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## **NIPPON PAINT AIMS FOR 50% MARKET SHARE IN 2015**

**Shah Alam (Selangor), 3 MARCH 2015** – Malaysia's leading total coating solutions provider, Nippon Paint Malaysia Group (NPM Group), aims to achieve 50% market share in Malaysia this year via a 4-pronged business strategy.

***"We are hopeful to build on our market leadership position in the coatings industry for 2015, despite a challenging economic outlook. Our three core strategies will be to expand our regional operations, rolling out innovative Total Coating Solutions™ for every imaginable surface, and growing distribution with our Nippon Colour Creations tinting system,"*** said Mr. Yaw Seng Heng, Group Managing Director from Nippon Paint Malaysia Group.

***"The Nippon Group Malaysia has recently expanded into its fifth regional market, Bangladesh, to tap into the country's phenomenal growth of its building and construction industry. We have so far invested USD5 million into Nippon Paint (Bangladesh) Pvt. Ltd. with the aim of achieving Tk1.5 billion in sales turnover or 5% market share over the next three years. We will continuously keep a lookout for opportunities to tap into new regional markets,"*** Yaw elaborated.

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, Thailand, Indonesia and now Bangladesh.

As a leading total coating solutions provider, the NPM Group places strong emphasis in Research and Development (R&D) activities and continuously seeks to introduce new innovations in the Architectural, Automotive, Industrial, Protective and Marine coating segments. The NPM Group has over the years spearheaded a series of industry-first products such as Nippon Odour-less (2006), Nippon Spot-less (2008), Nippon Odour-less AirCare (2010) and in recent years the Nippon Momento Special Effect series, which adds a sensorial element for walls via textured effects.



***“This year, the NPM Group will be introducing at least four new coatings innovations for all types of surfaces, as we are continuously driven by the three key pillars – Total Coating Solutions™ to deliver paint innovations beyond just walls, Trend Beyond Colours™ to deliver paint innovations beyond just colours, Green Choice™ to deliver paint innovation that is not just eco-friendly but safer for your health. We understand the dynamic nature of consumer demands, and will continue to innovate to meet these changing needs as well as take leadership roles in introducing trends and colours,”*** said Yaw.

In Malaysia, the NPM Group currently has over 1,500 dealers, offering more than 10,000 paint formulations via its Nippon Colour Creations™ tinting machines. Currently, it records the highest number of tinting machines in Malaysia too. ***“We work very closely with our network of dealers, be it in terms of understanding coatings trends and technologies as well as making sure their Nippon Colour Creations™ tinting machines are at the optimum level with most number of Stock Keeping Units (SKU) dispensed. Plans are in place for us to increase the distribution of our colour tinting machines from the current 50% to 70% market share over the next three years,”*** Yaw added.

Year 2014 marks yet another milestone for the NPM Group, as it recorded sales turnover in excess of RM650 million, capturing approximately 47% market share in the decorative segment (as of 31 December 2014). Nippon Paint currently maintains three manufacturing facilities out of Shah Alam, Johor and Sabah, producing a combined output of 100 million litres of coating solutions per annum.

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#### **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, 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.

The Group has won consumer choice awards such as the Reader's Digest Trusted Brand Awards (2006-2014) and Putra Brand Awards (2010-2014), as well as received industry accolades such as the Best Company for Leadership in Paint Technology Asia by IAIR in 2014 and Frost & Sullivan's Paint & Coatings Company of The Year in 2011. 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 Licence (by SIRIM QAS International) and several Green Excellence Awards by Frost & Sullivan.

For more information on Nippon Paint Malaysia Group:

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

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

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