



Nippon Paint was established by Asia's largest paint and coating company: the Nipsea Holdings from Singapore. Since Nippon Paint entered China in 1992, it has grown to be the No.1 company in Chinese coating industry as well as the best-selling paint brand in China market for 8 consecutive years. Following the mission of "Refresh Your Life", Nippon Paint China is committed to creating a better life for everyone.



## The Market

In recent years, as the real estate market is struggling and the competition in the coating industry is growing, some companies are adjusting their business strategies to adapt. By making an upgrade from a traditional coating product manufacturer to "total solution provider", Nippon Paint is now leading the transition of coating industry. Nippon Paint realizes that what consumers desire is "a better life", the home painting products they provide are highly function-oriented. How to make impersonal products satisfy consumer needs for a better life will have to be achieved by providing better services. Therefore, the ability that Nippon Paint is to offer quality products and better services becomes the key to differentiating paint brands. To better serve Chinese customers, Nippon Paint not only provides quality environment-friendly paint products, but also launches complete product and service system encompassing home design website (iColor), repainting service and total coating systems, thus a new business model that presents a one-stop service from market trend research to product development and service innovation has been created. A firm believer in green and environment-friendly concepts, Nippon Paint understands and maximizes customer's needs and is rapidly becoming the most liked and trusted "total solution provider" in China.

## Achievements

- 2015 Nippon Paint China's "Corporate Social Responsibility 2014 report" was granted the silver award of "annual report" by Asia-Pacific Steven Awards; its project (Color, way of love) won the bronze award of "annual CSR" by the same committee
- 2015 Nippon Paint China's "community care" project won the Best Corporate Social Responsibility Program by Ragan Awards
- 2015 China Brand Power Index(C-BPI) granted Nippon Paint China the first brand in wood paint (oil paint) in 2014
- 2015 Superbrands China Award
- 2015 Ranked top as preferred coating suppliers by China's biggest 500 real estate developers
- 2015 One of the 10 best wall painting foreign suppliers; 10 best exterior wall coating brands; 10 best powder painting brands; 10 best water-proof painting brands; China whole system floor service provider by the ninth China 10 best painting brands Award
- 2015 Wanke's A level supplier
- 2015 One of the 10 most loved paint suppliers by the 6th paint dealer's favorite brands sponsored by "China painting industry" paper
- 2015 Nippon Paint "Color, way of love" program

won GREATER CHINA EFFIE AWARDS

2015 The reality TV show "Dream House Maker" which title sponsored by Nippon Paint won China Great-wall Advertising Awards-Advertiser Awards

## History

Nippon Paint entered China market in 1992 and has always been at the top of Chinese paint market. In recent years, it has become the No.1 of its industry in China. With 23 years of experience in China, Nippon Paint always focuses on technology and quality. To satisfy the ever evolving needs of China market, Nippon Paint continuously promotes its research and development with technological strength. To make people's life more beautiful and healthier, Nippon Paint helps to bring beautiful colors all over China. In the past, from the perspective of a manufacturer, Nippon Paint had slogans such as "color shines everywhere" or "my inspiration, my Nippon Paint". Over the years, Nippon Paint has acquired deeper understanding of its consumers who do not only need a bucket of paint but also a beautiful life with a newly painted home. In 2012, Nippon Paint proposed the new slogan, "Refresh Your Life", after which, the positioning of the company has been successfully transformed from a home renovation material manufacturer to a service provider who delivers better life to its consumers.

Starting from 2013, with in-depth understanding of local market, Nippon Paint has advocated a program called "Refresh for Love". It encourages more consumers to "refresh" their home and bring their families better life.

## The Products

Based on the advanced eco-friendly paint technology, Nippon Paint promoted the Odorless

120 series, a well known technology for Chinese households. Moreover, Nippon Paint is making breakthroughs in its product performance and decorative functions. Integrated with technological innovation, Easy Clean With Teflon® and fashionable artsy paint deliver a more professional and richer coating effect. After 10 years of R&D, the latest breakthrough from Nippon Paint is a new type of kids paint which combines the features of anti-formaldehyde, class I anti-stain and durable colors. It aims to offer the best products to the kids. To deliver this message to those high quality minded consumers, the kids paint is promoted side by side with the October movie The Little Prince based on a classic literary story about "love and responsibility" (whose circulation volume is only less than Bible) which conforms to the warm theme by the intention of this paint.



As of today, the company is committed to completing its transformation from a traditional coating manufacturer to a one stop coating service provider. Through R&D of various hazard-free coating products and a whole range of high quality painting tools, Nippon Paint builds up a total coating system, by which the consumers can enjoy the advantages of one-stop services, including the purchase of both near zero VOC content paint products plus its strength enhancing ancillary products and its repainting service -- professional polishing and covering techniques, and the good mixing of complementary product lines to make it easier and more efficient to apply. It creates solid, green and durable walls for consumers from underneath to surface. The above total coating system is re-defining the business model of the entire home decoration industry. More importantly, the end users can enjoy the best results of home renovation after its professional service.

## Recent Developments

Nippon Paint understands that the home painting is not only space changing but also a new start for a better life. To this end, Nippon Paint is upgrading itself to the Ambassador of Beautiful Life. Apart from its diversified green paint products, Nippon Paint has created total coating system. With one-stop solution, it makes coating easier, less time consuming and more durable.

The newly launched "repainting services", with its professional team, detail oriented and efficient services, environment friendly and highly functional products, has enabled Nippon Paint to be an industry standard setter. Simply by placing one phone call, the customer can just sit back and let the Nippon Paint team do the rest. His home will be repainted and taking on a new look just in a couple of days. This service embodies the concept that "give love to family, leave the professional work to Nippon Paint".

Set up in 2011, iColor has had over 10,000 home designers registered by now. By 2015, iColor has ranked as the 4th home decoration website in China. Upholding the concept that "Home is where design with love is", the website has inspired thousands of consumers online by presenting well designed home decoration cases. From complete coating system, hassle free repainting service to new life inspiring iColor, Nippon Paint is dedicated to refreshing every consumer's home and welcoming a brand new tomorrow together.

## Recent Promotion

Nippon Paint understands that people always harbor better expectations for their future. In 2014, a reality TV show about home decoration named "Dream House Maker" was jointly promoted by Nippon Paint and Dragon TV. With high audience rating, this program receives wide attention and good reviews across China. 2015 is the second year for this successful program. Nippon Paint listens to the dream of every ordinary family, acts to renovate their home and helps to realize their aspiration for life.

## Brand Values

With many turning points awaiting in one's life, from single life to love life, then to marriage, or to the birth of new life, you can change your mood



by changing your surroundings whether you want to say goodbye to the past or have a fresh start hence the purpose of refreshing your home so that you can have a better mood and harvest positive energy to create something new in future.

The upgrading process for Nippon Paint is not only the transformation of one company business model but also the elevation of brand values. Nippon Paint is dedicated to witnessing and participating refreshing moment of each consumer and will help them to refresh life and dream together by providing better services and higher quality eco-friendly products in future.

### Things you did not know about Nippon Paint

"Color, Way of Love" brings love, color and happiness to the world.

In 2009 Nippon Paint's "Color, way of love" CSR program took its first step by repairing, decorating and improving several schools' environment in China's remote areas; In the mean time, Nippon Paint teamed up with China Youth Development Foundation and Shanghai United Advised Development Foundation and established the Color Way of Love Fund. Nippon Paint also raised funds to establish the Happy Art Class, launched training courses for art teachers from the rural areas and supported the Art Academy students to teach in the rural areas. The program "Color, Way of Love" is more than sponsorship and donation; it represents the love and care from all over the world. By 2015, this program has covered over 100 cities or towns in China and completed the campus-renovation projects in over 230 schools; it has established 225 art classrooms and received joint support from 29 companies or associations; over 200 teachers participated in the volunteer work; the websites received 350 million hits; more than 80,000 students from remote areas had their schools painted.

In 2015, "Color, Way of Love @ Asia" started officially and linked Asia nations where the headquarter Nipsea Holdings is located, including Malaysia, Singapore, Vietnam etc, Nippon Paint is bringing colors and love to children across Asia.

For more information, please visit [www.colorwayoflove.com.cn](http://www.colorwayoflove.com.cn)