

A SPECIAL REPORT BY

TheEdgeProperty.com

JUNE 30, 2017



We believe in challenging the norm to better serve all our customers and the industry.

At Nippon Paint, it is our culture to strive for perfection in all our endeavours – from product innovation to provision of support and services – so as to ensure that we leave our customers and partners with lasting smiles."

—Yaw Seng Heng, Group Managing Director,
Nippon Paint (Malaysia) Sdn Bhd



**INSPIRING
GREATNESS**



The chronicles of Nippon Paint Malaysia



The Edge Property Malaysia



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TheEdgeProperty.com pullout is published by The Edge Property Sdn Bhd. It is available with The Edge Financial Daily every Friday. The pullout is also distributed at more than 200 offices, shopping complexes, condos, medical centres, F&B outlets and LRT stations in the Klang Valley. You can also download it for free at www.TheEdgeProperty.com

The most powerful brand names are so strongly associated with the products which they represent that consumers automatically think of specific brands when they have a product in mind. Today, when you think of paint, you think of Nippon Paint.

This power of association does not happen overnight. It is established primarily through years of market pre-eminence with the provision of quality products, innovation and reliability, and of course, through the strategic employment of branding tools. In the case of Nippon Paint, chances are that the mere mention of this brand name evokes bubbly images of a cluster of multi-coloured and lively Blobbies clambering and sliding over surfaces, chuckling merrily as they transform any commonplace surface into a vibrant reincarnation of its former self.

Yet even as recently as a decade ago in Malaysia, Nippon Paint did not enjoy this coveted power of association between brand and product. Today however, Nippon Paint (Malaysia) Sdn Bhd is not just a household standard but stands proud as the country's No.1 Total Coatings Solution provider, a position that has been hard-won, well deserved and held since 2008.

Since its humble beginnings in Osaka, Japan in 1881, Nippon Paint has organically grown into Asia's No.1 coatings manufacturer and now enjoys a solid presence in 16 countries across Asia. Meanwhile in Malaysia, Nippon Paint adopted a simple strategy upon its incorporation in 1967 - dig in deep and take root. As such, the company focused on selling primarily inexpensive paint to achieve the desired sales volume in order to ensure its continued survival. Since then, Nippon Paint has effectively evolved from selling inexpensive paint to supplying premium innovative paint. Sited in Larkin Industrial Estate in Johor Bahru, the first Nippon Paint factory was approximately 11,000 sq. ft. in size and numbered only 50 employees.

A half century on, the current Nippon Paint headquarters located in Shah Alam, sits on a site measuring a whopping 25 acres with a labour force totalling 1,050 employees. From an initial sales revenue of less than RM4 million in 1971, the organisation today boasts an annual turnover of more than RM1 billion and has emerged as a regional powerhouse within the coatings industry having firmly staked its foothold in countries such as Pakistan, the Philippines, Bangladesh, Thailand and Indonesia.

Inspiring Greatness

Throughout Nippon Paint's rich history an entre-

preneurial attitude has been matched by a culture of hard work, open communication and stakeholder engagement. "In my formative years, I was greatly influenced by my carpenter-turned hardware shop owner father. What he taught me was that good people management, strong interpersonal skills and, above all, honest endeavour are vital components in managing a successful business," says Yaw Seng Heng, Group Managing Director of Nippon Paint (Malaysia) Sdn Bhd.

"Everyone aspires to achieve the ideal work environment which is easier said than done given the various internal and external factors that influence the day to day operations of a company. Acknowledging that the ideal work environment is never a constant, we must always work to improve ourselves, our environment and ultimately

I started my career in Nippon Paint in the protective coatings division. In the course of my 32 years in the company, I have met countless fabricators, architects, contractors and other stakeholders. People who started off as clients have become friends. It is a way of doing business that has been inculcated among the employees of Nippon Paint and makes us feel very much like we are all part of a growing family. — Yaw

our business so that the company will continue to move forward. Continuous improvement and optimisation of our work processes is a mantra we live by at Nippon Paint," adds Yaw.

It is these core principles which underpin the philosophy that has propelled Nippon Paint to such heights within a relatively short period of time and the company's drive to continuously push the envelope, elevate its customers' quality of life and "Inspire Greatness" has influenced all aspects of its business. In order to harness the focus on its primary business objectives and the overriding goal of serving customers by providing premier coating solutions through an array of products and across multiple industry segments, Nippon Paint undertook a brand and corporate repositioning exercise to bring clarity and definition to its role and value in the market. This culminated in its simple yet spectacularly successful transformation from 'The Paint Expert' to 'The Coatings Expert'



"We have been Nippon Paint's customer for the past 25 years. Over this period, we have observed the company's rapid growth especially in the past decade. Rather than waiting to adapt, the company actively seeks out new opportunities, embraces critical questioning and strives for continuous improvement." — Dato' Leong Chee Kong, Managing Director, Chee Kong Engineering & Construction Sdn Bhd



"Nippon Paint's versatility in adopting new processes and technologies has propelled it to evolve from a conservative paint company into a complete coatings provider. Today, the company serves as the technical centre and is responsible for the transfer and sharing of technologies to their regional affiliates - it is indeed a great achievement! Having supplied raw materials to Nippon Paint since 1992, we are proud to be involved in some of their projects and look forward to supporting each other and growing together." — Teoh Weng Chai, Group CEO, WWRC Malaysia Sdn Bhd



"Synthomer, through its subsidiary company Revertex (Malaysia) Sdn Bhd started supplying paint binders to Nippon Paint from 1985. We see Nippon Paint as a company continually increasing its focus on growth and innovation and together, our companies will continue to create exciting synergies from this long term partnership." — Derick B. Whyte, Executive Vice President Asia, Synthomer



"Our partnership with Nippon Paint goes back to 1974 when my father was heading the business. During this period, we have witnessed the company's rapid business growth via disruption in the retail market through use of its groundbreaking Colour Creations Machine and continuous optimisation of production. Nippon Paint is also a company that takes very good care of its partners." — Andy Lew, General Manager, Mechon Engineering Sdn Bhd





Spurring growth

Nippon Paint has actively engaged the market in a push-pull strategy to stimulate end-user consumption whilst cultivating a close association with its external stakeholders. Through trade-shows, exhibitions and workshops, Nippon Paint continuously interacts with building and construction sector players such as developers, architects, contractors, interior designers and dealers to update them on the latest coating advances and technologies. In this way, the company seeks to nurture its existing consumer and retail relationships.

Says Group General Manager, Gladys Goh, "We do not just offer paints, we offer solutions to the building and construction sectors. We constantly rethink, recreate and push boundaries to generate coating solutions that perform on surfaces from floor to roof and everything in between. With our coating systems, we can solve many problems faced by the building and construction sectors such as hairline cracks, efflorescence, discoloration and others. Besides that, our innovative products can also offer different coating solutions such as design solutions - using paint to replace other materials to achieve a similar finish - as well as offering wellness solutions such as eco-friendly and anti-bacteria paint." This emphasis on providing solutions rather than simply selling products is one of the bedrocks of Nippon Paint's commercial strategy.

In the same vein, instead of just advancing Corporate Social Responsibility programmes, Nippon Paint instead advocates the concept of Creating Shared Value thus ensuring that its entire value chain, from its suppliers and manufacturers to its dealers, are committed to environmentally sustainable standards. The company firmly believes that it is incumbent upon them to challenge fellow market players to provoke development in the industry and attain greater success.

Consequently, to augment its role as a responsible thought leader and market innovator in the building and construction sectors and to effectively channel its involvement, Nippon Paint has undertaken a series of inspiring initiatives to trigger networking, encourage cross-sharing of ideas and innovations, and, to instigate the evolution of new trends.



1 TREND BEYOND COLOURS

Nippon Paint has taken the lead in driving colour trends by conceiving a new range of exhilarating colours to entice the Asian palette. Created by Asians for Asians and inspired by the region's gorgeous landscapes and rich cultures, these formulations have been concocted by a select group of professionals from across Asia Pacific in an annual Trend Beyond Colours Forecasting Workshop. Every year's pick of vibrant and tropical hues are then unveiled in an annual colour forecasting publication aptly called Trend Beyond Colours.

2 FUTURE FORWARD FORUM

In collaboration with REHDA Youth, the Future Forward Forum is a platform that brings together associated industry players to share knowledge, forecast trends and spawn innovative thinkers. "As Asia's No.1 coatings expert, we are championing innovations in the property industry in the region. Hence the Future Forward Forum is to equip the existing and the upcoming generation of property industry leaders with insights into property trends, emerging ideas and predictions in design, projects and innovations. By the conclusion of the Forum, these industry leaders are updated on the latest ideas and trends within the region. They are also provided with other valuable insights on areas such as branding, technologies, lifestyle patterns, sustainability, new media and design, which will improve their business competitiveness. Thus through the Future Forward Forum, it is with great excitement that we are anticipating new possibilities and innovations in the market," divulges Goh.

3 THEEDGEPROPERTY.COM MALAYSIA'S BEST MANAGED PROPERTY AWARDS & SYMPOSIUM

The Awards and Symposium were conceived to educate the public on the importance of quality property management. It endeavours to highlight world-class property management practices to all affiliates including authorities, developers, property managers, investors and consumers, and, strives to drive awareness that a well-managed property will enhance capital appreciation.

4 GREEN SEMINAR

Motivated by its Total Green Solution philosophy, Nippon Paint has pioneered numerous eco-friendly and sustainable coatings. By introducing water-based and mercury-free solutions which are also low in Volatile Organic Compounds (VOC), the company has formulated safer products for its consumers as well as engineered a tangible reduction in adverse environmental impact. Collaborating with the Green Building Index and the Malaysian Green Building Confederation, the company conducts seminars to highlight its functional coating systems which promote sustainable management practices for various new and existing building types such as hospitals, factories, shopping malls and hotels.

5 COLOUR CREATIONS MACHINE

Nippon Paint conceptualised and fabricated the Colour Creations Machine to aid its retail partners in their inventory management. Previously, dealers had to stock up paints in different colours thus compromising their inventory efficiency. With the Colour Creations Machine, dealers just need to maintain a stock of Nippon Paint's base products and can tint the customer's colour of choice within seconds. Currently, Nippon Paint has the ability to tint thousands of colours through its colour tinting machine.



SPECIAL REPORT



Clockwise from top left: Textured coating revitalises a building's exterior via Nippon Paint Stone Art, Royal Stone and Classic Tile; The Nippon Paint Momento series offers exciting solutions as a substitute to other materials; Protective heavy duty coating protects steel structures from corrosion; Automotive refinishing with Cyglaz technology that boasts self-healing mechanisms

Raising the bar

It is said the company that builds a culture of innovation is on the path to growth whilst the company that fails to innovate is on the road to obsolescence. Having come to this realisation early on, Nippon Paint took this tenet deep to heart and has since prioritised Research and Development (R&D) programmes, cultivating an impressive record of leading edge innovations that have significantly challenged the archetypical norms.

However, Nippon Paint believes that innovation is only of merit if it is tailored to meet the specific needs of consumers. For example, its automotive refinishing uses Cyglaz technology which comes with a self-healing mechanism. Another notable innovation is its use of a protective or heavy duty coating to protect steel structures from corrosion.

Leveraging on insights gained from its extensive network of dealers and distributors, the company has come up with a '3-Solution' policy which serves as its guiding principle in formulating technological advances. The policy focuses on 'Health', 'Design' and 'Smart' elements to create unique solutions featuring functional capabilities that can cater to any segment of the market.

In their 'Health Solution' for instance, Nippon Paint offers a low volatile organic com-

pound (VOC), water-based range of functional coatings that are anti-viral, inhibits the growth of H1N1 and Hand, Foot & Mouth diseases, abates harmful formaldehyde and refreshes the air. Indeed, it was Nippon Paint that first pioneered and introduced coating systems that improves indoor air quality and promotes consumer wellbeing to the Malaysian market.

By way of their 'Design Solution', the company offers the latest paint makeover ideas for consumers who prize individuality and seek statement interiors with bold finishing touches. Instead of opting for traditional paint colour, end users can now indulge in richly textured, special effects solutions from the Nippon Paint Momento series. These textured solutions are also available for exterior facades by way of the Nippon Paint Stone Art, Royal Stone and Classic Tile coatings.

The 'Smart Solution' meanwhile, addresses cost effective ways for consumers to protect their property investments without having to endure expensive facelifts. Consumers are offered coating solutions that are able to paint a variety of materials such as tiles, wood, cement, slate, and, even glass. The various products can be used for a wide range of applications from heat insulation to resuscitation of old or shabby tiled surfaces, all of

which provide value added lifestyle solutions.

However, Nippon Paint has not limited its creativity only to its delivery of cutting-edge solutions. It has adopted the approach of 'pushing the envelope' in all aspects of the business. For example, its most successful marketing initiative to date must surely be the unveiling of the iconic Blobbies. These popular and lively characters effectively communicate the company's intent and are so synonymous with Nippon Paint that the company has succeeded in building upon its brand equity through its Blobbies.

Likewise, the company has focused on service differentiation as a fundamental asset to complement its product initiatives in order to deliver a holistic advantage to its customers. "Our engagement with business partners has definitely evolved in a way that we treat our business partners as part of our family. For instance, we assist our dealers in their business practices by providing them with continuous training so that they are able to provide a competent and pleasant consultation to consumers," states Lim Kha Tuan, Assistant General Manager of Retail Sales.



“

My father and I have been using Nippon Paint products for more than a decade. Without fail, the company has provided us with reliable technical support, as well as always delivering a consistent quality finish. With Nippon Paint, we not only benefit from early job completion but also gain happy customers!" — Lee Kok Weng, Timax Innovation & Design Enterprise



“

We have been a dealer of Nippon Paint for almost 25 years owing to its excellent product quality and variety of choices. Besides possessing a powerful brand, the company also offers strong support through continuous training, which in turn has helped our business to grow." — San Yoke Kee, Director, Ju Seng Hong (M) Sdn Bhd



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We have been in partnership with Nippon Paint since 1978. In the past, dealers had to stock up on the numerous paint options but with the introduction of Nippon Paint's Colour Creations Machine, it has considerably simplified our stock management process. Besides, the machine tints colours beautifully with minimal to no variances." — Sim Seng, owner, Syarikat Sim Seng Sdn Bhd



“

Nippon Paint has a defined and well-honed business ecosystem that promotes business growth for its partners. The company fields an accomplished team that is continuously at hand to offer ready advice and assistance on any of its products." — Low Chung King, Director, Hock Hong Hardware Trading Sdn Bhd



“

From the very start of our business relationship, Nippon Paint has been nothing short of supportive. They have been enthusiastic with their assistance, from helping us with our store image and supplying us with Point Of Sale Materials (POS), to even solving problems faced by our customers." — Eric Ng, Syarikat Sheong Huat Auto Sdn Bhd



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Nippon Paint is an innovator that has created a stunning range of top quality decorative finishes for both interior and exterior surfaces. The company also provides coating solutions to serve multi-segments including automotive and protective coatings. Therefore, with such an extensive array of coating solutions to offer, Nippon Paint has significantly contributed to the growth of our business." — Lew Kok Loong, Director, Shong Heng Paints & Hardware Sdn Bhd



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Nippon Paint products have benefitted my customers and I. I am very happy with the cooperation and service given to me by Nippon Paint. The company tries its best to meet their customers' needs in line with changing trends. It also upholds quality in each of its product." — Mohamad Hashim Jamal, owner, Ashem Painting



“

My customers are from different industries and Nippon Paint's innovation allows me to meet customers' requirement. I appreciate the support given to my company such as training and technical support that allows me to serve my customers well." — Zulzafri Kosnan, General Manager, Zainal and Din Construction Sdn Bhd

Bringing progressive change to communities

In order to implement a cohesive and meaningful CSR strategy, Nippon Paint has undertaken assignments that are in line with its core values - focusing on under-served communities with specific emphasis on educating beneficiaries and empowering them with knowledge as well as skills that they can fall back on in the long term. By recognising the importance of education in empowering the recipients of these initiatives, Nippon Paint has devised a CSR strategy which avoids quick fixes and instead emphasises sustainable gain.

Colourful dreams

In 2013 Nippon Paint launched its flagship CSR wing aptly titled Colourful Dreams - "Create Joy for Today, Hope for Tomorrow" - that aims to create a positive impact in the community through sustainable projects and activities.

The primary objective of Colourful Dreams is to boost the self-development of underprivileged children and their surrounding communities. In addition, it is also motivated towards physically transforming such communities to create safer and more conducive living environments. Designed to lend a hand

“It was a pleasure to be involved in the Colourful Dreams Art Camp. We learnt about teamwork, tolerance and solidarity, and also discovered how each of us is unique in our own special way. The students now understand how to work together as a unit and to accept each others' weaknesses. The Camp has contributed immensely in the students' character building and Nippon Paint will be welcomed back with open arms! — Siti Sukmawati, a teacher from the SDS IT Mambaul 'Ulum School in Batam, Indonesia

to disadvantaged families, this programme empowers the breadwinners by equipping them with painting skills through a series of training sessions which then increases their chances of securing work.

Through its Colourful Dreams Art Camp, Nippon Paint engages the whole community, from coaching teachers and educating children, to conducting upskilling workshops for parents.



The Colourful Dreams Art Camp - art and craft activities help children to develop cognitive skills, encourage creativity and offer opportunities for self-expression.



Colourful Dreams Community Outreach programme trains villagers to paint and build community homes



Colourful Dreams Art by Children, for Children Exhibition aims to help raise start-up funds through art, creating a small measure of financial support for the children until they are able to find employment



“AYDA is an important platform for students as it provides us with an opportunity to showcase our work to industry professionals and the public. Participants gain invaluable professional feedback and develop both intellectually and emotionally during the course of the competition. Winning the award has boosted my confidence as a designer.”
— Chai Min Li, AYDA 2016 Platinum Award Winner in Interior Design category



“What is special about AYDA is that it gives student participants the chance to promote themselves on a formal stage. Participants are presented with ample opportunity to challenge themselves, inspire and be inspired, as well as to network and build links. Through this competition, I gained the courage to try out new things and to build the confidence to share my opinions and designs with others.”
— David Nee Zhi Kang, AYDA 2016 Gold Award Winner in Architecture category

Asia Young Designer Award (AYDA)

Another of Nippon Paint's successful CSR initiatives is the annual Asia Young Designer Award (AYDA). Acknowledging the abundance of talent in the creative industry, Nippon Paint decided to provide a platform to groom aspiring young designers by nurturing their talents through exposure to cross-cultural learning experiences and by providing training in different fields. AYDA engages industry professionals to coach and

lecture the participants on topical matters with emphasis being placed on values such as individuality, environmental sustainability, future forward design and heart for the community and the people they design for.

AYDA is currently Asia's premier design competition and in 2016 it attracted more than 4,500 regional entries from across 15 countries, as compared to the modest count of 87 entries when it first kicked off in 2008.

AYDA's aspiring designers of the future





United in harmonious purpose

Just as no man is an island, so too it is implausible that the success of an organisation can be attributed to any one person. Whilst there are many cogs in the wheel of a business, ultimately it is the employees who are the life blood that flows through the veins of any successful company. This is especially true in the case of Nippon Paint.

Conscious that its 1,050 members of staff define the spirit and soul of the company, Nippon Paint has taken great pains to prioritise staff engagement, encourage empowerment and foster a work culture that not only inspires but also rewards distinction.

Having an attractive remuneration scheme is necessary to entice talent. Yet if loyalty is the definitive measure of employee satisfaction, then the Nippon Paint family is clearly a contented group since approximately 45% of its staff has served the company for more than ten years. In an age where high turnover is the norm, this represents an astonishing statistic that bears testament to the strength of Nippon Paint as an employer.

So how has this allegiance to the compa-

ny been secured? To start with, the company has cultivated an environment of genuine camaraderie through empowerment, accountability and the sharing of responsibility and authority. Coupled with its guiding spirit of entrepreneurship and innovation, this collegial culture has helped to stimulate the growth of the company's corporate identity through retention of people who truly understand and live the values of Nippon Paint.

"We ensure that the skills, knowledge, experiences and tools which we impart to our employees empower them to make decisions that are aligned with our business strategies. This tangible association between learning and implementation is a powerful motivator. An engaged leadership and a culture of open communication further feeds their sense of purpose," explains Jason Ho Lai King, Assistant General Manager for Group Human Resource & Corporate Affairs.

Simply put, happy and motivated employees who are passionate about working for their organisation will share their convictions with end customers. To sustain this enthusiasm, Nippon Paint has set about creating

a strong sense of brand affinity to further fuel its employees' commitment and sense of ownership.

"Our Nippon Paint family is thrilled that we are the No. 1 coatings brand in Malaysia. To get them excited about something new, we introduced our 'vision for dominance' concept. We began the journey by changing our vision from simply being the No. 1 paint company to becoming the dominant coatings provider within the markets we operate in. This new strategic objective injected a fresh boost of energy, excitement and motivation to our employees.

Coming from being a challenger brand to successfully attaining the No. 1 total coatings solutions position, our staff know that anything is possible so long as they set their hearts and minds to it. This vision is the cornerstone that dictates our actions and drives us to work together towards a common goal," adds Ho. It is apparent that creating a sense of investment in achieving a long term objective has successfully galvanised the employees and fostered a very real commitment to their company's cause.

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At Nippon Paint, we empower our employees by providing them with the skills, knowledge, experiences and tools that allow them to make decisions that are aligned with our business strategies." — Jason Ho, Assistant General Manager for Group Human Resource & Corporate Affairs



Reminiscing with the Nippon Paint Family

“The staff work well, happy and helpful together irrespective of seniority and rank, thus strengthening the ties with each other and between the different departments. By providing us with training and varying job functions, we are also given the opportunity to learn, grow and challenge ourselves.” — Ghazali Kasim, joined 12 May 1983, Executive (Technical)

“I started as a Process Worker under Mr Tan Ming Kian who was an inspiring mentor but the turning point in my career at Nippon Paint was joining the IT Department as a Junior Programmer. In my earlier years, we had a manual inventory system using simple stock cards. Today, we have a state of the art SAP system that is even supporting the Malaysia Group of companies. The management, meanwhile, recognises and values the contribution from its employees which encourages us and consolidates our sense of belonging.” — Damodaran Karunakaran, joined 19 May 1987, Manager (Systems)

“I started in Quality Control when the office was much smaller and was located in Section 15 in Shah Alam. While we receive good remuneration and benefits, it is the working environment which promotes friendships and teamwork that has persuaded me to stay on. When I was transferred to the Technical Sales Department in 2009, I had the honour of being the first sales staff to bag the Proton tender.” — Roslidali Mat Saari, joined 2 August 1993, Senior Sales Executive



Standing from left: Damodaran Karunakaran, Ghazali Kasim, Siew Chin Wah, Ng Siew Choo, Faizal Wahid, Hairi Eberahim. Sitting from left: Mahamud Mohamad, Roslidali Mat Saari, Mohd Hanafi Idris

“One of the inspirational things about our company is our CSR activities. We have developed significant and constructive relationships with orphanages, single mothers and the under privileged. However, the most meaningful aspect of working in Nippon Paint is that from management to staff, we care for each other as if we are family!” — Siew Chin Wah, joined 1 December 1985, Assistant Production Manager

“As the business grew, so did the number of staff. Previously, there were only 2 to 3 computers per office whereas today, each staff member is allocated their own computer. The company logo has also undergone several variations though the letter 'N' has remained constant. Nippon Paint has been a great employer offering many opportunities for personal growth. In fact, my first overseas trip was courtesy of the company when we went to Indonesia to launch the SAP system.” — Roslina Jono, joined 1 January 1991, Executive (Administration)

“Opportunity for promotion, opportunity for growth, enticing remuneration and a caring management makes Nippon Paint a favourable work place. It is my hope to work for this company until I retire. One of my favourite job functions is serving as a member of the Emergency Response Team (ERT).” — Mohd Faizal Wahid, joined 6 August 2003, Store Assistant (Logistics)



Advocating continuous professional development

Aside from investing in top notch systems and technologies such as Systems Applications Products (SAP) to increase employee productivity and enhance efficiency, Nippon Paint prides itself on being a fulfilling place for talents to thrive. The company endorses career growth and development through numerous schemes including training, secondment opportunities and the

Management Associate Programme (MAP).

MAP is a 12-month fast track business and operational skills development programme that exposes and familiarises fresh graduates to all functions and divisions within the company, thus providing Nippon Paint with a ready talent pool equipped with the required knowledge and experience to drive its business growth and expansion.



“

The MAP is not just a syllabus but doubles as a self-advancement lesson. It taught me to adapt to varying conditions and provided me with a golden opportunity to learn first-hand the differing management styles in the various departments. Through this programme, I learnt how all aspects of the business connected with each other and how each department played a vital role in delivering the company's holistic goals. The MAP offers marvellous exposure to fresh graduates!

— Sean Tan, MAP 2009, Manager, Project Division



From left: Roslina Jono, Mohd Shahrin, Mohd Fuad Masood



“

I have the honour of being one of Nippon Paint's oldest employees. I started off as a general worker in the old office and never contemplated leaving the company primarily due to the inclusive and enjoyable work environment.” — Mahamud Mohamad, joined 16 September 1979, Chargehand

“

I started as a store supervisor. Thanks to Nippon Paint's career development opportunities, today I am the Logistics Manager that controls the company's supply chain.” — Mohd Alis Jabana b. Ramli. Joined 1991, Logistics Manager

“

We truly are like family to each other. When I had an accident, I received concerned support from the General Manager and all my colleagues which went a long way in aiding my recovery. Such is my rapport with my colleagues that I have had the privilege of representing them as the Union President for almost 18 years.” — Mohamad Fuad Masood, joined 5 July 1994, Storekeeper

“

It was very fulfilling and exciting for us, the staff, when the company extended its reach to regional countries within a mere decade. With the company's policy of prioritising continuous learning and career advancement, employees now have the opportunity for cross-border secondment and training.” — Ng Siew Choo, joined 18 March 1985, Manager (Group Human Resource)

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Amongst other things, the company has provided me with lucrative annual salary increments and comfortable working hours from 8am to 5.15pm. I started my career in Nippon Paint at the canning lines. However, with the training provided by the company I have now advanced to the position of a colour matcher.” — Hairi Eberahim, joined 2 November 1995, Colour Matcher II

“

Having worked 21 years in the Johor Bahru branch, my treasured memory is when the Emergency Response Team and I undertook a bonding and character building exercise in Tasik Chini. We had to trek through the pitch dark jungle at night and were prohibited from using torches to light our way. Instead, we worked together as a team and safely completed the trek. Furthermore, during our hike in the jungle, we were escorted by lovely fireflies. It seemed as if the insects were showing us the way out of the jungle which added to the whole experience!” — Mohd Shahrin Mohd Sahid, joined 27 May 1996, Manager (Safety)

“

Nippon Paint has provided me with job security. Through the company's Recreation Club, I have also had the opportunity to travel and visit places such as Langkawi, Medan, Bandung and Phuket.” — Mohd Hanafi Idris, joined 1 November 1990, Canning Hand II



THE COATINGS EXPERT®

Striding into the future

44 In order to look forward we must build on our successful past. So, as we have always done, we will continue to strive for customer satisfaction through product innovations such as providing different coatings for multi-substrates (from floor to roof and everything in between) and multi-segments (architectural, protective, industrial, marine and automotive). We also aspire to be the one-stop painting solutions provider so that our customers can benefit from an easy and hassle-free painting experience," says Yaw Seng Heng, Group Managing Director of Nippon Paint (Malaysia) Sdn Bhd.

"I have enjoyed my time at Nippon Paint, which is precisely why I have been with the company for more than three decades. During my tenure, there have been many challenges and highlights as we have navigated the demanding journey which has seen our evolution from challenger brand to market leader. Along the way, we have picked up numerous awards which validate our hard work and offer the team tremendous encouragement. I hope that I have helped to establish a strong foundation in terms of culture, skills development, processes and systems to propel our company and brand to even greater heights. I want Nippon Paint to be the dominant coatings solution provider not just in Malaysia, but also in Thailand, Bangladesh, Indonesia and the Philippines," he sums up.

Anchored by a distinguished past and inspired towards an even brighter future by the adoption of progressive goals and a strong sense of corporate integrity, there is no doubt that Nippon Paint is well placed to cement its place as a central player in the coatings industry over the next decade and beyond.

1967 NIPPON PAINT
BORN IN MALAYSIA
50th ANNIVERSARY 1967-2017
TODAY NP MALAYSIA HAS EXPANDED TO
 PAKISTAN, BANGLADESH, THAILAND, INDONESIA & PHILIPPINES

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DATABASE OF MORE THAN 10,000 PAINT FORMULATIONS PRODUCED 100MIL. LITRES OF PAINT/YEAR

HASSLE-FREE MAINTENANCE ENHANCE IMPERFECT WALLS

THE MATERIALS USED IN DESIGN WORKS HAVE EVOLVED TREMENDOUSLY
WE PROVIDE ALTERNATIVE SOLUTION
INSTEAD OF USING CONVENTIONAL MATERIAL IN YOUR DESIGN WORK

SPECIAL EFFECT PAINT
METALLIC PAINT
DESIGNER SERIES
STONE EFFECT
MOMENTO

THOUSANDS OF COLOURS

REDUCE BUILDING SURFACE TEMPERATURE UP TO 5°C
GREEN CHOICE

WATER & DIRT RESISTANCE
PAINT ON TILES
ROOF
EXTERIOR
INTERIOR
FLOOR

HEALTH DESIGN
SMART SOLUTIONS
ANTI BACTERIA, HFMD, HINI
HAND, FOOT & MOUTH DISEASE
ABSORBS FORMALDEHYDE
REFRESHES AIR
LOW VOC & ODOUR
AIR CARE

COATING INNOVATIONS THAT PROMOTES WELL BEING

PAINT ALL SURFACES, BEYOND WALLS

NIPPON PAINT

