettes that evoke an elegant purity with a soothing way of stilling time.
- *Sky's the Limit* features warm radiant shades that capture the essence of freedom where there is no limit to the imagination.
- *Back to Basic* offers a palette of earthbound colours that leans towards eco-living and sustainable building materials.

- *Individuality and Optimism* palette which is very much influenced by the internet generation, features the lovely, almost acidic shades of yellows and green, which are very much in line with the new trends and events created by the social network.
- *Urban Treasures* is a cool and neutral palette which evokes an edgy dark glamour with strong neutrals for a timeless contemporary charm of an urban aesthetic appeal.

Paired with the emergence of cutting-edge developments and the influence for more sustainable living, the colour palette for 2011 is much more relevant and unique. Nippon Paint's Colour Trends 2011 range aims to give consumers an insight into next year's fashionable colour schemes, enabling home-owners and decorators to select the right shades and combinations. Each year, Nippon Paint adds several new shades to the range which are based on extensive research and consumer feedback.

The colour tones are conceived as a result of much observation of the surrounding natural world as well as the influences that will impact the world of the future. It is inspired by global socio-economic development, technology, lifestyles and play styles, diversions, entertainments, and most importantly, the needs, moods, fantasies, and aspirations of consumers that are then translated into appropriate styling, colours, and combinations. It is guaranteed that the dynamic combinations in our 2011 Colour Trends will inspire home-owners and designers to get creative with their living spaces in the new year.

"In addition to our annual Colour Trends, Nippon Paint Malaysia is known for sharing innovative ideas and colour matching tips. These creative ideas are in terms of do-it-yourself projects, especially for consumers who wish to energise their homes with a stylish home makeover. For that added professional touch, Nippon Paint Malaysia also provides Colour Scheme Services (www.nipponpaint.com.my/colourschemeservices) which enables consumers to get colour ideas and recommendations from our colour consultants. The colour scheme software helps consumers visualise the best shades and tones before actually painting. Our aim is to make painting easy and fun for everyone." explained Mr. Yaw.

The new Colour Trend 2011 colours are available with Nippon Paint's complete range of Green Choice products, which are both eco- and health-friendly. To find out more, log on to www.nipponpaint.com.my or, visit any of Nippon Paint Malaysia's authorised dealers and Colour Creations™ centres, hardware shops, as well as D-I-Y chains.

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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NIPPON PAINT COLOUR TRENDS 2011

Homage to Culture	Saffron Song CT1101
	Vintage Rose CT1102
	Secret Scarlet CT 1103
	Flaming Lime CT 1104
	Blue Moon CT1105
	Blue Weave CT1106
	Red Carpet CT1107
	Antique Brass CT1108
New Luxury	Light Charm CT1109
	Pink Opal CT1110
	Shaded Platinum CT1111
	Fortune Jade CT1112
	Eclipse CT1113
	Black Pearl CT1114
	Blue Gem CT1115
	Crystalica CT1116
Sky's the Limit	Gray Topaz CT1117
	Butter Blossom CT1118
	Enchanted CT1119
	Wishing Orange CT1120
	Petal Peach CT1121
	Fairy Lights CT1122
	Heart's Desire CT1123
	Flying Leaves CT1124
Back to Basics	Paradise Sky CT1125
	Coffee Bean CT1126
	Rustic Rock CT1127
	Treetop Walk CT1128
	Woody Presto CT1129
	River Stone CT1130
	Cement Gray CT1131
	Dusky Granite CT1132
Individuality & Optimism	Potter's Brown CT1133
	Down to Earth CT1134
	My Halo CT1135
	High Five CT1136
	Golden Spark CT1137
	Valentine Kiss CT1138
	Berry Berry CT1139
	Electric Lime CT1140
Urban Treasures	Rockin' Orange CT1141
	Translucent Gray CT1142
	Boutique Blue CT1143
	Tantalizing Spa CT1144
	Skyscraper Sky CT1145
	Laser Gray CT1146
	Minerals CT1147
	Power Gray CT1148