



# GREEN BRUSH

Quarter 3-4, 2018



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# Boysen Dealers Night: A Shower of Fun and Surprises

by Ramil Mendoza

**20 October 2018**  
**Niña Ballroom, Radisson Blu Hotel Cebu City**

A few anxious moments were felt by the Dealers Night organizers as days of bad weather continued on the day of the event. Braving the rain and traffic, guests were pleasantly surprised to see the welcoming smile of Titan™ Superflex™ Elastomeric Paint brand ambassador Richard Yap. With cameras ready, every one of them got souvenir pictures with the popular actor/singer.

While enjoying dinner, the Melody Trio Band played a string of old and new favorites. Towards the end of the food treat, the Boysen corporate AVP was shown on screen. After which event emcee Cerj Michael introduced Pacific Paint (Boysen) Philippines, Inc. vice president for Sales and Operations Mr. Justin C. Ongsue for his opening remarks.

In his speech, Mr. Ongsue reiterated how Boysen is thankful to all of its dealers, as they are the reason why there's a celebration that night. He also stated that Boysen is the number one paint because of the help of dealers, hardworking employees, and of course the company's commitment to quality and innovation.

In between the raffle of prizes, Cerj Michael hilariously hosted a string of amusing and rollicking games. The crowd, of course, gamely obliged to participate in contests that combine wit, luck, and a bit of knowledge about Boysen products.



The fun gets going as the Pass the Bucket game is being played.



This cheerful group is ready to play another exciting game.



Titan Superflex brand ambassador Richard Yap croons to the delight of an excited fan.

The excitement of the games have not even died down when Richard Yap went onstage and serenaded the crowd. He then approached the tables bringing the crowd into a frenzy once again.

As the night drew to a close, Boysen Marketing Area Team manager Mr. Stanley Ong thanked the guests for taking timeout from their busy schedules to go to the event.

Looking at the smiles of the guests as they trek out of the ballroom, there's no indication that there's even a heavy downpour happening outside the venue. After all, they were all just been showered with fun and treats at the party.



Boysen VP for Sales and Operations Mr. Justin C. Ongsue delivers his message to the dealers in his opening remarks.

# Richard Yap captures the hearts of Titan™ Superflex™ Elastomeric Paint buyers

by Yasmin Aguila



Richard Yap, Titan Brand Ambassador, graced the Handyman's Greatest Shopping Day last August 19, 2018 at Robinsons Manila Midtown Atrium. Lucky fans who bought a gallon of Titan™ Superflex™ Elastomeric Paint were given the chance to see the actor/heartthrob up-close.

A flock of people lined up to buy Titan Superflex Elastomeric Paint and have their picture taken with the "chief." "He looks like Superman in person," said a superfan while waiting for her turn for the photo-op. Clad in a red Titan polo t-shirt, he really did resemble the superhero with his lean frame and bright smile. Known as "Sir Chief", the actor first rose to fame with the critically acclaimed hit show, Be Careful with my Heart. His mainstream success in Philippine television can be traced back to his reputation of carefully choosing roles that benefits not only himself but also his family.

Hailing him as the face of the Titan Superflex Elastomeric Paint is a perfect casting choice because he embodies the brand's appeal. Titan Superflex has a mass appeal for its durability, affordability, and all-around usability; the same way Mr. Yap has cemented himself as an actor with a charismatic appeal and versatility in acting.

It's safe to say that fans of the actor present in the event are going home with more than just a snapshot with their idol. They are bringing home a self-priming paint that has a beautiful eggshell finish –just the right amount of sheen for their inside or outside concrete walls. Each Titan Superflex™ coat reflects ultraviolet light and prevents the passage of water that makes it the perfect long-lasting interior or exterior paint. It's definitely worth their time and money!



SM x Boyesen. (From left) SM Prime Holdings Chairman of the Executive Committee, Mr. Hans T. Sy; W.V Coscolluela & Associates (WVCA) Senior Partner Arch. Gary Coscolluela; Pacific Paint (BOYSEN) Philippines, Inc. Vice President for Sales and Operations Mr. Justin Ongsue; and SM Engineering and Design Development (SM EDD) Corp. President Hans T. Sy, Jr.; graced the event and are all smiles when they took a souvenir photo.

# BOYSEN Color Play goes to Mall of Asia in Pasay

By Jess Convocar

The interactive and fun color booth of BOYSEN Paints brought its biggest mall activation yet to SM Mall of Asia (MOA) in Pasay City.

On October 17, 2018, SM MOA Atrium opened a four-day Color Play experience, which due to insistent public demand, even extended for three more days. The audience reception was massive and very positive to say the least, as almost 5,000 cumulative number of casual mall goers and avid Color Play supporters flocked the area to once again have the chance to bring out their inner Picasso and express themselves through painting.

What made the event fun aside from the experience of having to play with

colors however you want for free and the towering colorful blocks that served as the perfect backdrop for “Instagram-mable” photos, is the Halloween atmosphere present through-out the venue. Since October is the Halloween month, the event personnel put extra effort in putting on costumes that made everyone smile. Some kids also took their chance trick or treatin’ inside the color maze.

Next year, BOYSEN will launch a new interactive color booth for the young and young at hearts. Ready your eyes and watch out for BOYSEN Color Stories!



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# BOYSEN and ACI win Excellence in Ecology and Economy Awards

By Yasmin Aguila

Pacific Paint (BOYSEN) Philippines, Inc. (PPBPI) and Atlantic Coatings, Inc. (ACI) both received the Excellence in Ecology and Economy Awards in the 44th Philippine Business Conference and Expo at the Fiesta Pavilion of Manila Hotel last October 18-19, 2018 with the theme Infrastructure and Digital Economy: The Game Changers. Boysen Vice President Johnson Ongking, Vice President for Sales and Operations Justin Ongsue, ACI Plant Manager Micaela Laila Flores and Sustainability Leader Gretchen Enarle were present to receive the awards.



Philippine Senate President Vicente Sotto III awards the special citation plaque to ACI Plant Manager Laila Flores and Sustainability Leader Gretchen Enarle.

BOYSEN cemented its title as the Philippine's leader in paint innovation, as it had been recognized by the Philippine Chamber of Commerce and Industry (PCCI) as the winner of the 2018 Environmental Innovation Award for Medium Enterprise Category, while ACI got a Special Citation for demonstrating the most innovative and best environmental practices in the architectural coatings industry.

The 2018 Excellence in Ecology and Economy Awards acknowledged enterprises that embodied the principle of Business Sustainability through Environmental Stewardship. Boysen and ACI both qualify for the award for how they balanced productivity and sustainability in managing their resources.

PCCI, our country's largest business organization, conducted the annual two-day business summit where business executives, foreign delegates, government officials, and policymakers gather to honor industry leaders and game changers, to talk about the current Philippine business opportunities, goals, and issues, and to exchange ideas on how to reform the business landscape for the betterment of the nation.

A man with short dark hair and glasses, wearing a light blue button-down shirt, is shown in profile from the back, looking towards a large, vibrant projection on a wall. The projection consists of several concentric, overlapping circles in various colors including yellow, green, red, blue, and purple, creating a complex, multi-colored pattern. The lighting is dramatic, with the man's shirt and the wall behind him illuminated by the colors of the projection.

More Than What Meets the Eye:  
**BOYSEN Color  
Perspectives  
in Philconstruct  
Manila 2018**

By Yasmin Aguila



Pacific Paint (BOYSEN) Philippines, Inc. displayed one of its most immersive and interactive booths called BOYSEN Color Perspectives at Philconstruct 2018, held at SMX Convention Center in Manila last November 8 to 11, 2018.

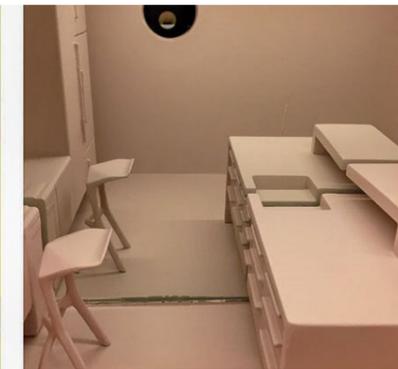
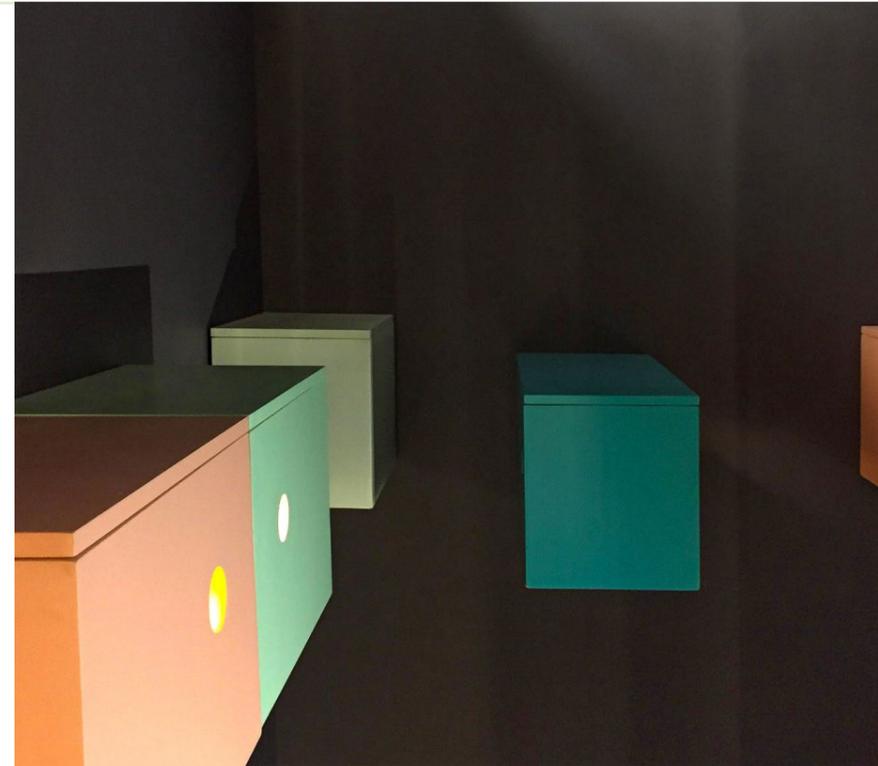
The booth proved to be a crowd magnet as people lined up for their turn to be part of a visual feast. There are four unique rooms installed that showcase paint and colors in a different light. Our event crew ushers visitors in the first room that is bathed in sunshine yellow. It is almost like a warm embrace that welcomes them. Next stop is the projection room where they can take their photos while being flashed with a beam of kaleidoscopic color patterns. The succeeding room displays seemingly plain and simple boxes but once they peer through the holes, they would see tiny monochromatic rooms that make anyone feel like a giant. Last stop is the color maze, the crowd favorite, is bursting with mirrors and colors that come together to give a psychedelic vibe. As they head to the exit, they can take snapshots by the bright wall of glass vials each filled with different paint colors.

BOYSEN Color Perspectives truly stands out among exhibitors with its unique approach to provide an elevated dream-like color experience for booth visitors. This is just one of the many interactive exhibits of the company that transports people to the fantastic world of colors. BOYSEN is brimming with booth concept ideas so expect more of colorific exhibits for 2019.



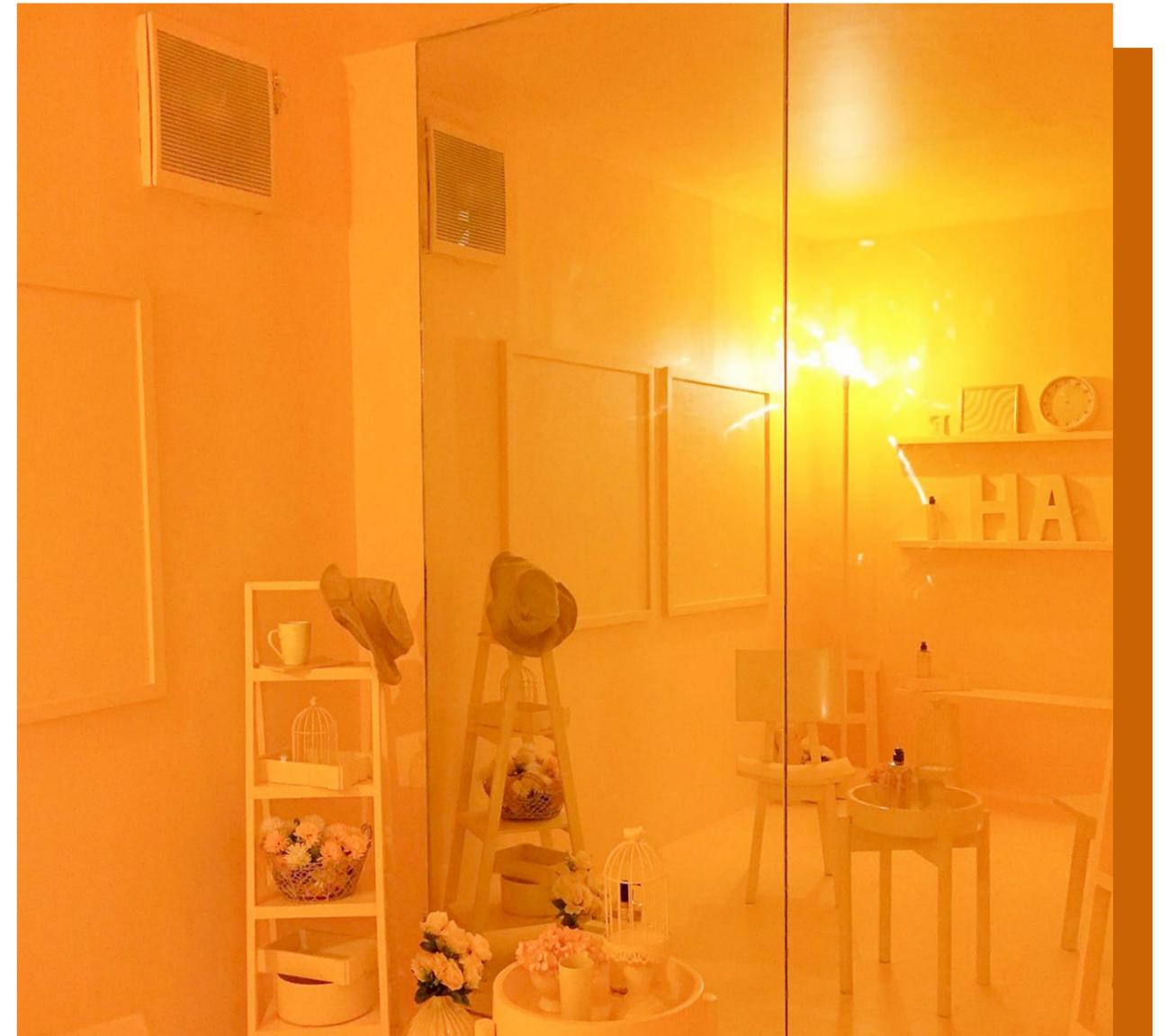
## BOOTH WALL

# COLOR MAZE ROOM



# MINIATURE ROOM

# PROJECTION ROOM



# YELLOW ROOM

# Swipe Right for Pin-Pin!

## Adopted Philippine eagle Pin-Pin turns 12 and is ready to find her Match!

By Janelle Yap Ong

Is Pin-Pin still alive? Is Pin-Pin a he or a she? What does she look like? Where does Pin-Pin live – in the BOYSEN Main Office or in one of the forests down South?

These are just some of the most common questions that we get when we bring up our adopted Philippine eagle Pin-Pin, short for “Pinturang Pinoy”. And it’s no surprise, since she’s turned 12 last November. Yes, it’s been 12 years since we’ve laid eyes on this cute eaglet and decided to dedicate ourselves in supporting her as she plays her role in the Philippine Eagle Foundation’s (PEF) effort in augmenting the specie’s critically endangered population (estimated population of only 400 pairs remaining in the wild).

While 12 is pretty young in human age, Pin-Pin is already considered a mature woman in eagle years, thus pairing attempts have been carried out by the PEF since 2014. However, as eagles keep only one mate for life, our “baby who is now a lady” has been very choosy when it comes to her blind dates – turning down a number of male eagles who have shown interest in her by building nests.

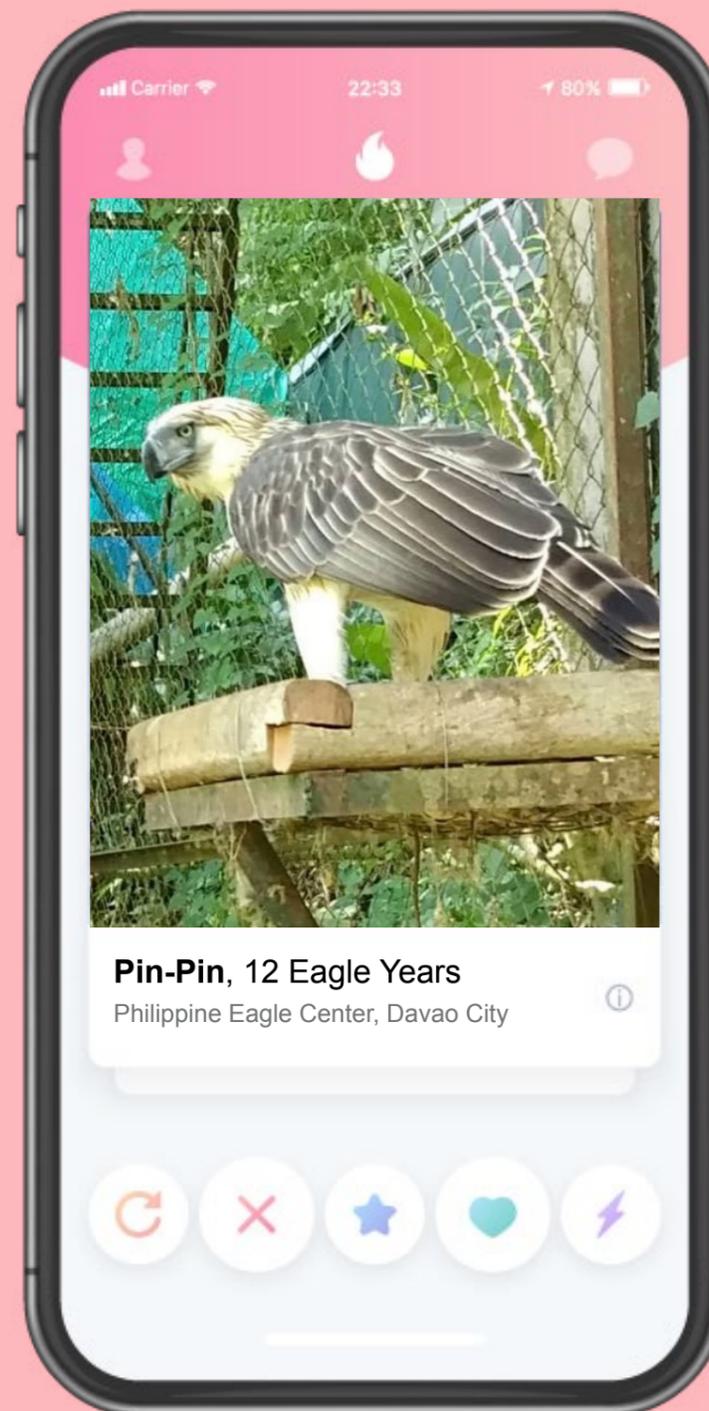
Currently, she lives in a duplex enclosure that allows her to easily meet a potential mate – another male captive-bred eagle that the foundation is trying to introduce to her. Though Pin-Pin is more relaxed on her own, hopefully, she won’t be too much of a shut-in and will undergo natural attraction and pairing.

Apart from good health and happiness, your BOYSEN family wishes you success in your love life.

Happy Hatch Day our dearest Pin-Pin!

Every bit of help counts! Do your share! Join the Philippine Eagle Foundation’s online fundraising campaign “Saving Eagles, Protecting Forests, Securing our Future.” by visiting [www.philippineaglefoundation.org/donate](http://www.philippineaglefoundation.org/donate).

### Here’s a preview of Pin-Pin’s profile:



**Name:** Pin-Pin  
**Age:** 12 Eagle Years  
**Gender:** Female

**Location:**  
**Philippine Eagle Center,  
 Davao City**

**Distinct features:**  
**Massive arched beak and long crown feathers and the only blue-eyed bird of prey in the world, with eyes that can see eight times the distance than that of humans**



Overall champion Roofgard team during the cheering competition.

# BOYSEN Celebrates the Spirit of Sportsmanship in BOYSEN Olympics 2018

By Jess Convocar

July 28, 2018– Boysen held the annual Boysen Olympics at the Amoranto Sports Complex, Quezon City. Everyone was greeted by a slightly gloomy weather but it didn't stop them from bringing their A-game.

To start the day, everyone gathered in prayer hoping for a smooth-sailing event day. The singing of the National Anthem followed this. Soon after, Mr. Timothy Uyecio, Boysen VP for Production, took the stage to share his message of motivation to remind the participants the spirit of the games.

After the opening remarks, the sportsfest kicked off with the torch lighting led by each team's leader. Everyone then warmed up their muscles through a series of exercises led by the ever-reliable first-aiders, while the players' oath taking came about moments after.



Pacific Paint VP for Production Mr. Timothy O. Uyecio giving an inspirational message to the participants.

With the morning program's conclusion, hosts Eric Cuisia of New Products and Exports, and Robina Gicabao from Communications got the ball rolling.

The Permacoat, Permaplast, and Roofgard teams were staked to early leads and didn't let the other teams catch up until the end. Nevertheless, the effort that everyone put together can't be overlooked. From the fun and exciting party games up to the more challenging team sports, they fought head to head but in the end, Roofgard emerged as winners.

The highlight of the day was when each team presented their most-awaited fan chants, which they rehearsed and worked hard for the past few weeks leading to the sports fest. Every team showed their creativity and unity. Roofgard also won this side tilt.



The swimming competition is about to get underway.



Literally, everyone's pulling for a victory at the tug of war competition.

This year's sportsfest also featured new games, which tested the physical and mental skills of the players including volleyball, tug-of-war, and memory game.

In between the games and the awarding, the audience witnessed several intermission numbers showcasing the rapping, singing, dancing, and beatboxing talents of their colleagues.

Before the program officially ended, Engr. Catherine Ramirez took the time to recognize the hardworking people behind the success of this year's games. From the food committee who weren't able to eat on time to accommodate the needs of everyone, the first aid staff who were always ready should there be an emergency, and the rest of the coordinators who were committed to give everyone the best day off work, she made sure to give credit to our colleagues who actively worked behind the scenes.



All the teams during the Oath of Sportsmanship ceremony.

Team Wallguard is up and running in this event.





Event hosts Robina Gicabao of Communications and Eric Cuisia of New Products and Exports.



The Permacoat team shows what teamwork is all about as they try to win this event.

Surely, this year's Olympics was a blast. And it wouldn't be possible without the cooperation of everyone present at the event. It was proven yet again that teamwork makes the dream work. If there's any aspect that needs improvement, the organizers asked everyone to submit their suggestions in pursuit of making the 2019 edition even better.



## THE ENERGETIC DEBUT OF BOYSEN BEATS IN AYALA CEBU

By Annie H Adlawan

A beautiful, balmy night. Colorful fairy lights twinkling in Ayala Cebu Terraces. Eleven local bands singing their hearts out. An engaged audience. That was the combination that made the night of December 1 an evening of magic, the perfect debut for Studio B's Boysen Beats!

People either sat in front of the huge stage, stopped when they were supposed to be just passing through, sat on the stairs, or leaned against the balcony railings on the upper floors.

For some, it was a cultural immersion in the music of some of Cebu's and the country's best indie performers — The Wonggoys, Intertwined, Mandaue Nights, Loop, Vincent Eco, Mary Anchit, The Metro Fantastic, Groovematics, Three Legged Men, Carlisle, and Cattski. The 12-episode online series with Kate Torralba will be uploaded in Studio B soon.

It was an impressive display of Filipino talent as the bands performed song after song. It was a heartfelt celebration of their music and the audience just loved it.

For many, it was a treat to see their favorite bands performing in one place. The event lasted for more than 6 hours starting from 5:30 PM. But there were still people watching until the last note was played just right before midnight. People clapped, sang along, even danced.



## Studio B at studioboysen.com

People lined up even before the registration tables were opened. It wasn't very long before we ran out of promo items for the first 200 subscribers. The others though had a chance to win in the raffles throughout the whole event.

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