



NIPPON PAINT

# First Paint Giant to Bag HKMVC Award

Renowned paint manufacturer NIPPON PAINT wins market applause for industry-leading quality of product, notable CSR, and environment-friendly practices. General Manager ZHOU LAN reveals the brand's success secrets.

**H**ousehold name and globally respected brand Nippon Paint becomes the first paint manufacturer to receive the prestigious HKMVC awards this year - fitting tribute to the company's commitment to excellence, devotion to best business practices and continuity in its quest for cutting edge manufacturing. The Japanese giant is humble in its notable achievement.

"The Award is a sure sign of market acceptance, and underscores our global commitment to industry leadership and customer service. Amidst this highly competitive market, true market leaders must appreciate the growing power of an educated consumer, constantly brought up to speed with trends and choices, thanks to the Internet. The task before any true market leader is to constantly strive to exceed expectations, and research tirelessly with a view to exploring new possibilities."

## Green Touch

Among the chief concerns of paint products are the dangerous components they may contain. These Volatile Organic Compounds (VOCs) are harmful to people regularly exposed to them, and the environment in general. As such, Nippon Paint has gone through great pains to ensure that not only is their product superior, but safe as well.

The VOC Formaldehyde is currently the company's main target. A highly toxic compound, it is known to cause cancer and other serious illnesses. While the



**Zhou Lan, General Manager of Nippon Paint (Hong Kong & Taiwan):**

**"In this competitive market, true leaders must focus without compromise on quality process and best business practices in order to retain market share and boost growth."**

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greatest danger zones are in industrial areas, Formaldehyde exposure can also occur in homes.

To this end, Nippon Paint has developed advanced “Formaldehyde-Abatement” technologies. With this and other patented methods, they have produced

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paints with drastically reduced pollutants and odours. “As a caring company, environment protection is for us always considered from the beginning. Nippon is committed to the research and development of green paint because we are convinced that environment protection is not the result, but an ongoing process,” says Zhou.

Nippon has also developed Solareflect, a paint system designed to reflect sunlight and generate natural cooling, effectively lessening the unwanted effects of solar radiation and energy consumption for air-conditioning. For these and other breakthroughs, Nippon Paint has received shining approvals from the China Environmental Labeling Program, attesting to their high standards of quality and safety features.

### **People in Focus**

It is a serious commitment to customers and employees, as well as a consistent exercise of corporate social responsibility, which makes a company a true bastion of service. Nippon Paint actively participates in cultivating relationships with people.

“Our management approach is to adopt an open attitude and accept the views of each employee,” explains Zhou. “Half of our employees have been working in Nippon for years, as they have established a strong sense of belonging.” The company works not only on talent retention but also enhancement, by way of providing comfortable working environments, various opportunities for promotion, overseas training, excellent pay, comprehensive health insurance and other benefits.

After-sales support is top priority Nippon Paint, as quality assurance goes hand in hand with new product development, even in a cyclical manner. Customers are encouraged to make comments and suggestions, and should any com-

plaints arise, a team will be dispatched to understand, analyze and review any issues, and offer solutions, Zhou says. “We have a positive attitude towards solving problems, and pay attention to the feelings of our customers.”

The company is actively involved in

environmental and social responsibility programs, particularly in community building. It has collaborated with international volunteer organization VolTra on a number of projects, and participated in The Warehouse Teenage Club’s refurbishment, promoting volunteer culture and raising awareness for protecting Hong Kong’s heritage structures. Nippon Paint also continuously sponsors youth sports teams.

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### **Why Nippon?**

Nippon Paint is a picture of longevity. Founded in 1881 (the Hong Kong office was established in 1970), it now operates in fifteen major territories around the world. Its product is a contractor’s choice for a variety of projects, from public and private residences to commercial and industrial structures.

“With fierce competition in the mature Hong Kong market, to stand out is not an easy task. In recent years, Nippon has broken industry tradition to always be one step ahead of the rest in creating high-quality and cost-effective products and services,” says Zhou.

In becoming a total paint supplier, Nippon encompasses all manner of paints and projects. Its menu features emulsion, wood, metal and spray paint, creative coats, primers and sealers, as well as tools and accessories. A customer can choose from a wide array of paints for a number of architectural, decorative and industrial purposes.

Along with environment-friendly paint products, Nippon has expanded

on its services for additional customer convenience. Included are computer-matching inventory management for wholesalers and retailers, online color design software, and membership and rewards systems. These implements ease the process of receiving information and ordering supplies while encouraging purchases.

### **Days Ahead**

At the end of the business day, it is all about the fulfillment of promises. There is a perpetual challenge for further research and development to come up with technologies that meet market demands. There is a call for continued dedication to the environment and social responsibility. To accomplish these, a company must abide by the spirit of innovation, service and leadership – key principles towards which Nippon Paint has devoted itself, since the beginning.

Nippon Paint holds steadfastly to maintaining its high standard of quality products and services, and its open channels and favorable relationship with

its customers. It is in preserving its core values while pushing for constant evolution that will guarantee its success in the years to come. ■

### **Nippon Paint Industry AWARDS:**

- Product Innovation Award of Frost & Sullivan
- Trust Brand - Gold Award (2010-2014) of Reader’s Digest
- Green Enterpriser Award of Capital Entrepreneur
- Best Wall Décor Award of GoHome
- HK Star Brand Award of HKSME Association
- Best Company for leadership – Technology in Asia of IAIR
- Green Award of U Magazine
- Eco-brand Award of East Week

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For additional information please visit [www.nipponpaint.com.hk](http://www.nipponpaint.com.hk)