

Night of Colors. Visitors experience for themselves the themed rooms (left). Boysen VP Johnson Ongking launches the event with a brief message (center). The All Stars team wows the crowd with their dynamic performance (right).

BOYSEN LAUNCHES COLOR TREND 2015

Four color personalities in 2015 to redefine your living spaces

For this year, Boysen is forecasting four color themes—Naturist, Kinetic, Avant-Garde, and Perfectionist, inspired by social influences on our current lifestyle. These color themes, which were introduced during the Color Trend 2015 Event on January 21 at the SMX Convention Center, were based on the results of an extensive research project with international partners.

“Filipinos have always been known to be creative with expressing themselves through color, whether through the clothes they wear or the things they carry,” said Johnson Ongking, vice president of Pacific Paint (Boysen) Philippines, Inc. “We want to help extend that ability to express themselves to the places where they live by letting them know what we think are the colors that are most likely to have an influence on living spaces this coming year.”

“We compared notes with color experts all around the world so we could understand global lifestyle trends that were influencing color choices. So these four palettes contain elements of what we’re seeing in the Philippines combined with what other color professionals are seeing in other parts of the world.”

Boysen is part of the Nova Paint Club, an international organization of leading paint companies from Europe, Asia, North America and South America. Color Trend

2015 is the result of a collaboration of Boysen with its partners in Nova and a global color research company, which has extensive experience in forecasting color trends in the global fashion, publishing, automotive, and telecommunications industries.

“As the world gets more and more interconnected, we also start sharing many lifestyle aspects with people in other countries,” adds Ongking. “While social changes in the Philippines have a strong influence on how we live, global influences are incorporated in our lives faster than ever before. That’s why we thought it was important to use our global network to bring in what’s happening in other places of the world to what we’re seeing in the Philippines and come up with truly representative palettes.”

“People react to what’s happening to society today in different ways. Some people enjoy the fast paced lifestyle; others will feel a need to be in closer touch with nature. Some crave for more stimulation and want to push the boundaries further; others prefer a retreat to the calming classics. We’re hoping that however people see themselves and the world around them, these palettes can help them find the right colors to make their living spaces look good and make themselves feel good.”

NATURIST



DEEP. DEWY. EARTHY.



Naturist - Increasingly important in the world today is our connection with nature. For many of the city dwellers, there is a need to bring in the lush greens, warm wood tones, and vibrant reds into our living spaces. The lighter hues of marble and silk transform the palette from rustic to urbane, adapted to the contemporary taste of a society enjoying an economic upturn.



Thimbleberry



Rich Peat



Brunswick Forest



Turkish Marble



Raw Silk



Granny Orchard

KINETIC



ENERGETIC. EXCITING. EXCITED.



Kinetic - This palette is for those living in the fast lane, where things vibrate at a higher pitch. The intensity of tangerine is balanced by cool greys and sophisticated blues. Youthful and energetic, this is perfect for Type A personalities, people who are moving towards their goal at a fascinating speed.



Tiffany Morning



Cyber Police



Radioactive Orange



Vinyl Night



Cerise Street



Kinder Yellow

AVANT-GARDE



BOLD. EDGY. UNCONVENTIONAL.



PERFECTIONIST



SIMPLE. SUBTLE. SOPHISTICATED.



Avant-Garde - More opportunities in society open the door for embracing a more individualistic style. There will be more outliers who will march to their own beat, and no rules will define them. Reds, blues, yellows, greens— bold, intense, all a little bit off the beaten track. Combinations are bound only by imagination.

Perfectionist - This palette is for those who prefer the timeless and subtlety of classic colors. The tones are subdued and very self-assured, befitting those who have enjoyed success for a longer duration, and who prefer to retreat into homes that calm the senses instead of stimulate.



Vintage Fandango



Bermuda Courtyard



Electric Limerick



Indie Ga Ga



Blue Curacao



Salsa Night



Gold Charms



Puffy Tutu



Cupid's Bow



Celestial Child



Walking On Sunshine



Sunday's Best



The fishermen of Ormoc show their appreciation to Boysen after receiving one of the many fishing vessels distributed by Leyte 4th District Representative Lucy Torres-Gomez under her 6200: The Mission Possible Project.

Pacific Paint supports “6200: The Mission Possible Project”

by Charis Uyecio

By the time this newsletter is out in circulation and one gets the chance to read this article, Christmas and New Year’s had come and gone. We would have had our share of merriment and festivities - having enjoyed good food and company, having received delightful presents and treats. Unfortunately, not everyone is as lucky as we are, being able to celebrate and enjoy the holidays. The Philippines being regularly visited by typhoons, lends a number of its people to considerable misfortune year in and year out. The Fourth District of Leyte is no stranger to devastation when Yolanda chartered her way into our little archipelago.

In response to the severe damage incurred by Ormoc City, the four coastal towns of Palompon, Isabel, Merida, Albuera, and the two landlocked municipalities of Matag-ob and Kananga (all of which comprise the Fourth District of Leyte), Congresswoman Lucy Torres-Gomez, representative in Congress of the people of the Fourth District of Leyte, together with her husband, actor Richard Gomez and the Congresswoman’s dedicated team took action; thus, “6200: The Mission Possible Project of Leyte 1V Philippines” was conceptualized.

This special undertaking came into creation when the IT-EXAD and store operations group of Suyen Corporation, of which Bench belongs, decided to use the funds that were initially allocated for their Christmas party for a benevolent purpose – that is, donating the money instead to the Fourth District of Leyte. At that time, Rotary Club of Makati South had also contributed funds, specifically for the purpose of acquiring motorized fishing boats for the Fourth District of Leyte. A dream now is born – one whose aim is to restore the livelihood of 6,200 devastated fisher folks by providing one motorized fishing boat for each fisherman.

Representative Lucy Torres–Gomez and her team worked tirelessly on this essential endeavor and with each passing day, came the growth of this project. When Ben Chan, founder of Bench, Suyen Corporation’s Virgilio Lim and Nenita Lim discovered the virtuous deeds of their employees, they decided to pledge even more boats. The company began with a pledge of 26 boats, one for each year that Bench had existed. At present, the company has pledged 200 boats and counting. They are also adopting 6,200 as a long-term campaign in partnership with the Bench brand.

(continued from page 5...)

Each motorized fishing boat is made of fiberglass with ISO gelcoat for longevity. The technology involved is derived from speedboat technology. A fiberglass boat has a lifespan of around 20 years. It is lightweight and fuel-efficient. Also, such boat has low maintenance and repair costs and it is eco-friendly. In addition, the boats are enveloped with an element of fun in their design. An aspect of this fun design-element is the creative way in which the boats are named. For instance, Rep. Lucy Torres-Gomez named one of the boats after her all-time absolute favorite junk food, Chippy. Donors have almost absolute leisure in naming the boats - whether it be their company name, or the name of a loved one, or a thought to live by - basically, anything and anyone meaningful to the boat's donor.



This charitable venture is not lacking in kind benefactors. Pacific Paint (Boysen) Philippines, Inc. is amongst the extensive list of generous donors. The company pitched in by donating five motorized fishing boats and the recipients are five very happy fishermen in Ormoc City. Each of the five recipients of Pacific Paint's generosity is documented by a photo of the respective fisherman alongside his new fishing boat. The company logo together with the name Boysen, The No.1 Paint are visible in each of the five donated fishing boats. Two of the receiving fishermen, Virgilo Abellana Sr. and Nestor M. Hitgano even expressed their thankfulness by writing a letter of gratitude to Boysen.

Rep. Lucy Torres-Gomez continues to appeal for help. She informs people that with each fishing boat provided, a livelihood is reinstated immediately. This is an effective form of relief and rehabilitation assistance as it allows fishermen to earn decent wages again by the work of their hands. More importantly, it frees them from a culture of dependency on 'dole-outs'.

Pacific Paint supports TAREPTEPAN 2014

by Charis Uyecio



The slightest contact on water can create a pervading rippling effect. A festival where local artists have the opportunity to create their own "ripples" and let their art radiate – this is what Tareptepan encapsulates.

Tareptepan is an annual summit that was conceived in order to provide Baler's local artists with a venue to engage in artistic exchange to promote tradition and innovation in the arts. It also aims to display the skills of local artists and indigenous groups as well as inspire the youth to continue engaging in the arts. The festival name was culled from the local, Baler word "tareptep" which means ripples that are created with the slightest touch of fingers upon contact on water.

Billed as Tareptepan Arts and Music Festival, the summit was held last June 28 to 29, 2014 in the Bahia Pavilion in Baler, Aurora and was spearheaded by former Sen. Edgardo Angara and Maestro Ryan Cayabyab. Pacific Paint showed its support to the festival through the company's sponsorship of paint products and other materials. Mr. Boyet Mogatas, Marketing Area Team 1 Manager and Mr. Delfin Villamil, Marketing Executive, represented Boysen Paints at the event.



Reknowned music maestro Ryan Cayabyab participates in the mural painting with other artists at the event.

This two-day festival was graced by a wide array of workshop facilitators who included Ebe Dancel and Aia de Leon (formerly of Imago); several songwriters and finalists from this year's Philpop competition; the Ryan Cayabyab singers; and Emmy Cayabyab. Mr. Cayabyab himself also facilitated a few workshops such as a camp for young singer-songwriters, a workshop for choirs and chorale enthusiasts and a workshop on songwriting. A paper cut art and visual arts workshop was facilitated by Sinag de Leon while painting workshops were headlined by the Dimadimalangat Artists. A food fair and exhibit formed part of the overall program showing the best that Baler and the province of Aurora has to offer. Each night was capped by a cultural presentation and a concert featuring artists from Baler and Manila, such as, Blue Island, Naomi Aoki, June Marieezy, Himig Malaya, Indio I, Lawiswis Kawayan, Blackmoon, Cosmic Love, Flippin' Soul Stomper and Sinosikat.

Tareptepan 2014 was a phenomenal success. The festival was said to have attracted hundreds of youth and the event's organizers, Sen. Angara and Mr. Cayabyab, are looking forward to once again arranging this exceptional summit for the following year. These two cultural giants promise a more progressive and encompassing Tareptepan for 2015 and for several years to come.

KAPATIRAN WISE-TAV MOA SIGNING

by Gretchen Fontejon-Enarle

The signing of the Memorandum of Agreement for the KAPATIRAN WISE TAV between the Department of Labor and Employment (DOLE) and Atlantic Coatings, Inc. (ACI) as "Big Brother" and its "Small Brothers" JG Manpower Services and Philippine Airhawk Security Agency was conducted last October 01, 2014. ACI was honored to have the MOA signing with no less than the Director of DOLE Region IV-A Dir. Ma. Zenaida A. Angara- Campita. Big brother was represented by Mr. Johnson D. Ongking- VP Production while the small brothers were represented by Mr. Jose Vicente Garcia- General Manager and Mr. Anastacio Morales- Operations Manager.

The KAPATIRAN WISE TAV project is a program of the DOLE that encourages big companies practicing Corporate Social Responsibility (CSR), to coach small companies in eventually becoming fully compliant with labor laws and the OSH standards.

Also present during the signing ceremony was Engr. Ignacio S. Sanqui- Director II - DOLE Cavite Provincial Office and Engr. Joseph Gacosta- Senior Labor Inspector who also provided an overview of the KAPATIRAN WISE TAV.



Giving New Life to a Place of Historic Heritage

by Janelle Yap Ong

Whether it's a structural necessity or for aesthetic purposes, renovations can easily freshen up a place, giving it new life. In the case of this 1930's ancestral home, the project's goal was not only to restore a complex but also to revive the memory/essence of a Philippine historical figure.

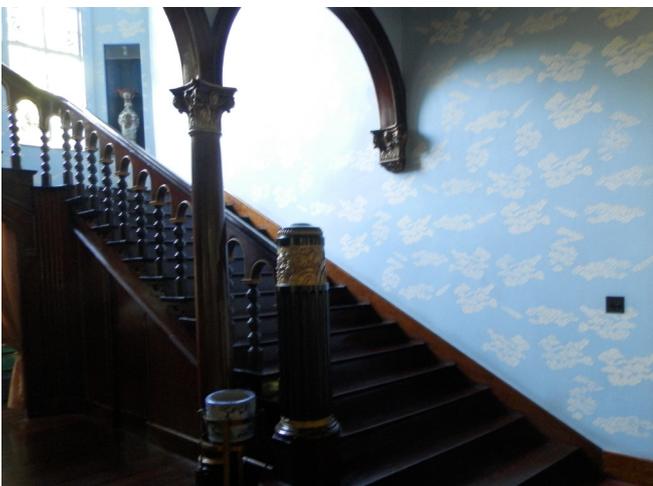
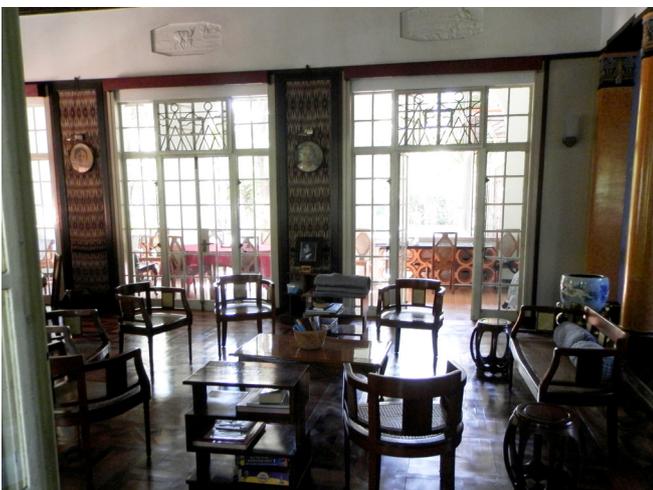
Located within the heart of Pasay City, the home belongs to no less than the First Filipino Architect, Don Tomás Mapúa. Commonly known through the school that he founded, Mapúa Institute of Technology (MIT), Don Tomás was more than just a draftsman and educator; he was a visionary.

A private scholar who joined the second batch of pensionados, Don Tomás returned to the country to work at the Bureau of Public Works and Highways. Included among his long list of projects are the Manila City Hall, the Maternity and Nurse Station in the Philippine General Hospital, Mapúa Institute of Technology Intramuros Branch, and the award-winning De La Salle Taft Campus when it moved from Paco to Taft in 1916.

Apart from his works along Taft, Don Tomás shaped the country as he worked alongside Daniel Burnham in redrawing the architectural plan for Manila. Despite his contributions, Don Tomás knew that structures alone were not enough. The Filipinos, the city and the industry needed people to keep it sustainable. And it is with that vision that he established MIT – developing talents starting from Rogelio Villarosa and Norberto Nuke to today's youth.

And while the man behind the city has left us with inspiration, today's architecture professionals and students, headed by Arch. Joel Rico, FPIA, are carrying through his legacy. An educator himself, Arch. Rico has an eye and passion for bringing pieces of architectural history back to life. Better known for being the Principal Restoration Architect of Las Casas Filipinas de Acuzar, Arch. Rico has also worked to restore and preserve the White Cross Children's Home designed by Arch. Pablo Antonio, Capilla dela Virgen dela Pozo at Sta. Ana, Manila and Manila Metropolitan Theater at Arroceros Street, Manila, among others. Per Arch. Rico, what made this project special was that he was not just saving a house, he was also reinstating Don Tomás and his significance to the Filipino society. "This project goes beyond this structure, it's about putting Don Tomás back in our minds. It is to remind us about the man who has influenced our designs one way or another and who has helped create the city that we now call home."

A collaboration amongst the Philippine Institute of Architects (PIA), Philippine Institute of Architects Students and Associates (PIASA), Architectural Collegiate Organization (ARCO) of De La Salle University – College of Saint Benilde and Heritage Conservation Society, the project involves the use of various BOYSEN products, all of which have been specifically hand-picked to match the house's original colors and design.





Boysen continues its winning ways by bagging 1st-runner up in the Best Booth competition.

Philconstruct 2014

by Robina Gicabao

Philconstruct, the country's biggest construction trade expo, kick-started its silver anniversary last November 5 to 8 with its grandest exhibit to date. For the monumental celebration, Philconstruct made use of three of the largest venues available—SMX Convention Center, World Trade Center Metro Manila, and the Philippine Trade Training Center, to showcase the thousands of diverse companies that took part in the event. Truly a global platform, the trade show did not only showcase companies and products from the Philippines, but also included businesses from other countries such as Germany, the United States, Japan, United Kingdom, and South Korea among others as well.

And from Philconstruct's humble beginnings to what stands today as Southeast Asia's longest-running construction exhibit, Pacific Paint (Boysen) Philippines has consistently been a part of this trade exhibit's 25-year journey. Reflecting the exhibit's festive silver anniversary, Boysen Paints placed an emphasis on its decorative paint finishes for its booth. The panels surrounding the structure were garnished with different shades of Marmorino, DECORE Classic, DECORE Perlescente, and DECORE Suede, making the booth a visual delight for the visitors.

Along with this, Boysen Paints introduced a new addition to the decorative paint family—DECORE Sandino, a semi-



transparent decorative paint system that exudes the richness of sand with lustrous accents of gold or silver. Product demonstrations were held within the Boysen booth where visitors were allowed—encouraged, even—to see the finished panels up close and to try applying the product themselves.

Aside from DECORE Sandino, the Boysen Mobile App was also put under the spotlight during this year's booth set-up. Four tablets were placed at the center of the booth area to encourage passing visitors to try and play with the several useful features of the Boysen Mobile App. Individuals took a particular interest in the "Color Capture" feature of the app wherein one can find the closest Boysen color match either by choosing an existing photo or capturing a new one with the device's built-in camera.

Throughout the 4-day event, Boysen Paints was able to showcase its dynamic mix of tried-and-tested products and new innovations to current and would-be clients. Boysen Paints then ended the Philconstruct exhibit on a high note not just by successfully communicating its products to its market, but also by bagging the 1st Runner Up award for the Best Booth Design in its category.



Jump Starting Careers at UST and MIT

by Janelle Yap Ong

This is it! With only a few months to go and a thesis to defend, graduation is but an arm-reach away. And while you're all ready to march up that stage, do you actually have a plan for your career once the ceremony ends?

Knowing how the transition from student life to professional life can be both stressful and rather daunting, Pacific Paint (Boysen) Philippines, Inc., spearheaded by the Olet Manalang Training Consultants (OMTC) Co., conducted Campus Career Talks for the Bachelor of Science (BS) Architecture students of the University of Santo Tomás (UST) last November 11- 12 and Mapúa Institute of Technology (MIT) last November 19.

Facilitated by Mr. Olet Manalang himself, the project entitled "Bridging Campus-Career Gap" (BCCG) included lectures regarding résumé writing, tips for a successful job interview and on-site activities. Arch. Richard M. Garcia, FUAP (UST, BS Architecture Batch '93) and Arch. Mark Louie M. Soriquez, UAP (MIT, BS Architecture Batch '95), who are both alumni of the respective universities, were also invited to share their experiences and to serve as inspiration for the students.

Boysen representative Mr. Jonathan Galano-Tan gave a token of appreciation, on both occasions; accompanied by Dean Gloria Teodoro, MIT School of Architecture and Fine Arts for the November 19 session.



Boysen helps students get ready for the big stage as they prepare to start their careers after college (top). Mr. Jonathan Galano-Tan, Boysen Marketing Area Team (MAT 2B) marketing executive is seen here with Arch. Mark Louie M. Soriquez (middle) and Arch. Richard Garcia (bottom).

Special Feature: Special Effects Paints

by Janelle Yap Ong



Just as special effects can enhance photos, so can special paint finishes upgrade your walls. Whether it's for commercial or residential use, the finishes' unique texture and stunning accent evokes a stylish look that dramatizes the perimeter, pushing your imagination to go beyond the four walls of the structure. Ready to exude elegant ambiance and transport you to a realm of sophistication is BOYSEN's line of special effects paint:

BOYSEN DECORE Classic. Simulate the complex texture and finish of the European masters with Boysen DECORE Classic. Unlike traditional faux finishes, it is a unique water-based decorative paint system that is capable of achieving exquisite finishes through simple effort and brushing.

BOYSEN DECORE Perlescente. The striking gilded style of Italian Renaissance masters is now made possible through Boysen DECORE Perlescente. A decorative, environment-friendly paint that provides interiors with hints of gold and silver gleaming through its strong or subtle colors, it gives a beautiful atmosphere of exclusivity and prestige.

BOYSEN Marmorino. For that sophisticated refinement of Italian marble, welcome Boysen Marmorino into your design. Looks and feels like real marble, it provides graceful urbanity to your room. Equally, its watertight and antibacterial properties makes it perfect for luxury bathrooms and other damp areas.

BOYSEN Matte Shield. Provide DECORE Classic applied walls with a clear topcoat protection through Boysen Matte Shield B-4600.

Turn walls into walls of art today! Contact our Technical Service and Project Management Department at (02) 366-3962 to learn more about these products and their application procedures.

Color Series: Boysen's Most Popular

by Janelle Yap Ong



While having a brand name that is synonymous to "superior hiding", BOYSEN Paints also finds strength in the wide collection of colors and textures that it offers. From the number of orders placed and gallons produced, we proudly present a selection of our most popular tones – The BOYSEN Color Series.

A total of 50 colors, of which 20 are in flat and 30 are in semi-gloss, the BOYSEN Color Series is a handful of hues, preferred and delicately chosen by customers – homeowners, professionals, painters and contractors, alike – that are sure to provide limitless inspiration, serving as an artistic medium to express your mood and personality. Dispensed in a specially designed package, there's no way you can miss this rendition of our best.

So give your rooms a fresh new look and get started on your painting project! Troop to the closest home depot or hardware store and grab a bucket of your chosen favorite. Combining quality, convenience, and the latest trends, you can't go wrong with the BOYSEN Color Series!

WE'D LOVE TO HEAR FROM YOU.



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