

News Release
For Immediate Publication

NIPPON PAINT PRESENTS THE ASIA TRENDING COLOUR FOR 2018/19

Trend Beyond Colours 2018/19 introduces 32 Colours under 4 Themes

Kuala Lumpur, 15 November 2017 – Nippon Paint Malaysia Group today launched its **Trend Beyond Colours 2018/19** ('TBC 2018/19'), a series of Asian colour and trend forecast derived by Asian design professionals, colour influencers and enthusiasts from across Asia.

The TBC 2018/19, which consists of 32 colours under four themes – namely "*Transient Glow*", "*Conscious Being*", "*Essential Balance*" and "*Seeking Adventure*". The **TBC 2018/19** was derived through a meticulous colour forecasting workshop held amongst a group of 65 Asian design experts and colour enthusiasts from 11 countries throughout Asia such as Bangladesh, China, Hong Kong, India, Indonesia, Malaysia, Philippines, Singapore, Sri Lanka, Thailand and Vietnam. These colours were forecasted to drive utilisation across various industries and applications beyond the coatings industry in Asia for the year 2018 and 2019.



Elaborating on the inspiration behind Trend Beyond Colours, Mr Yaw Seng Heng, Group Managing Director of Nippon Paint Malaysia Group commented, "**The Asian colour trend palette was distilled through integrated working groups with Asian professional and dives deep into elements such as economy, society, culture, technology and business to identify and decipher the socio-economic, lifestyle and technological trends that will shape the outlook for surfaces and colours. Leveraging on our leadership in Asia within the coatings industry, it is pertinent that we continuously push the boundaries to re-think and re-create possibilities – be it for solutions or colours. As Asia continues to be a key contributor of growth for the world, it is critical for us to be the catalyst that drives innovations not just within the paint industry but beyond.**"

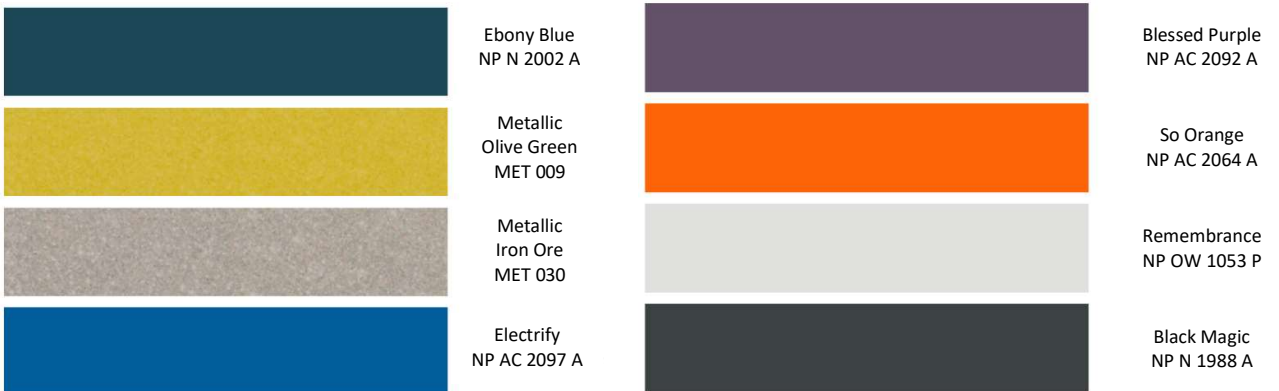
On the colour theme, the "*Transient Glow*" colour palette was curated to create a dreamlike, surreal yet elegant and spirited environment. The colour set consists of Grape Freeze (mauve), Latin Dance (plum), Metallic Peony Pink (metallic pink), Pink Balloon (lavender-pink),

Gossamer White (off white), Winning Streak (sky blue), Aqua Glass (mint) and Yellow Pendant (yellow).



The “*Conscious Being*” was curated to create a futuristic atmosphere. The colours consist of a blend between synthetic and organic tones, added with vibrant electric punches and industrial metallic to reflect the unique state of connectedness between men and machines today. With these connected devices and connected homes as enablers, a culture of work-life integration has inched its way into the lifestyles of people throughout the region, inspiring not only the way Asians seek leisure, but also in work space designs.

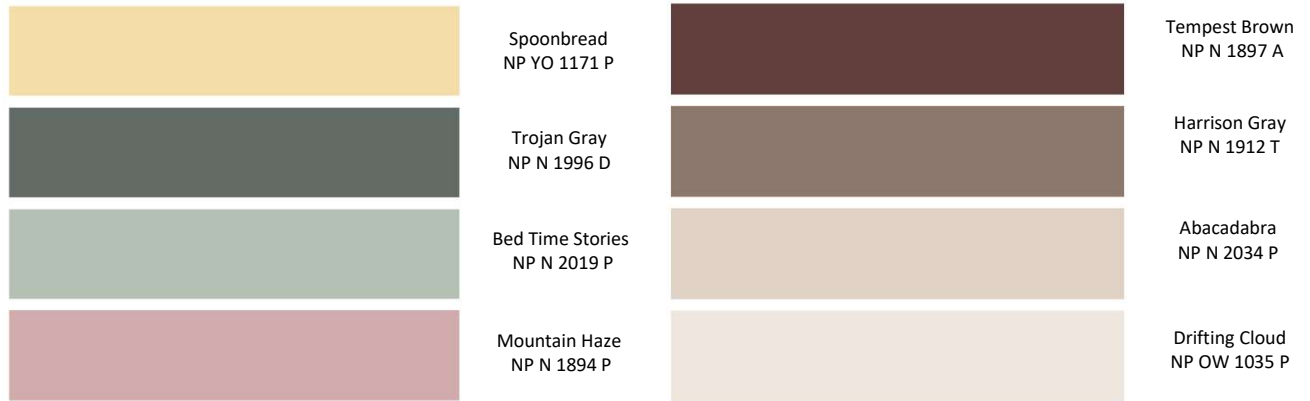
This cool, confident and sophisticated colour set encompasses eight colours – dark blue-green (Ebony Blue), Olive Green (metallic olive-green), Metallic Iron Ore (metallic silver), Electrify (royal blue), Blessed Purple (mauve), So Orange (orange), Remembrance (white-grey) and Black Magic (black).



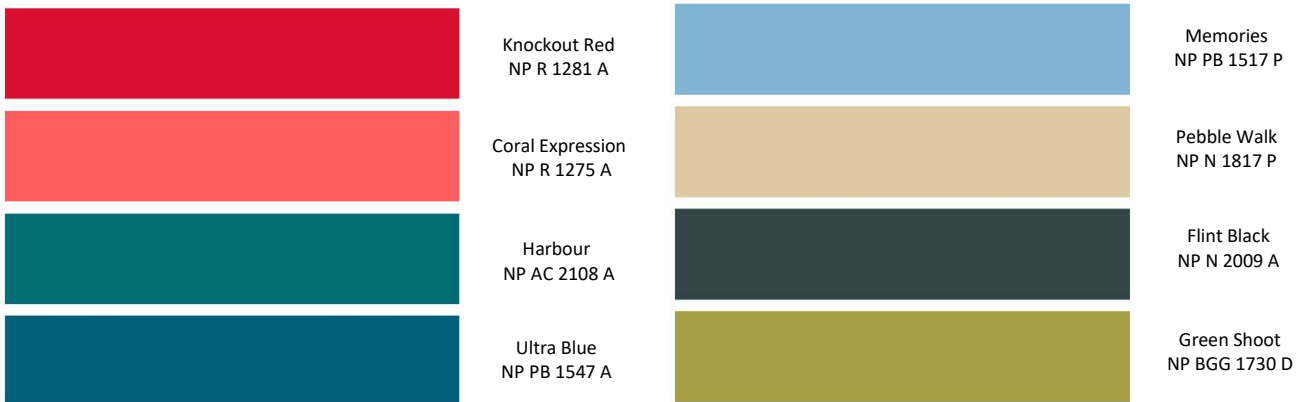
“With the burgeoning of smart cities and smart buildings around the Southeast Asia region, ‘Conscious Being’ captures the fundamentals of marriage between concrete and connected technologies within the region. The grouping of this colour set consists of cool greys and blues, bringing to life the essence of the digital and industrial inspired designs. A new element to this instalment of Trend Beyond Colours is the introduction of metallic hues, that brings an edgy element to our forecasted colours for Asia,” added Mr Yaw.

Meanwhile “*Essential Balance*” was put together to suit those who are pursuing minimalist, natural and tranquil lifestyles. Its colour set comprises of Spoonbread (beige), Trojan Gray

(earthy gray), Bed Time Stories (light gray), Mountain Haze (earthy-pink), Tempest Brown (pinkish brown), Harrison Gray (brownish-gray), Abacadabra (brownish white) and Drifting Cloud (pinkish white).



Finally, “Seeking Adventure” colour set carries a theme of natural, rugged, thrilling and extreme fearlessness. The colour set consists of Knockout Red (bright red), Coral Expression (coral), Harbour (teal), Ultra Blue (Prussian blue), Memories (cornflower blue), Flint Black (greenish-black) and Green Shoot (lime green).



For more information on Trend Beyond Colours 2018/19, please view or download the booklet online at professional.nipponpaint.com.my.

Nippon Paint also offers colour consultation through its Colour Scheme Service. The team of colour professionals are able to customise and propose the most compatible colour schemes and combinations to help our customers achieve better visualisation for their projects. To find out more, please contact Nippon Paint Customer Careline at 1-800-88-2663.

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, the 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 (2006-2017) and Putra Brand Awards (2010-2016), 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, the Paint Company of the Year 2016 and New Product Innovation Leadership Award 2016. 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:

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