

OWOW for WWF

Source: The Philippine Star, Modern Living, Page F-2, 27 February 2010



The World Wildlife Fund for Nature (WWF – Philippines), the Global Campaign for Climate Action (GCCA), the local government of Marikina, and **Boysen Paints** made a 200-square meter mural on the walls fronting the Marikina River last February. The event coincided with the Copenhagen Climate Deal, regarded by WWF as the most significant global council on climate change. The country's top muralists created a challenging statement turning art into an actual line of defense against the ill effects of air pollution with **Boysen® KNOxOUT™**, the first air cleaning paint in the world. 🖌️

OWOW for Makati

The Makati City government declared its bid to be the first “smog-free city”. The **One Wall, One World (OWOW)** initiative launched in the Makati Park and Garden last March 23, 2010. The 225-meter long wall along Lawton Avenue was covered with **Boysen® KNOxOUT™** Air Cleaning Paint. The project, aptly labeled as Green Walls of Makati, was made in cooperation with **Boysen Paints**, Clean Air Initiative for Asian Cities, Philippine College of Chest Physicians, and Center for Art, New Cultures, and Development.

Other project partners include the Makati Cultural Affairs Office, Young Green Guards of Makati, University of Makati – NSTP, League of Local Environment and Natural Resources Officers of the Philippines, Association of Metro Manila Environment Officers, Ayala Group of Companies, Makati Environment Foundation, Inc., Earthday Network, Ms. Earth Foundation, Makati Commercial Estate Association, DENR, DepEd Makati, and Clean Cities Makati Coalition, Inc. 🖌️

PARADIGM

by Irma Hernandez Madera

“You are what you repeatedly do. Excellence therefore is not an act but a habit.”

Hab-it (hăb'it) is defined by Wikipedia as “a recurrent, often unconscious pattern of behavior that is acquired through frequent repetition. As pointed out by Stephen Covey, author of the book “The Seven Habits of Highly Effective People” - “habits constantly, daily, express our character and produce our effectiveness ... or ineffectiveness.”

But how come we have those habits? Our “paradigms” as mentioned by Covey, are the source of our attitude and behavior. Paradigm is one that serves as a pattern or a model. For Covey, it is our mental map, the way we “see” the world. And the way we see the world is the product of the different influences in our lives – school, family, environment, church, friends, etc. We can only become effective if we have the correct paradigms—i.e., if we are able to align our maps or paradigms with principles or natural laws.

Aligning our maps or paradigms with principles or natural laws is not easy. It requires examining and understanding our paradigms first. As we all know, whenever change is introduced, people have the tendency to resist. Change is something that we avoid because it moves us away from our comfort zones—it moves us away from doing the things we were used to and challenges us to try new things or do things differently. Some writers said that there is the reality of paradigm paralysis which is the inability or refusal to accept new models of thinking. But if we are able to carefully examine our paradigms, we will be able to listen to others and be open to their perceptions and eventually make a paradigm shift.

Covey mentioned in his book that the “term paradigm shift was introduced by Thomas Kuhn in his highly influential book, *The Structure of Scientific Revolutions*. Kuhn shows how almost every significant breakthrough in the field of scientific endeavor is first a break with tradition, with old ways of thinking, with old paradigms.”

“Grant me the serenity to accept the people I cannot change, to change the person I can and the wisdom to know it's me.”

As Covey said, “we need a new, a deeper level of thinking – a principle-centered, character-based, “inside-out” approach to personal and interpersonal effectiveness and this is what the Seven Habits of Highly Effective People is all about.”

The story on paradigm:

A woman at Heathrow Airport in London was waiting for her flight. She purchased a box of cookies and a book while waiting. With the cookies sitting on the table next to her, she began reading her book. Suddenly, a gentleman sitting on the other side of the table reached over, open the box of cookies, took one out and ate it.

The woman was horrified but didn't say anything. She reached over and ate one herself. The man smiled reached over, took another cookie, and ate it. The woman

became very upset (but not speaking) back and forth they went, until all took another cookie and ate but one cookie had not been eaten. Then as though to add insult to injury, the gentleman took the last cookie, smiled, broke it in two, and slid half of it over to the woman.

After eating his half, he got up, smiled again, and bowed politely and walked off. By this time the woman was livid, but before she could confront the man or do anything else, her flight was called. As she opened her carry-on bag to put the book away, she noticed her box of cookies inside. She had been eating his cookies all along! More importantly, she had been generating false feelings of anger, resentment, and accusation toward this man who had actually been experiencing a pleasant attitude of sharing.

If we are to reflect on the story above, we can see that the woman's paradigm impact her thoughts, feeling and actions. As Covey pointed out, “the results we get in life depends on what we do and what we do depends on our paradigms or the way we see things.” 🖌️

Editor's Note

Dear All,

The first cut is the deepest. Greenbrush's maiden voyage is a consolidated effort of volunteers. The objective is to come up with a quarterly newsletter that gives insights on company activities. There have been only a handful of writers for this issue but see how much there is to know. Everyone is welcome to fill in the next.

Best of Cheers!

Art and Vergel

P.S. Special Thanks Nats!

KNOxOUT™ Teams Up with Japanese Streetcar for Greener Transport

Streetcars were the most popular form of urban transportation in many Asian cities before the Second World War. Even Manila had a tram network that unfortunately was destroyed in the war. But even in cities where it survived, streetcars began to fall on the wayside as cars and other urban mass transit systems grew in popularity.

In Japan, streetcar operations have declined by over two-thirds from their peak in the 1940s, with total track length cut by over 80%. In Sakai, a city of over 800,000 people in the Kansai district of Osaka, the Hankai Tramway operates the only streetcar in Osaka. Even though the company celebrates the 100th anniversary of its founding this year, its existence is threatened as ridership has decreased by 85% in the last 50 years.

The Independent Sakai City Civic Conference, a non-profit organization, pitched in to help keep the trams running. Because Sakai City was one of the few Japanese cities left to operate a tram network, the streetcar was an important symbol of Sakai City. They organized volunteers among the city citizens for a beautification project for the tram stops that included landscaping, planting and painting the



stops. Aquatic & Industry Inc., a trading company that exports Filipino products to Japan, contributed **Boysen® KNOxOUT™** to the painting effort. Mr. Toshifumi Asada, Managing Director of Aquatic, chose to use **KNOxOUT™**, the first air cleaning paint in the world with CristalActiv photocatalytic technology, not only to beautify the tram stops but also to help protect streetcar commuters from noxious emissions of cars driving by the tram stops.

Mr. Osami Takeyama, mayor of Sakai City, was among the volunteers who painted one of the tram stops with **KNOxOUT™** together with a group of child volunteers, who found **KNOxOUT™** very safe to use. The **KNOxOUT™** painting of the Hankai Tramway stops was also the first application of the "One Wall One World" advocacy outside of the Philippines. The Hankai Tramway donated its tram stops to paint, Aquatic & Industry Inc. donated the **KNOxOUT™** used for the painting, and several professional painting contractors as well as city volunteers

led by Mayor Takeyama donated their time and effort to paint the tram stops. "The need for cleaner air is a universal one that's not confined to the Philippines," said **Johnson Ongking**, vice president of **Pacific Paint (Boysen) Philippines, Inc.** "Boysen"

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Boysen Plant Recognized for Green Achievements



Atlantic Coatings, Inc. (ACI), contract manufacturer of **Pacific Paint (Boysen) Philippines Inc.**, the leading architectural paint company in the country, further strengthened its green credentials with two recent environmental awards. The company was proclaimed **Master Awardee** for the Zero Basura Olympics 2009 and was **third runner up** in Mother Nature Award. In addition, **Gretchen Fontejon**, Pollution Control Officer of ACI was chosen as one of the Top Ten Pollution Control Officer (TOPCO) Awardees.

"I congratulate the whole **Atlantic Coatings** family for these very impressive awards..." said **Johnson Ongking**, vice president of **Atlantic Coatings, Inc.** "...These awards really show the strength of the commitment of everyone in the **Atlantic Coatings** family in making **Boysen Paints** in the greenest way possible."

The Zero Basura Olympics is an advocacy campaign towards a zero-waste Philippines. It is also a way to help the local government units, the community and the industries implement RA 9003 better known as the Solid Waste Management Act by committing to proper waste segregation. Companies who joined were judged according to system, implementation, results and outreach and corporate social responsibility programs. The awarding ceremony was done during the Earth Day Celebration last April 22, 2010 at SM Mall of Asia, Pasay City.

The Mother Nature Award was given by the Pollution Control Association of the Philippines, Inc. (PCAPI) in coordination with the Environmental Management Bureau (EMB) of the Department of Environment and Natural Resources (DENR), who organized a search for organizations and individuals with outstanding performance in the field of environment. This Environmental Award was done in celebration of the 30th Annual National PCAPI Convention at The Legend Palawan, Puerto Princesa last April 28, 2010.

The **Atlantic Coatings** plant in Cavite is the largest and most modern paint factory in Southeast Asia. It is ISO 9001, ISO 14001, and OHSAS 18001 certified; signifying that the plant's quality, environmental and occupational health and safety management systems are in accordance with the highest international standards. It also a Responsible Care® accredited company. 🗑️



Haven for Victims of Trafficking Inaugurated

by: Maria Aleta Nieva Nishimori -abs-cbnNEWS.com

constant pressures and threats from traffickers.

Safe haven

With this predicament, the VFF and the Angelo King Foundation constructed a building that would serve as a safe haven for human trafficking survivors. Called the Center of Hope and situated in Antipolo City, the facility will serve as a safe refuge for rescued victims where they can find help in recuperating from trauma as they pursue their cases. The center will also provide life-skills training for the victims' reintegration back into society.

The three-storey center can accommodate up to 80 people. It has several dorm-type accommodations, a common kitchen, receiving area, training rooms, and a library.

"True to its name, the Center of Hope is what we can call a home away from the claws of traffickers. It's a place where victims and survivors will no longer be afraid. Instead, they will be excited about their future and will be eager to start their lives anew because of the empowering activities and training they will engage in during their stay," Oebanda added.

Oebanda happily announced that

another building will soon be constructed in the same 1,500-square-meter area that will be used for training sometime next year. The lot where the building was constructed was purchased through the generous donation of J.K. Rowling, the author of the famous "Harry Potter" series. Oebanda said the donation was handed to her during an anti-slavery awarding event in which the VFF official was a recipient.

Other partners who helped in the construction of the building were **Pacific Paint (Boysen) Philippines, Inc.**, Zonta Club, Soroptimist International, and other civic groups and countless individuals.

Leslie Basett, deputy chief of mission of the US Embassy in Manila, led the ribbon-cutting during the inauguration last Friday. Basett was assisted by Oebanda, and Teddy Kingsu, president of the Angelo King Foundation. Also in attendance were Justice undersecretary Jose Vicente Salazar and **Johnson Ongking** of **Boysen Paints**.

For Ana, small steps like this help victims like herself rise above their ordeals and reclaim the dignity once stolen from them by human traffickers. 🗑️

MANILA, Philippines - Soft-spoken Ana (not her real name) would pass for the age of 17 or 18. But this 20-year-old girl from Samar has gone through a very traumatic experience when she was just 16. Ana said a distant relative recruited her to work as a restaurant dishwasher. She, however, ended up in a brothel.

Ana is among the more than 50,000 victims rescued from human trafficking. She has reintegrated into society and now is a proud advocate in the fight against human trafficking.

According to Ma. Cecilia Flores-Oebanda, founder and president of the Visayan Forum Foundation (VFF), Inc., rescued victims are often discouraged from seeking justice and are subjected to

BOYSEN and PRC Honors Top Ten New Architects, January 2010 Batch



March 14, 2010 – Manila A & B Ballroom, Shangri-la Hotel Makati

The PRC Board of Architecture, Boysen Paints, and distinguished professionals of the practice assembled to welcome the top ten board passers of the recent licensure examinations for architects. Listed below are the recipients of the award.

- 1st Architect Romanuel Abuel Contreras
Mapua Institute of Technology
- 2nd Architect David Xander Torres Lacson
University of the Philippines-Diliman
- 3rd Architect Deniece Sy Yusun
University of the Philippines-Diliman
- 4th Architect Franco Lintag Flores
University of Santo Tomas
- 5th Architect Joaquin Generoso Corpuz
University of the Philippines-Diliman
- 6th Architect Jumar Taganas Balicao
Pangasinan State University-Urdaneta
- 6th Architect Pia Raimonda Ozaeta Maranan
University of the Philippines-Diliman
- 7th Architect Michael Velasco Abuan
University of Santo Tomas
- 8th Architect Iris Ina Yolanda Dorol Almazar
University of the Philippines-Diliman
- 9th Architect Anne Lorraine Del Rosario Caban
Mapua Institute of Technology
- 10th Architect Jerold Seng King
University of Santo Tomas

This season's inspirational message came from Architect Arlen P. De Guzman. PRC Commissioner Hon. Ruth Raña - Padilla was the guest of honor. ✍️

In its July 2010 Issue, **Coatings World** Ranked **Boysen Paints** as the 51st largest paint company in the world. **Boysen**® was one of only two paint companies from the ASEAN region and the only Filipino company to make the list.

2010 TOP COMPANIES

48. Yung Chi (Taiwan)	\$200 million
49. Boero Group (Italy)	\$185 million
50. FLH Group (Switzerland)	\$180 million
51. Boysen (Philippines)	\$175 million
52. Grebe Group (Germany)	\$170 million
53. Yasar (Turkey)	\$155 million
54. Tohpe Corp. (Japan)	\$154 million

Recipient of the **Reader's Digest Most Trusted Brand** for five straight years since 2006, the **Platinum Status** makes it one of only two paint companies in the Asia-Pacific region with this distinction.



2nd Batch of BOYSEN-Metrobank Scholars Lauded



May 25, 2010 – The recent batch of B.S. Architecture Scholars of Boysen and Metrobank were honored in a lunch gathering held at Annabelle's Restaurant. They are listed alphabetically as follows: Millicent C. Caraos, Leah F. De Guzman, Arianne Joy Dullas, Jessica C. Gado, Yan Giel S. Gemanil, Ella Ellyka R. Mangaran, Ariane L. Pantaleon, Vinson P. Serrano, and Mar Feliciano S. Timbang, all from the University of Santo Tomas. The occasion was lead by our President and General Manager, Mr. Willy L. Ong alongside Mr. Nicanor L. Torres, Jr. and Ms. Jackie Z. Jalocon, Executive Director and Program Officer, respectively for the Metrobank Foundation. Managers from the various market areas were also present to assist the event. Twenty eight other scholars are currently benefitting from the same program. ✍️

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★ PRODUCT UPDATES ★

PRODUCT IMPROVEMENTS:

★ We have embarked on a program to make all products **lead-free**. Lead-containing raw materials have been completely removed from all formulations. Products such as Red Lead and Zinc Chromate Primers and Chrome Yellow tinting colors were phased-out. The following products substitute:

★ For users of Boysen® Red Lead Primer B370 and Boysen® Zinc Chromate Primer B320: We recommend **Boysen® Rust-Off™ Gray Alkyd Metal Primer B330**. It uses non-toxic materials and has better corrosion resistance.

★ For users of Boysen® Chrome Lemon Yellow Oil Tinting Color B2309: We recommend **Boysen® Hansa Yellow B2319**, which has a very similar color and costs less.

NEW PRODUCTS:

★ Introducing **Boysen® Chalk Blocker B7304**, a water-based surface conditioner to replace Boysen® Masonry Surface Conditioner B304. This eco-friendly alternative performs better and is more economical as it does not need paint thinners. Applicable to both water-based and solvent-based paints.

★ Two variants of **Boysen® KNOxOUT™ Air Cleaning Paint** are now available. B8701 Acrylic water-based & B8702 Silicone-based.

★ **Boysen® Ecoprimer B105** is designed as an ideal primer for all water-based low VOC latex paint products including Boysen® Healthy Home™, Virtuoso™ Silk Touch™, Boysen® KNOxOUT™ Air Cleaning Paint #8701 Acrylic Water-based and #8702 Silicone-based topcoat on concrete, stucco, bricks plaster, and drywall surfaces.

★ Longing for the elegant decorative finish? **Boysen® DECORe™ Suede, DECORe™ Perlescente™ and Marmorino™** are now available in the market.

★ **Boysen® Matte Shield™ B4600** is an acrylic water-based clear matte coating ideally used as a topcoat over any paint finish that needs protection from common household stains. Particularly useful to maintain a clean and elegant look of specialty decorative finishes like Decore™ Classic and Decore™ Suede™. This low odor formulation is designed to provide excellent abrasion resistance ideal for protecting painted surfaces indoors.

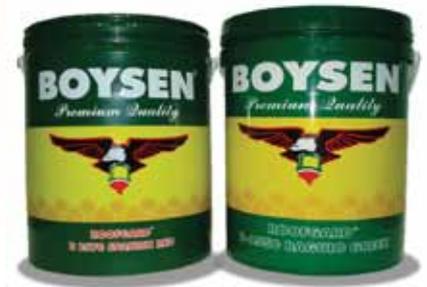
NEW COLORS:

- ★ **Caramel Brown B683**
(2010 Dealer's Master Chart)
- ★ **Caramel Brown NS983**
(2010 Dealer's Master Chart)
- ★ **Medium Gray NS974**
(2010 Nation Brochure)
- ★ **Maroon NS975**
(2010 Nation Brochure)
- ★ **Terracotta T5373**
(2010 Titan Brochure)

NEW PACKAGING:

★ **Boysen® Permacoat™ Latex B715 White** is now available in 1-liter packaging.

★ **Boysen® Roofgard™ B2570 Spanish Red** and **Boysen® Roofgard™ B2550 Baguio Green** are now available in new 4-liter plastic packaging (pictured below).



(from page 1) A Japanese Streetcar...

KNOxOUT™ is the first air cleaning paint in the world with CristalActiv photocatalytic technology, and we're very proud of the fact that it's been chosen for this project here in Japan which aims to sustain a safe and environmentally friendly means of urban transport."

Sakai City, is one of the largest and most important seaports in Japan.



Cebu City's The Church of Jesus Christ of Latter-Day Saints

by Xavier Sol Villacruz



It is a once in a lifetime opportunity to enter such a momentous place! The Cebu City Philippines Temple of The Church of Jesus Christ of Latter-Day Saints, located at Gorordo Avenue in Lahug, Cebu City, was open to the public from May 21 to June 5, 2010. After the dedication offering to the Lord, this TEMPLE becomes a Holy Place in which only the worthy is allowed passage.

According to our tour guide, the TEMPLE is a place decorated with the highest and finest quality of finishes from tiles, carpets, windows, glass carvings, exquisite furniture, and **BOYSEN®** Paints. **BOYSEN® Acrytex™** was used for the interiors.

It is our great privilege to have been recognized as a quality fit for an offering. 🍷



Pioneer's Gem Gets A Facelift

by Cris Moreno



Out of the bustling sights of skyscrapers in the Ortigas Center within the Pasig-Mandaluyong boundary, I entered a street sandwiched between Shaw Boulevard and the traffic-laden EDSA. This is Pioneer Street.

Cityland Pioneer, a 15 storey condominium built in June 1995, has undergone an exterior overhaul to bring back its original vitality in this side of the Metro. The intended blush of this 15-year old edifice has lessened due to patches of paints applied on the walls resulting to dissimilar shades. The directors wanted to have a covering that will protect the structure from water seepage without scraping off the existing film.

Boysen® Elastikote™ became the solution. This 100% acrylic water-based elastomeric wall covering is especially formulated to bridge hairline cracks providing excellent waterproofing especially for

high-rise structures sprouting the metro skyline. Providing the right products is only one part of the equation. Color scheme proposals were drafted from **Boysen's** extensive range of color selections to visualize the desired outcome of the building's exterior.

Boysen® also ensured that the correct surface preparation and application was delivered through accredited applicators and periodic technical inspections.

Months have passed since Cityland Pioneer has been repainted but the renewed vibrancy along Pioneer Street can never be mistaken. 🍷

Philippine Business for Social Progress (PBSP)

*is the largest corporate-led social development foundation in the Philippines. It is the first of its kind in Asia, leading the promotion and practice of corporate social responsibility (CSR). **BOYSEN PAINTS** is part of more than 260 large, medium-scale and small businesses that comprise PBSP. Programs in education, health, the environment, sustainable livelihood, and enterprise development are implemented with partners and communities as empowered players in development for the poor to rise above poverty and become self-reliant.*



Boysen Leads PBSP Member Companies for Brigada Eskwela

The Philippine Business for Social Progress (PBSP) and different businesses joined hands to help students and teachers of Kapt. Reyes Elementary School (KERMES) in Taguig to prepare for the opening of classes. Brigada Eskwela is the yearly project of the Department of Education, where it partners with the communities and the private sector to prepare classrooms of public schools for the opening of classes.

KERMES is just one of the many schools receiving paints donated by **Boysen®**. The assistance is also part of the bigger education program of PBSP which aims to help improve the quality of education in public schools, bring children to school, and keeping them from dropping out.

This year, **Pacific Paints (Boysen) Philippines, Inc.** donated the most among the companies that gave to Brigada Eskwela through PBSP. The PBSP member company has been an active Brigada Eskwela supporter especially since its CSR efforts lean towards education. **Boysen®** provided cans and drums of paint, and books as well for PBSP-assisted public schools. This year, PBSP and donor agencies, especially the USAID, will extend support to 234 schools nationwide. Sixty-two (62) of these schools are located in Tawi-tawi, and 39 are in Mindanao. 🍷