

StarSpecial

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NIPPON PAINT



**TOTAL COATING
& CONSTRUCTION
SOLUTIONS**

Going beyond just colours

Nippon Paint is charting its path forward with a brand new identity – Total Coating and Construction Solutions provider – pushing innovation boundaries with a comprehensive one-stop coating and construction product range offering a complete compatible system solution to every quality and beautiful finishing.

A photograph of two men in dark suits and ties standing with their arms crossed in front of a city skyline at night. The skyline includes the Petronas Towers and the Kuala Lumpur Tower, illuminated against a dark blue sky.

FORWARD
REINVENT

Blazing a trail in the total coating and construction industry

OVER the past 140 years, Nippon Paint has always placed strong emphasis on innovation to provide better coating solutions to its customers.

For decades as an industry giant, the Japan-based brand has been one of the best coating solutions providers to eight market regions globally — Japan, China, Southeast Asia, Oceania, Africa, Europe, North America and South America.

Today, it offers an extensive range of products designed to solve different coating and surface finishing problems, from architectural, automotive OEM and refinish, powder, coil, protective and marine coatings to wood, packaging and general industrial finishes.

“Our reason for expanding and evolving is simple, that we want all of our industry stakeholders to be happy. Providing solutions to the challenges that they face is our priority because our business will only be sustainable when all stakeholders have peace of mind and are happy with us,” says Nippon Paint Malaysia group managing director Yaw Seng Heng.

With humble beginnings, Nippon Paint Malaysia started off with a manufacturing plant in Johor in 1967 and moved to a bigger facility in Shah Alam, Selangor, to meet the increasing market demand.

“As Johor is a strategic southern hub for Peninsular Malaysia, we continued our investment in the state by setting up our second manufacturing plant, in 1991. Our present 25-acre facility and headquarters in Shah Alam opened in 1992,” added Yaw.

To date, Nippon Paint Malaysia has two wholly-owned manufacturing facilities in the peninsula, as well as a joint-venture manufacturing facility in Sabah, which was set up in 1982.

Nippon Paint became the country's second largest paint in 2006 and conquered the number one spot in 2008. At present, the com-



Yaw (left) and Tay are confident that the combined brand strength of Nippon Paint, Selleys, V-tech and CMI positioning Nippon Paint as a leading player in Total Coating and Construction Solutions will result in an exponential growth of the company's market share.

pany has grown 3.5 times bigger than in 2006, now anchored with three core divisions — paints and coatings, SAF (sealant, adhesive, filler) and cementitious dry-mix, along with eight manufacturing facilities, 15 depots and a workforce of over 1,500 employees.

Despite several tumultuous years due to the pandemic, Nippon Paint continues to push boundaries and has never stopped evolving by taking a bold move in efforts to enhance its solutions for its customers.

For the past 55 years, Nippon Paint Malaysia has not only been

recognised as the market leader in the country but has also penetrated into other regions, with strong presence in Pakistan, Bangladesh, Thailand, the Philippines, Indonesia, Turkey and the Middle East.

The company has won several notable consumer's choice awards throughout the years, including the Reader's Digest Trusted Brand Award (Platinum) (2006-2022), Putra Brand Award (2010-2022), Parents' Choice Award (2018-2020) and CXP Best Customer Experience Awards (2020). It has also received industry accolades such as the Graduates' Choice Award in the chemical and manufacturing category (2021), HR Excellence Award in Graduate Recruitment and Development (2021), CSR

Malaysia Award for being an outstanding corporation in Malaysia that has excelled in the role of change agent in the socioeconomic transformation of the country (2019), Paint Company of the Year Award and New Product Innovation Leadership Award by Frost & Sullivan (2009, 2011, 2016) and the Best Company for Leadership in Paint Technology Asia by IAIR in 2014.

Moving beyond just coatings

According to Yaw, the key to success for Nippon Paint Malaysia is putting customers first. “We have always phased

ourselves to be ahead of the game by pushing the boundaries of innovation. This enables us to churn out fresh, bold and transformative solutions that cater to our customers' needs. We always have to be on our toes and be alert to changes in consumer patterns.

“The push for us to constantly innovate is to solve our customers' problems by providing effective and functional solutions to them,” he added.

With that, Nippon Paint Malaysia embarked on its Total Coating and Construction Solutions journey in 2022 to provide functional solutions that result in time and cost savings as well as effective manpower utilisation.

Nippon Paint Malaysia now has moved beyond offering comprehensive one-stop coatings and construction products by including construction products that provide high quality, total compatibility, beautiful finishing and protection at every layer from the floor to the roof and everything in between across six categories - architectural coatings, protective coatings, flooring solutions, waterproofing solutions, SAF (sealant, adhesive and filler) solutions, and drymix solutions.

“We are the only company in the region to provide complete solutions that include plaster, render, skim coat, tile adhesive, waterproofing, flooring as well as protective and architectural coatings.

“With Total Coating and Construction Solutions, we believe that it not only helps our business, but also enhances the professionalism and workmanship of the local building and construction industry, whilst giving homeowners and developers the assurance and peace of mind of a high quality and beautiful finishing.

“More importantly, Total Coating and Construction Solutions results in time and cost-savings, as well as effective manpower utilisation as the construction process is expedited with improved efficiency,” shared Yaw.

Nippon Paint Holdings progressively acquired Australia-based Selleys in May 2020 and expanded into the home improvement segment for SAF (sealant, adhesive and filler).

This was followed by acquiring a majority stake in Vital Technical Sdn Bhd (V-tech) by Nippon Paint Malaysia, a well-known SAF specialist in the market, in April 2021, further strengthening its market leadership in the home and industrial improvement solutions sector.

In February this year, Nippon Paint Malaysia also acquired CMI Construction Material Industry Sdn Bhd (CMI) and CMI Marketing Sdn Bhd (CMIM) to diversify its product portfolio in cementitious dry-mixed pre-packed additives, skim coat, plasters, tile adhesives, waterproofing and technical mortars.

“The acquisitions of Selleys, V-tech and CMI have resulted in great synergies between our various product offerings. Through joint research and development efforts, we have developed compatible products that complement each other with the aim of deliv-

ering high-quality and beautiful finishing. We aim to derive more value from these synergies to further enhance our total coating and construction solutions value propositions.

“We are confident that the combined brand strength of Nippon Paint, Selleys, V-tech and CMI positioning us as a leading player in Total Coating and Construction Solutions will result in an exponential growth of our market share,” said Yaw.

“At Nippon Paint, our primary mission is to be recognised for our engagement with all the stakeholders in achieving business values such as delivering profitable and sustainable growth while maximising shareholder returns; providing the best value through quality and innovative coating and construction solutions to customers; developing winning and loyal business partnerships with suppliers; building a performance-based culture through leadership development and people-oriented processing; and being recognised as a responsible and committed corporate citizen,” says Yaw.

He added that providing total coating and construction solutions is actually in line with Nippon Paint Malaysia's previous total coating solutions market positioning.

“Before this, we were the coatings expert. Now, we provide coating and construction solutions. Of course, change is not easy, but we understand the pain points of both industries and want to step up to help solve them, one of which is controlling the quality consistency of dry mix cement, sealant and coatings.

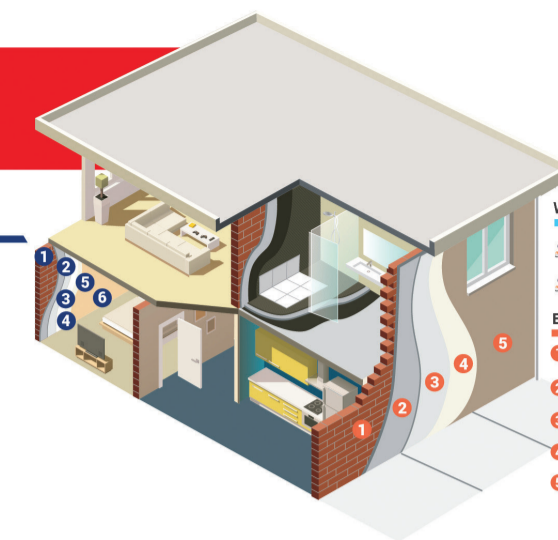
“By going into total coating and construction solutions, we achieve better product quality control from bare to finishing, so we are able to provide solutions for those problems that have existed for many years. We know the market's pain points and we have the solutions now. What's next is to spread the news and ensure that the stakeholders understand what total coating and construction solutions are and how these solutions can help them solve their problems,” Yaw said.

Meanwhile, Nippon Paint Group is currently the market leader in Asia and fourth globally. The group is progressively expanding its footprint while continuing to increase its presence in existing markets. At present,

BRICK WALL SOLUTIONS

INTERNAL WALL | Paint Finish

- 1 CMI Bricklaying
- 2 CMI Plastering | Rendering
- 3 CMI Skim Coat (Base Coat)
- 4 CMI Skim Coat (Top Coat)
- 5 CMI Painting (Sealer)
- 6 CMI Painting (Finishing)



WINDOW PERIMETER SEALING

- Neutral Silicone Sealant
- MS Sealant

EXTERNAL WALL

- 1 CMI Bricklaying
- 2 CMI Plastering | Rendering
- 3 CMI Skim Coat (Top Coat) (Optional)
- 4 CMI Painting (Sealer)
- 5 CMI Painting (Finishing)

TILING & WATERPROOFING SOLUTIONS

INTERNAL | Tile Finish

- 1 CMI Plastering | Rendering
- 2 CMI Waterproofing
- 3 CMI Tile Adhesive
- 4 Tile
- 5 CMI Tile Grout

Note: *Dilution 1:1 with clean water

EXTERNAL FLOOR | Tile Finish

- 1 CMI FloorScreed
- 2 CMI Tile Adhesive
- 3 Tile



the group continues looking for opportunities to expand the home decorative and other business segments in the European and US markets.

One-stop solution centre

According to Nippon Paint Malaysia general manager Tay Sze Tuck, Total Coating and Construction Solutions is derived from the company's commitment to resolve its customers' pain points.

“Common coating issues such as falling tiles, hairline cracks, powdery surfaces, peeling paint, fungus, hollowness, water leak-

age, efflorescence and corrosion, which are within our control and yet we are the ones getting the blame as for surface problems since we are the coatings provider.

“In fact, the root of these problems could be the underlying layers such as the cement or the sealant.

Thus, Total Coating and Construction Solutions was made available to provide a one-stop solution centre from bare concrete to the finishing and from floor to roof, so consumers will not need to deal with multiple vendors to resolve minor issues.

With that, this gives them a peace of mind as they do not have

to worry about incurring any additional costs while saving them time and money,” said Tay.

Partnership synergy

Dominating the Malaysian paint and coating market in both the major sub-segments of the industry, Nippon Paint currently has nearly 45% market share in the nation's architectural sub-segment, and about 39% in the industrial sub-segment.

“Our goal is to become the leader of the market and be more dominant. In the next five to 10 years, we hope to see Nippon Paint as the leader in the coatings and construction industries. As a total coating and construction solutions provider, our wish for the business is to grow and thrive continuously.”

“We believe in the synergy of brand and market knowledge collaborations. As such, we have converged experiences, knowledge and technical expertise with Selleys, V-tech and CMI, leveraging on each other to spur growth. With this, we can achieve faster results in expanding our market share and strengthening our position in the coating and construction industry,” concluded Yaw.

WHAT OUR CUSTOMERS SAY



Fillian Ong
Mah Sing Group Berhad
General Manager of Contracts

“Nippon Paint's latest position as Total Coating & Construction Solutions provider offering a compatible system solution is a great way to increase the level of professionalism and workmanship while optimise cost in the construction industry. With such offerings, property buyers will have a peace of mind on the quality from our development.



Ybng. Dato' Haji Abdul Hamid Bin P.V. Abdu (D.I.M.P)
Ehsan Group of Companies
Founder & CEO

“As a one-stop centre for bare to finish supplies, Total Coating and Construction Solutions is a breakthrough effort for the industry, guaranteeing quality and compatible products for the construction process while providing quality homes to homeowners.



Teh Kian Joo
Property Development & Project Department
Senior General Manager

“Total Coating and Construction Solutions is such an on-point solution for construction professionals without having to deal with various suppliers to get the job done.



Wong Yih Ming
Taghill Projects Sdn Bhd
Managing Director

“For main contractors like us, Construction knowledge and process efficiency are both crucial to a timely and quality development and Total Coating and Construction Solutions is complementing that by saving us the cost and time.



Datuk Liew Kit Seong
Akari Empire Sdn Bhd
Managing Director

“With Total Coating and Construction Solutions, it is definitely most convenient for us as main contractors to obtain materials from a single source from the process of bare to finish. It gives us more confidence to the end results with peace of mind.



Jeffrey Ng Kok Soon
Builders Emporium Sdn Bhd
Chief Executive Officer

“For more than 30 years, Builders Emporium is one of Nippon Paint's oldest business partners. By catering the professional demands of the ever changing business, Builders Emporium is still very much progressive in innovation together with Nippon Paint.



Sharon Tan Swat Ching
Sin Lianhap Sdn Bhd
Executive Director

“Total Coating and Construction Solutions is a solution that advances the industry by having everything under one roof. It helps us to provide better service to customers as we only take from one reliable supplier.

JOURNEY OF NIPPON PAINT TO TOTAL COATING AND CONSTRUCTION PROVIDER

Selleys

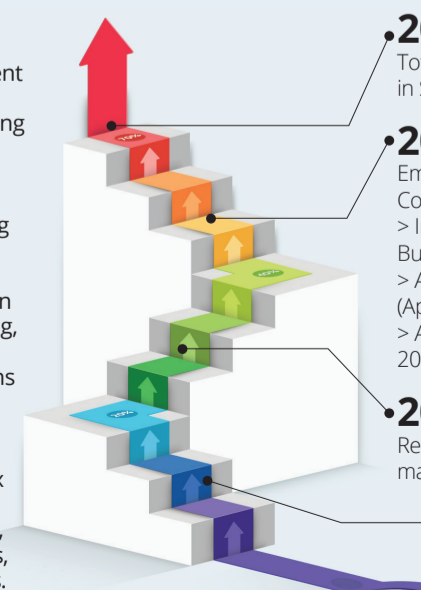
Established in Sydney, Australia in 1939, Selleys is a home improvement service provider that offer sealant, adhesive, filler, lubricant and cleaning products for over 80 years.

V-tech

Founded in 2002, V-tech is a leading sealant, adhesive and filler (SAF) brand in Southeast Asia provides solutions to key market segments in hardware, construction and building, industrial, automotive aftermarket (maintenance, repair and operations or MRO) and consumer DIY.

CMI

Founded in 1997, a reputable drymix mortar brand in Malaysia offers pre-packed cementitious finishing goods, skim coat, floor screed, tile adhesives, waterproofing and technical mortars.



2022

Total Coating and Solutions launched in September

2020

Embark on Total Coating and Construction Solutions provider
> Integrated Selleys into the Malaysian Business (May 2020)
> Acquired a majority stake in V-Tech (April 2021)
> Acquired CMI and CMIM (February 2022)

2008

Recognised as the No.1 coating manufacturer in Malaysia

1967

Establishment of Nippon Paint Malaysia



Scan for more info

Celebrating a milestone

IT was a night of celebration as Nippon Paint Malaysia launched its new business positioning as a Total Coating and Construction Solutions provider at One World Hotel in Petaling Jaya on 23rd September 2022.

Aimed at addressing the coating and construction industry's paint points, Total Coating and Construction Solutions now provides one-stop solutions across six offerings - architectural coatings, protective coatings, waterproofing, flooring, dry mix, and sealants, adhesives and fillers (SAF) solutions.

Themed "Forward: Reinvent", the grand event was attended by over 600 guests comprising developers, architects, contractors as well as members of the Malaysian Institute of Architects (PAM), Real Estate and Housing Developers' Association Malaysia (Redha), Redha Youth and Malaysian Institute of Property and Facility Managers (MIPFM).

Speaking at the momentous occasion, Nippon Paint Malaysia general manager Tay Sze Tuck said that the company was the first and only company in the region as a Total Coating and Construction Solutions provider.

"At Nippon Paint, we pursue excellence and strive for perfection. For years, Nippon Paint has been pushing innovation boundaries in which it has placed a strong emphasis on research and development to be the coatings expert in various segments of the economy.

"Here, we believe that customers deserve the best, and we work hard to ensure we continue delivering good products as well as services. As such, it is our mission to be on the constant lookout for opportunities to grow and expand in order to further solidify our position as a market leader in the coatings industry and the No. 1 paint brand in Malaysia and Asia," he said.

Tay added that the launch of Total Coating and Construction Solutions is timely as the local construction industry shows optimistic signs of recovery post-pandemic.

"As we all know, the pandemic period has put everything on hold and now in the endemic era, we are currently facing a global economic slowdown caused by rising cost of inflation which leads to higher cost of living as well as construction materials.

"Hence, with technology engrained and our presence in the Total Coating

and Construction Solutions landscape, we hope to minimise costs that occur in between, enhance the workmanship and professionalism of the local building and construction. Thus, benefit our business partners and stakeholders in the long run," added Tay.

Total Coatings and Construction Solutions derived from the company's progressive acquisition of Selleys, V-tech as well as CMI Construction Material Industry Sdn Bhd (CMI) and CMI Marketing Sdn Bhd (CMIM) throughout the past three years.

Selleys, an Australian home improvement service provider that offers sealants, adhesives, wall putty, fillers, lubricants and cleaning products, was acquired first by Nippon Paint Holdings in May 2020. Following the group's expansion into adjacencies, in April the following year, Nippon Paint Malaysia acquired the majority stake in V-tech to strengthen its market leadership in the SAF segment.

In February this year, both CMI and CMIM became part of Nippon Paint Malaysia as the company expanded its business into cementitious dry-mixed prepacked additives, skim coats, plasters, tile adhesives, waterproofing and technical mortars.

"The acquisitions complement each other and when combined with our coatings, they enhanced the Total Coating and Construction Solutions offering with each significant role in ensuring the success of Nippon Paint as a total coating and construction solutions provider," said Tay.

Prior to the launch, guests were taken on the Total Coating and Construction Solutions experiential tour at ballroom's foyer to learn more about the innovative offerings by Nippon Paint, Selleys, V-tech and CMI while some took the opportunity to network and catch up with one another.

Following the launch event on 24th September 2022, a hybrid seminar themed "Overcoming Design Challenges with Innovation in Construction" was held by Nippon Paint Malaysia the next day.

Featuring industry experts, the seminar aimed at introducing the role of total coating and construction solutions in the coatings and construction industry as well as to educate industry professionals on building stronger and better infrastructure.



(From left) Vital Technical Sdn Bhd managing director Cheong Chee Leong, Nippon Paint Malaysia Group deputy group managing director Jon Tan Hon Yiu, group managing director Yaw Seng Heng, general manager, Tay Sze Tuck and CMI Construction Material Industry Sdn Bhd founder and general manager Ung Boon Siew launching Total Coating and Construction Solutions.



Guest going on an experiential tour to understand the concept of Total Coating and Construction Solutions.



Guests learning what Total Coating and Construction Solutions has to offer at the booths.



(Left) "With technology engrained and our presence in the Total Coating and Construction Solutions landscape, we hope to minimise costs that occur in between, enhance the workmanship and professionalism of the local building and construction," says Tay.

(Above) The Overcoming Design Challenges with Innovation in Construction seminar featured industry experts in discussing key building construction pain points and how Total Coating and Construction Solutions can assist in the process.