



# GREEN BRUSH

Quarter 1, 2017



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**POSTING UP**

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**COLOR  
TREND 2017**

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**IN FINDING  
A MATCH**

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PPBPI - FCIE**

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**#BETTER  
WORLD**

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# Posting Up

by Ramil Mendoza

*University of the Philippines Diliman Fine Arts student Jamia Mei Tolentino uses iconic Boysen can design for school project.*

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One of the joys for people in digital communications is stumbling upon gems on social media specifically seeing posts that feature the company's products. While it is not uncommon to see the Boysen can repurposed as flowerpots or water pails, we were wonderfully surprised to see our can design on the pillars of the University of the Philippines Fine Arts building in Diliman during one of our forays on Instagram.

Thanks to Jamia Mei Tolentino for her ingenuity and uploading her work of art. Tasked by their professor to use everyday art materials to be placed on the pillars, Jamia chose a product close to her heart and craft. "I use all kinds of paints for my paintings ever since I was a kid and Boysen is one of my preferred brands," says the young artist.

Jamia Mei Tolentino came from a family of artists. Her grandfather is the multi-awarded artist and sculptor Francisco Ello. When visiting his grandpa's house, she was always amazed by his paintings and sculptures. Like her lolo, Jamia has consistently joined and won numerous local and international art contests since she was a grade-schooler.

In 2012, she was a winner at the "Embracing Our Differences" art tilt held in Sarasota, Florida. Jamia has also won contests in Indonesia, Thailand, and Japan along with bagging numerous awards in the Philippines. Now in college, she continues to carve out a name for herself in the art world.

"I have a very competitive spirit, and that's the reason why I join these contests. With the support of my family, I hope I can continue winning art competitions and get more recognitions for my work," ends Jamia.



Boysen Presents  
**COLOR TREND  
 2017**

# :ATTITUDE POLARIZATION INFLUENCES COLORS

Boysen, the country's leading paint manufacturer, is launching Color Trend 2017 which comprises four different palettes - Tradition, Technology, Maximal, and Minimal, or a total of 24 enticing new colors. Each palette comes with six different colors that have been carefully selected to work well together. The new colors will be available from March 2017 in more than 400 Mix & Match™ stations throughout the country.

“In its deliberation of global and local trends in design, fashion, technology, art, and culture, the Boysen Color Team observed two major social movements - our relationship with technology and the lifestyle choices we make brought about by our environmental concerns and attitude towards consumerism,” said Johnson Ongking, vice president of Pacific Paint (Boysen) Philippines, Inc.

“An exciting feature of Color Trend 2017 therefore is that there are two sets of two palettes each that are based on divergent or antithetical mindsets, that is Tradition vs. Technology, and Maximal vs. Minimal.”

Tradition and Technology are deviating palettes stemming from man's relationship with technology. Both are colorful, with the bright but restrained colors of Tradition, and the luminous pastels of Technology.

Maximal and Minimal are rooted in the antithetical lifestyle choices people make because of certain beliefs in how we should be taking care of our environment, and the impact on our world of unrestrained consumption of contemporary society. Maximal is colorful excess while Minimal is sobriety found in neutral colors.

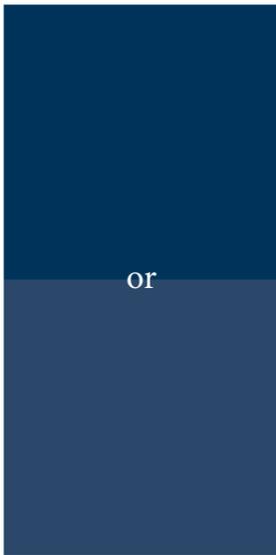
Johnson Ongking said, “This will be the third year that Boysen will be introducing Color Trend, and it is an exercise that we definitely want to continue because of the public response we have seen this past year. In the trade fairs which we joined in 2016, we showcased a sample set of the more than 4000 colors that Boysen offers. Our booth which we called the Color Lab made it possible for our clients to experience the colors firsthand.”

Boysen Color Trend 2017 was developed based on procedures followed by the Nova Paint Club in collaboration with a global color research company. Boysen is a member of the Nova Paint Club, an organization of leading independent coatings companies from around the world.



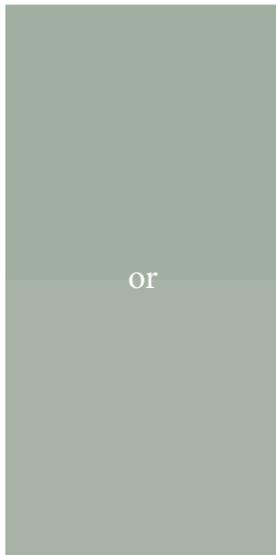
# MAXIMAL

**Designer Denim**  
BCT17-7412S



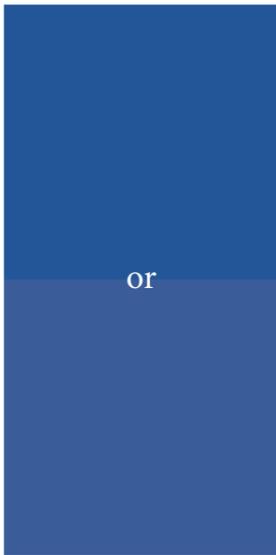
VCT17-7412

**High Society**  
BCT17-7509S



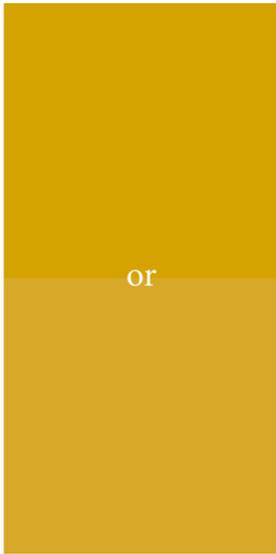
VCT17-7509

**Rebel Yell**  
BCT17-7413S



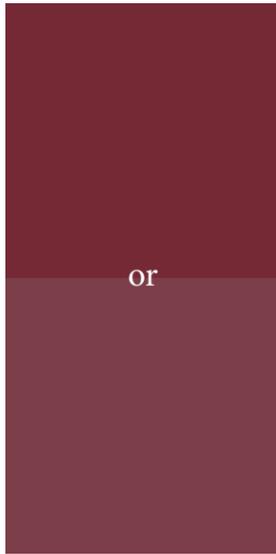
VCT17-7413

**Tuscan Sun**  
BCT17-7719S  
\*For Interior Application Only



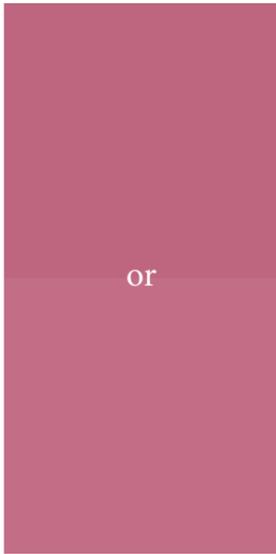
VCT17-7719

**Fine Wine**  
BCT17-7720S



VCT17-7720

**Pink of Wealth**  
BCT17-7721S



VCT17-7721

Lush flowers and textures are the inspiration for the bold and opulent blue, yellow and red of this palette.





# MINIMAL

**Underground Harbor**  
BCT17-7411S



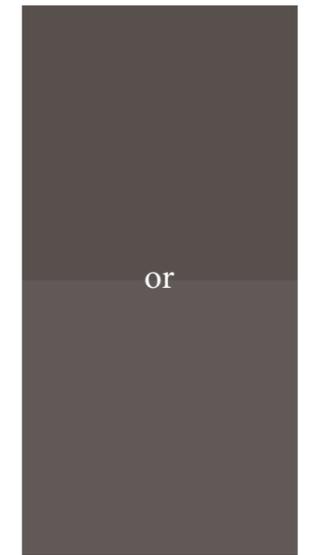
VCT17-7411

**Barenaked**  
BCT17-7718S



VCT17-7718

**Tinderbox**  
BCT17-7902S



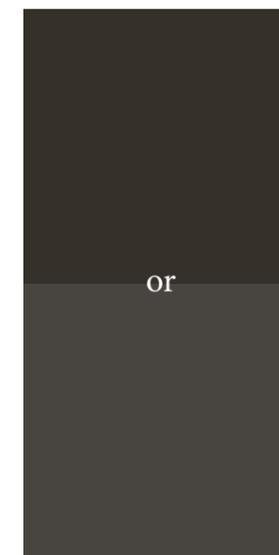
VCT17-7902

**Dapper Dan**  
BCT17-7903S



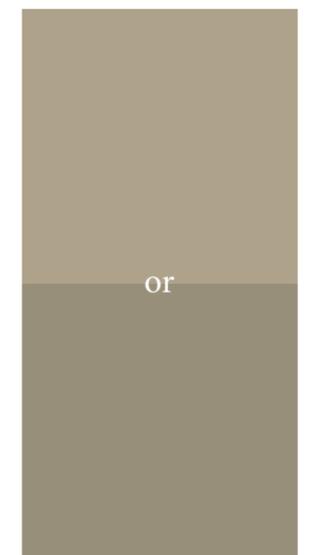
VCT17-7903

**Genuine Article**  
BCT17-7904S



VCT17-7904

**Basic Blend**  
BCT17-7804S



VCT17-7804



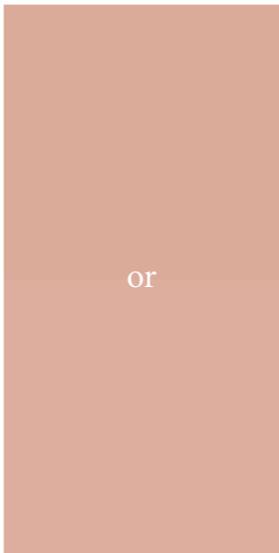
Dark, cool greys and a muted green give this palette a restrained elegance for spaces that elicit stillness, harmony and balance.





# TECHNOLOGY

**Techy Romantic**  
BCT17-7716S

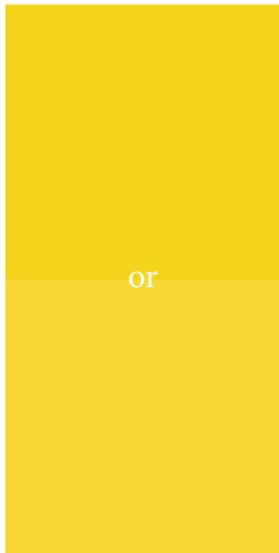


VCT17-7716

**Glow with the Flow**

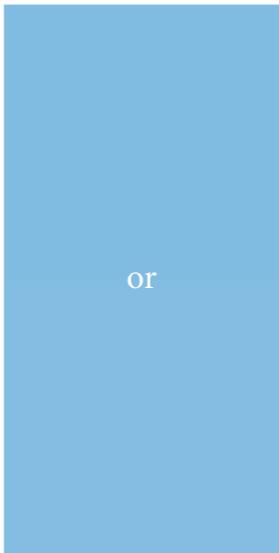
BCT17-7606S

\*For Interior Application Only



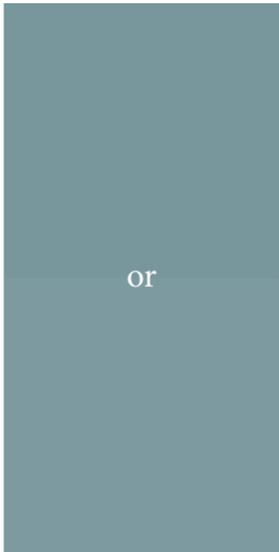
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**Pocket Rocket**  
BCT17-7409S



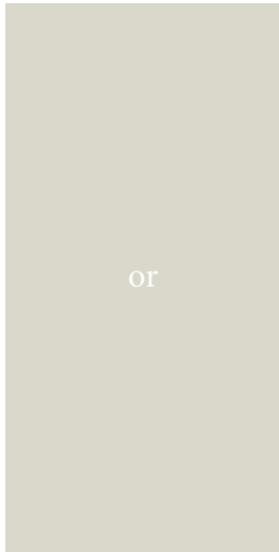
VCT17-7409

**Space Encounter**  
BCT17-7410S



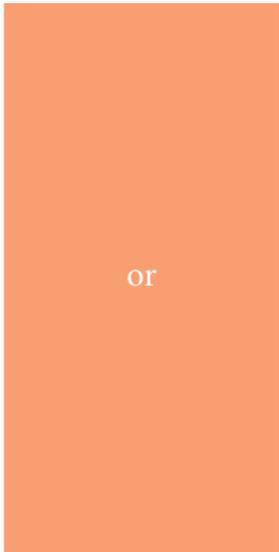
VCT17-7410

**Crystal Sparkle**  
BCT17-7010S

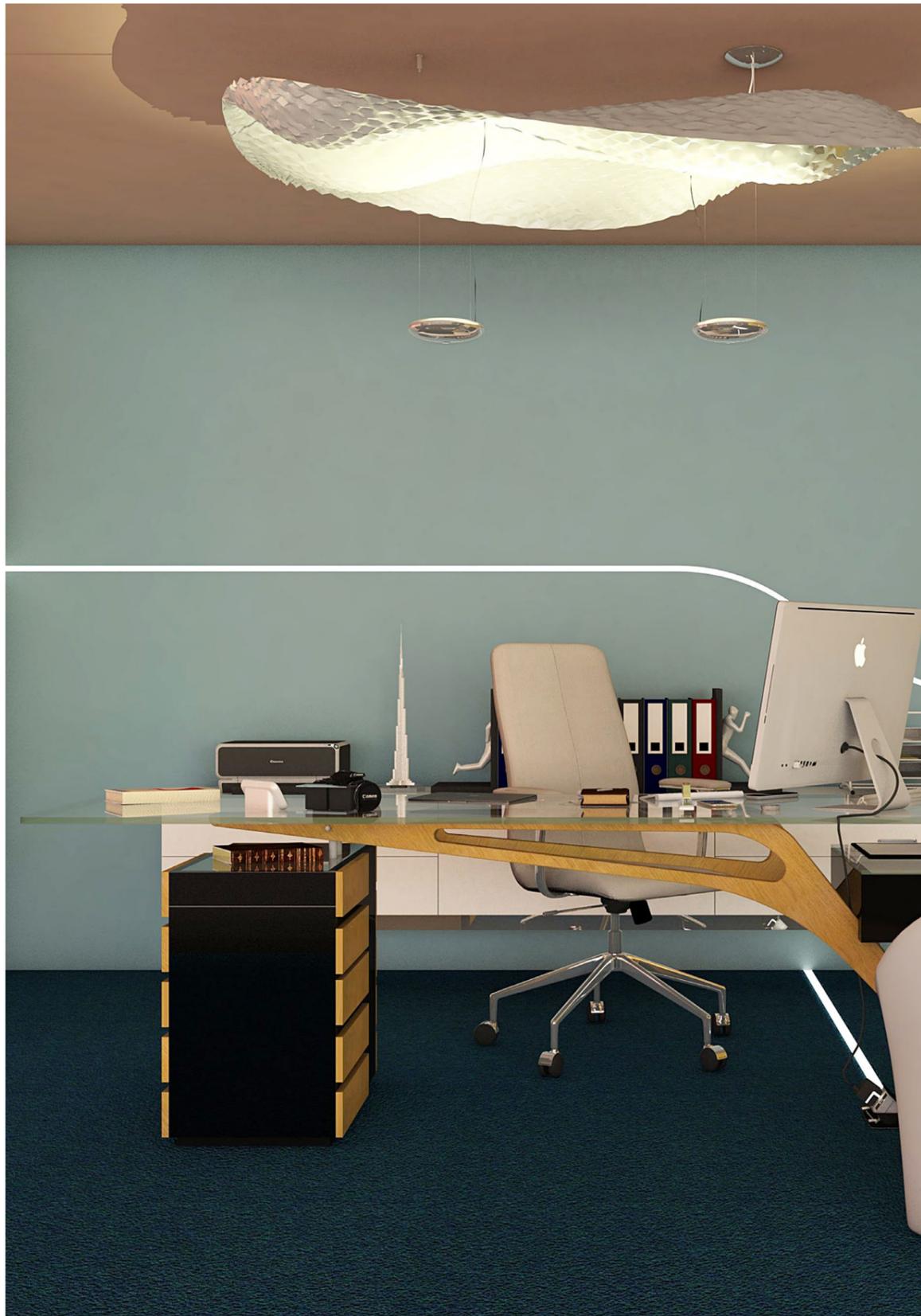


VCT17-7010

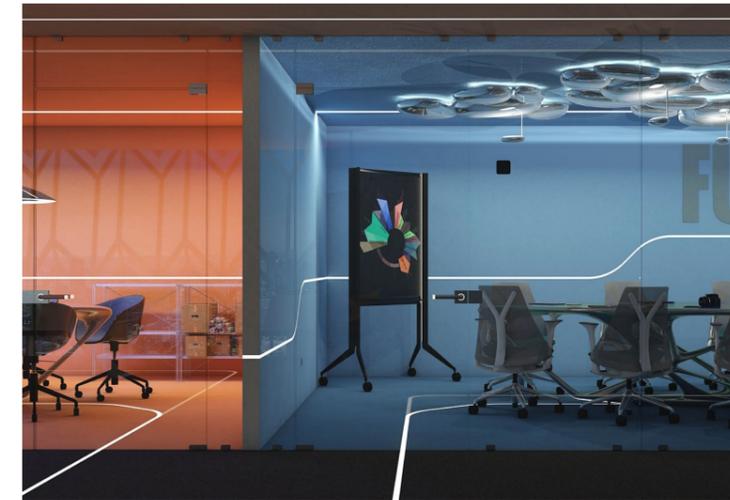
**Shimmer Shake**  
BCT17-7717S



VCT17-7717



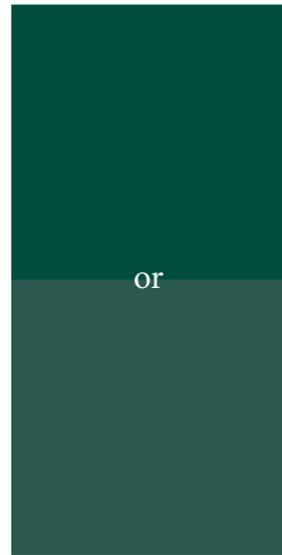
The luminous pastels of yellow, blue and orange manifest the influence of filters on images in the digital world. Virtual becomes reality in this palette.





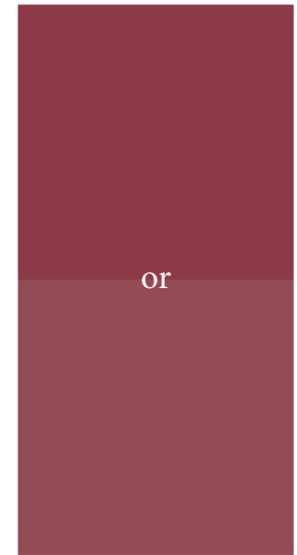
# TRADITION

**Scout's Honor**  
BCT17-7508S



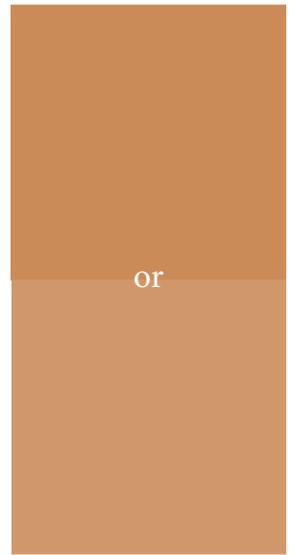
VCT17-7508

**African Herbsman**  
BCT17-7713S  
*\*For Interior Application Only*



VCT17-7713

**Phoenician Find**  
BCT17-7714S



VCT17-7714

**Tribal Teal**  
BCT17-7408S



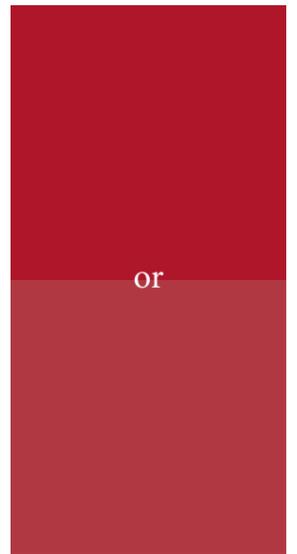
VCT17-7408

**Lokal Brown**  
BCT17-7803S



VCT17-7803

**Mystical Jar**  
BCT17-7715S  
*\*For Interior Application Only*  
*\*Use CP70 as primer*



VCT17-7715  
*\*Apply Multiple Coats*



Bright but not brazen, this palette consists of a gentle green, brown, blue and red inspired by the craftsmanship of old brought into the 21st century by the technological manufacturing possibilities of today.

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# In Finding A Match

by Janelle Ong

*Anong color ito? [What color is this?]  
May ganitong color ba ang BOYSEN? [Does BOYSEN have this color?]*

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If we could make a list of the most common inquiries that we get, these would effortlessly make their way to the Top 5 – which comes as no surprise. Because color influences perception, people are hotwired to prefer certain hues. Like how, due to its resemblance to fair weather, sky blue is a favored color across cultures.

From the clothes we wear to the walls of our homes, the color that we choose affects us and our behavior. With such great power, it's easy to understand why we can have this sudden need to be specific – despite not being a natural perfectionist.

While some are lucky to have the help of talented painters / professionals who can easily whip up a color with just a sample, what do you do when all you have is yourself, your peg and your mobile device?

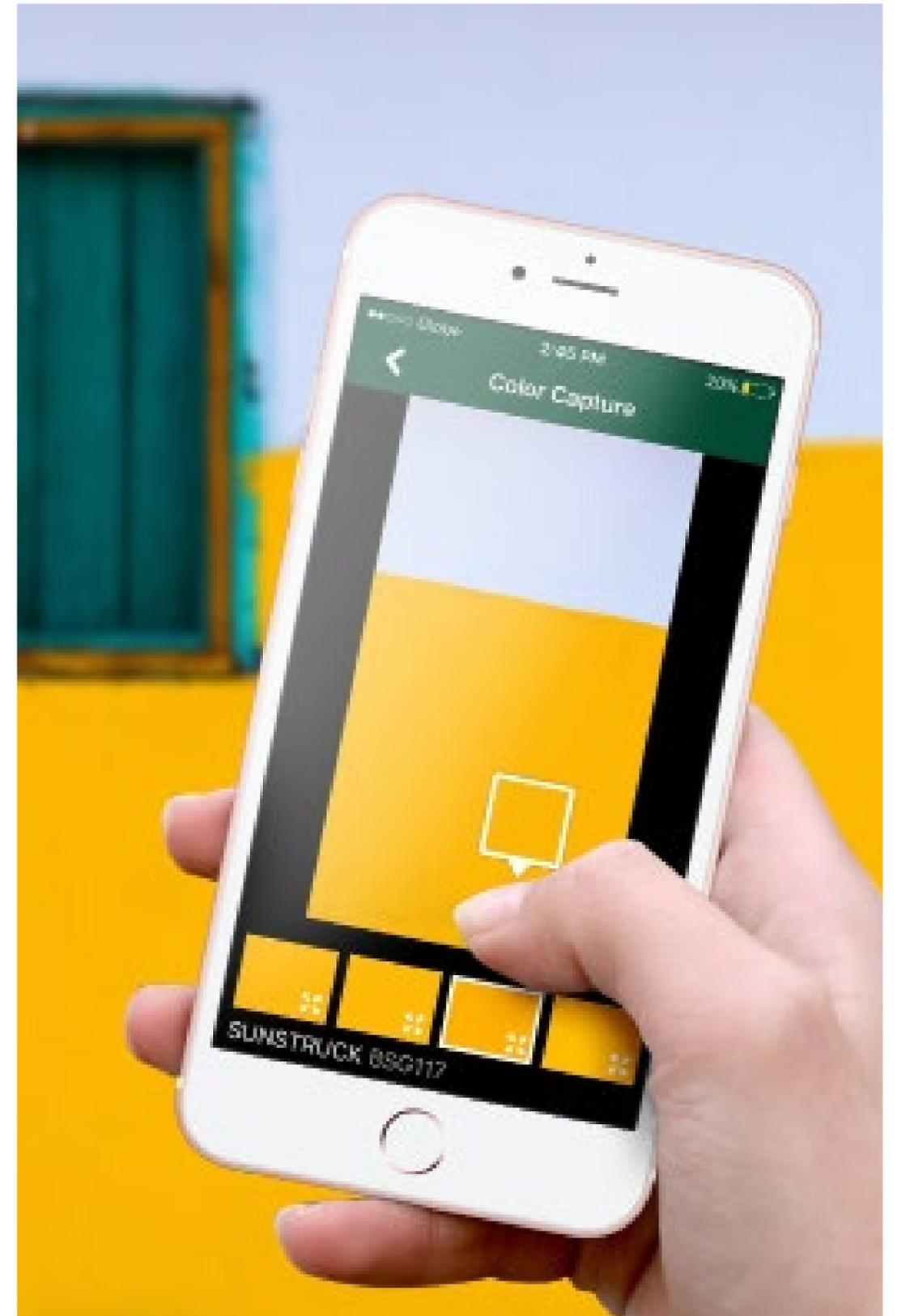
Snap. Color Capture. Mix and Match.

A color identifier tool, the BOYSEN App's Color Capture Feature gives you the closest BOYSEN Paint color match of any hue that catches your eye. Start by snapping a photo of the item that gives you inspiration or use a photo saved in your digital library. Instantly, the device gives you the closest match of the dominant colors in the picture. You can be more precise by pointing at a specific item on the screen using your finger. This instructs the app to give you color candidates for that particular item.

Click the hue that you find closest to your preference to get the color name and/or code.

Finally, head to the closest Mix and Match station to have a batch of your color mixed to a BOYSEN Paint product – turning your inspiration into a reality.

No need to go through each page of our color swatches.  
No need to guess which hue is closer to the sample.  
Simple. Hassle-free. Easy to use.





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## Phase 2 PPBPI-FCIE Plant soon to rise

by Jon Salazar

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**P**acific Paint (Boysen) Philippines Inc. has recently held a groundbreaking ceremony for its Phase 2 PPBPI-FCIE Plant in Trece Martires City, Cavite.

The Phase 2 PPBPI-FCIE Plant will be utilized for colored solvent-based products while the current facility was constructed for white solvent-based products.

The new plant, which will be operational by the first quarter of 2018, will centralize the manufacturing of solvent-based products to PPBPI-FCIE. Aside from decongesting PPBPI-QC, it will also help meet the increasing market demand of BOYSEN products.






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## #BetterWorld

*Aboitiz team members, UP Fine Arts majors unveil #BetterWorld pawikan mural in Taguig City*

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In time for the opening of classes, the Aboitiz Group led in the design of a marine conservation-themed mural in Tipas Elementary School, Taguig City as part of the Group's efforts to create a #BetterWorld for the Pawikan.

The mural, prominently occupying a 45-square meter space next to the school's library, was designed by a volunteer team of seven students from the University of the Philippines (UP) Diliman College of Fine Arts (Laura Abejo, Babylyn Geroche Fajilagutan, Sarah Toraldo, Sarah Conanan, Ranier Biglang-Awa, Antonia Baytion, Andie Harn). The design features several pawikans happily swimming in their habitat and was colored in shades of pastel using Boysen KNOxOUT air cleaning paint (pre-mixed and custom-made).

"It is important for everyone to be aware of this cause and so we want to thank Tipas Elementary School for making space for our #BetterWorld mural. More than a beautification project, we want to help inspire our young students to be the future caretakers of our planet and our marine life," said Luis Miguel Aboitiz, AboitizPower Senior Vice President and Chief Operating Officer, Corporate Business Group.

A bulk of the mural was completed with the help of Aboitiz team members during the Group's annual Brigada Eskwela classroom rehabilitation activity at Tipas Elementary School last June 4, the Aboitiz Group's fourth in Taguig City. A record 20,512 Aboitiz team members participated in simultaneous Brigada Eskwela activities nationwide.

"As artists and UP students, we've always wanted to paint something meaningful on a large scale, and we wanted to create something of our own that could make an impact on society. We're excited for this mural, because it will give the students cleaner air to breathe and a prettier space to study. Hopefully, it will also encourage them to take better care of our oceans and the creatures that dwell in them," UP student Laura Abejo said.

This mural forms part of the Aboitiz Group's #BetterWorld for the Pawikan drive, a marine turtle conservation program led by the Aboitiz Foundation that supports the eight-hectare Aboitiz Cleanergy Park in Punta Dumalag, Davao City. The Aboitiz Cleanergy Park is one of the last few remaining nesting grounds of the critically-endangered hawksbill sea turtle (pawikan) in the country, where over 1,800 pawikan hatchlings were released on its beach in 2015. Aside from the pawikan, the Aboitiz Cleanergy Park is also home to 66 species of flora and fauna that thrive in the area.



## 5 Ingeniously Simple Painting Hacks Every Home Decorator Should Know

by Kevin W. Garcia

**T**here's no brushing it off—painting is messy business, no matter how careful you are. Every DIY home decorator knows the struggle. But with the help of a few household items, you can save yourself the trouble of unforeseen accidents and needless cleanups.

Here are five must-know hacks every DIY home decorator should keep in mind to take the pain out of painting for good.

### Scrape Off Paint with a Rubber Band

Brushing excess paint over the rim of the can will leave a buildup of dry paint over time. Eventually, you may have problems sealing the lid. Skip the mess and loop a rubber band over the opening of the can, and use that instead to wipe your brush after dipping it into the paint.

To read the complete story go to [www.myboysen.com](http://www.myboysen.com)