



The No. 1 PAINT

Green Brush

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Time to Rooflect on Climate Change

(As composed by Johnson Ongking for the Climate Change Consciousness Week)

This week is Global Warming and Climate Change Consciousness Week. Even though the Philippines accounts for only 0.4% of global CO₂ emissions, we are ranked third in the list of countries most vulnerable to climate change, as we've seen from the catastrophic damage brought on by Typhoon Yolanda.

While most of us may feel that global warming is a problem beyond our control, there is one relatively simple thing one can do that can have an impact in mitigating the problem – make your roof reflect sunlight rather than absorb it. Turn your roof into a rooflector.

This climate change mitigation strategy is what's being pushed by the Climate Change Commission, University of the Philippines, UP-Philippine General Hospital and Pacific Paint (Boysen) Philippines, Inc. in "Paint it Light" – a white roof painting activity intended to raise the consciousness of the public on green building and sustainable construction, and to promote painting the roof and roads with light color in Urban Cities, particularly in Metro Manila, as a strategy to reduce Urban Heat Island Effect and mitigate climate change.

The Science of Cool (Roofs)

The science is simple – white (and light) colors reflect sunlight while black and dark colors absorb it and converts it into heat. Since about 1/3 of unwanted heat enters our homes through the roof, a white roof means less heat – and a cooler house. This leads to immediate savings since air conditioning usually accounts for more than half of our total energy bill. For the household budget, a white roof

means savings every month.

Less energy use also means less carbon emissions, and if many households were to adopt white roofs and use less energy, fewer power plants would be needed to be built in the future. But while lowering our carbon footprint through lower energy usage can slow down the rate of climate change, white roofs have an even bigger impact on climate change mitigation through the albedo effect.

Albedo is the percentage of how much a surface reflects solar energy, with a value of 0 indicating no reflection and 1 showing full reflection. The Earth has an average albedo of about 0.3 – about 30% of the sunlight that enters our planet is reflected back into space, while 70% stays inside our atmosphere where it is then trapped by greenhouse gases and makes our planet warmer.

Most cities are made up of surfaces that absorb heat – asphalt, concrete and dark colored roofs, giving rise to the "urban heat island" effect – where temperatures in the cities are usually higher than surrounding rural areas. This increased temperature not only leads to higher energy use, but also triggers the formation of more smog.

White roofs can increase the albedo of our city, and our planet, by reflecting sunlight back into space immediately, before it gets a chance to be trapped by greenhouse gases. By having less heat trapped in our atmosphere, we are in effect delaying climate change – buying us precious time to transform our energy and transport systems to low-carbon alternatives.

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BOYSEN and PRC Honors June 2013 Top Ten Architects

Shangri-la Hotel Makati | August 2, 2013

by Janelle Ong



Boysen Paints, the PRC Board of Architecture, together with distinguished professionals gathered last August 2, 2013 at the Shangri-la Hotel Makati to give recognition to and to welcome the Top Ten Board Passers of the recent Architectural Licensure Examinations. Below are the recipients of the award and their corresponding schools:

- | | | | |
|-----|---|------|--|
| 1st | Architect Kenneth Hubiera Yap
Ateneo De Davao University | 6th | Architect Misael Renz Costales Granil
Tarlac State University |
| 2nd | Architect Dale Jon Esconde Cortez
University of the Philippines (Diliman) | 6th | Architect Jahzeel Veloso Magdadaro
University of the Philippines (Mindanao) |
| 3rd | Architect Justin Roque Santos
Holy Angel University | 7th | Architect Rebecca Aboda Cantalejo
University of the Philippines (Diliman) |
| 3rd | Architect Patrick Andrew Y. Tanhuanco
University of Santo Tomas | 7th | Architect Catherine Marie Tanchico Reyes
University of the Philippines (Diliman) |
| 4th | Architect Lindon Acena Fontejon
University of Northern Philippines (Vigan) | 8th | Architect Robert Cris Zamora Bundang
Technological Institute of the Philippines (Manila) |
| 4th | Architect Roger Mendoza Sarmiento III
Polytechnic University of the Philippines | 8th | Architect Valerie Anne Patricia Adriano Consunji
University of the Philippines (Diliman) |
| 4th | Architect Clarissa May Mendoza Segura
Ateneo De Davao University | 9th | Architect Janfour Olboc Cuales
University of San Carlos |
| 5th | Architect Pedro Miranda Santos, Jr.
University of the Philippines (Diliman) | 10th | Architect Mark Joseph Antisoda Bagongon
Mindanao University of Science and Technology |

An inspirational message was delivered by Arch. Rozanno C. Rosal, fuap, the President of the United Architects of the Philippines, while the guest of honor was Hon. Teresita R. Manzala, Chairperson of the Professional Regulation Commission.

PICHe- BOYSEN® PAINTS CHAPTER

October 29, 2013

by Gretchen Fontejon

This year, Boysen celebrated its 60th year in the business, a rare feat for a company to triumph in the business world amidst challenges of globalization, competition and innovation. Last October 29, 2013, another milestone was added to the Boysen history when the PICHe- BOYSEN PAINTS Chapter formally became part of the Philippine Institute of Chemical Engineers (PICHe) in conjunction of its 75th year diamond celebration.

"As we celebrate and mark this new chapter, we raise our glasses to the hopes of growing with you. From today onwards, we look forward to contributing to each other's organizations as we work together to develop the skills of our Chemical Engineers and to contribute to our country through nation building," said **Engr. Romeo G. Bautista, President PICHe- BOYSEN PAINTS Chapter.**

The event was also the induction ceremony for the officers and board of directors of the chapter which was led by **Dr. Carmel Gacho, PICHe Area VP for NCR** and **Engr. Eriberto Pineda, Chair, PICHe College of Fellow.**



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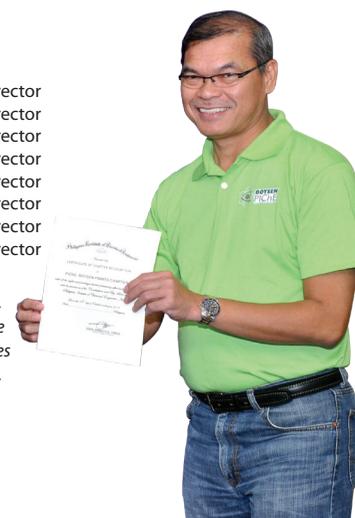
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- Board of Director



"We hope that as the night and as the years progress, PPBPI together with PICHe may become a strong force in shaping our society and in inspiring other companies and industries to do the same," added Engr. Bautista.



(continued from page 1...)



Staying on top of climate change

The concept is not only simple, it's remarkably powerful. A 2012 study by Concordia University estimated that painting roofs white and using light-coloured materials to surface roads and pavements would offset the amount of CO2 generated by all the cars in the world for 50 years!

One proponent of the concept is US Secretary of Energy Dr. Stephen Chu, a Nobel Prize winner in Physics, who says that the world should try to have "white roofs everywhere" to help fight climate change. It is a sentiment echoed by former President Bill Clinton, who has written that, "Every black roof in New York should be white; every roof in Chicago should be white; every roof in Little Rock should be white."

New York City has heeded the advice and has coated over 4 million square feet of NYC rooftops white with its NYC "CoolRoofs" program since 2009. In the Philippines, about 90% of all roof paints sold are dark greens, reds or blues, with green being the most popular color. However, because green absorbs more sunlight than it reflects, it turns out a green colored roof is not the greenest choice we can make. When it comes to roof colors, white is greener than green.

The Paint it Light initiative is hopefully just the start of a movement. If you'd like to do something concrete and tangible to slow down climate change, paint your roof, and/or someone else's roof, white. It will help cool your home, your city, and your planet. Something that's worth reflecting upon.



**BOYSEN®
Matte Shield™**

by Robina Gicabao

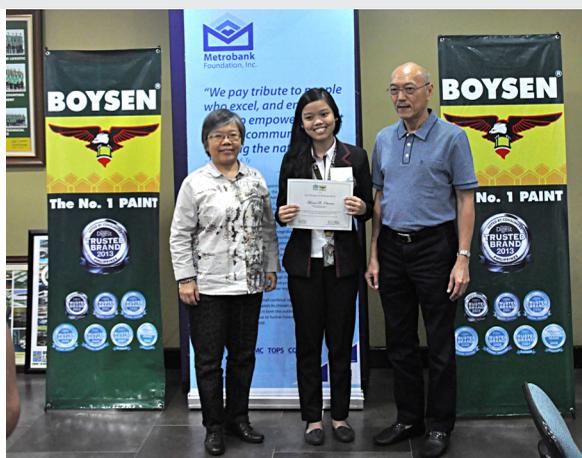


Nothing else ruins an impeccably painted wall the way stains do.

Maybe it was the time you were drinking coffee in the morning and accidentally spilled the beverage, resulting in the hideous brownish stain now plaguing your kitchen wall. Or maybe it was the time your child discovered the precise art of finger painting, using ketchup as his preferred colorant and your bedroom wall as the perfect canvas for his masterpiece— And no matter how many times you scrub your walls, the stain just won't come off.

Protect your walls from these unfortunate incidences by using BOYSEN® Matte Shield™. It is an acrylic, water-based, low-odor and clear matte coating ideally used as a topcoat over paint finishes that require an added protection from common household stains. This particular product is also especially helpful when used over surfaces painted with specialty decorative finishes like BOYSEN® Decore™ Classic and BOYSEN® Decore™ Suede™.

Just use soap, water, and a soft cloth to lightly buff away any unsightly dirt or stains that may have found its way on your home's interiors. Now, preserving the clean elegance of your interiors is so simple with BOYSEN® Matte Shield™.



The MBFI-Boysen Scholarship Program recently named its new scholars for the SY 2013-2014. Ms. Marnie B. Olivares, a 2nd year Architecture student from UST, receives her certificate of scholarship from Boysen Paint President, Mr. Willy Ong and Boysen Corporate Secretary, Ms. Jacqueline Ongking. Every year, 10 second year Architecture students are selected based on academic and financial qualifications as well as their commitment to nation-building.

MBFI-Boysen Scholarship Program awards 7 scholars

Pacific Paint (Boysen) and Metrobank Foundation Inc. (MBFI) awarded seven new scholars for the SY 2013-2014 for the MBFI-Boysen Scholarship Program. The ceremony was held at the Boysen office in Quezon City where they welcomed five architecture students from University of Santo Tomas (UST), and two architecture students from UP Diliman.

This year's seven recipients include Ms. Vincent Marie Galang, Ms. Marnie Olivares, Mr. Cionne Jose Pacaña, Ms. Ma. Greta Andrea Talip Ms Melissa Margaret Tarun from UST, and Raisa Victoria Borlaza and Ida Talia Hernandez from UP Diliman.

Boysen officials and MBFI staff attended the ceremonies, welcoming their 9th batch of scholars. Mr. Willy Ong, president of Boysen Paint, has committed to providing deserving students with quality education. Opined Mr. Ong, "We consider our commitment of support to the scholarship program an investment to nation-building. As long as there are hardworking students giving the same commitment to invest on learning for their future, we will be here to do our corporate duty to back them up."

Every year, ten (10) second year architecture students are selected based on their academic and financial qualifications as well as their commitment to nation-building. All interested students may inquire with their Office of Student Affairs (UST) / College of Architecture (UP) for the qualification requirements and screening process.

MBFI has partnered with Boysen for the past 8 years to establish the MBFI-Boysen Scholarship Program, which has supported almost one hundred scholars since its inception in 2005.



Green Philippines Islands of Sustainability (GPIoS) recognizes Companies with Excellent Environmental Performance at the 3rd Ecoswitch Award

October 16, 2013, Manila Hotel

by Gretchen Fontejon

Pacific Paint (Boysen) Phils. Inc. together with its manufacturing arm, Atlantic Coatings, Inc., were again honored by the Green Philippines Islands of Sustainability (GPIoS) during the recently concluded 3rd Ecoswitch Award held at the Manila Hotel on October 16, 2013. Companies recognized during the event exemplified excellent environmental performance, validated by the consultants of GPIoS.

"We are very proud and humbled at the same time that our environmental efforts are being recognized globally. These awards and recognitions gas up our passion to continually improve our environmental and safety performance" said Gretchen Fontejon, EHS Manager.

Around 300 SME and large companies were already certified by Green Philippines Islands of Sustainability (GPIoS) since the launching of the project in 2010. Gracing the event was H.E Ambassador Guy Ledoux who awarded certificates to the most deserving companies. The ceremony was also attended by H.E Josef Rychtar, Ambassador of the Czech Republic and H.E Josef Muellner, Ambassador of Austria.



13th ASIA-PACIFIC RESPONSIBLE CARE® CONFERENCE

October 9-10, 2013 Pattaya, Thailand

by Gretchen Fontejon

The 13th Asia-Pacific Responsible Care® Conference (APRCC) was recently held at the Centara Grand Hotel in Pattaya, Thailand last October 9-10, 2013. Around two hundred participants from the Asia-Pacific and United States came to attend this bi-annual event on Responsible Care®. The Responsible Care Management Committee of Thailand (RCMCT) gathered experts from the industries, chemical industry associations and regulators from the said region.

Delegates from SPIK were invited to speak at the two-day conference. **Mr. Derrick Clarin of BASF** presented the Global Product Strategy (GPS) Status of Implementation from a Developing Country Perspective, **Ms. Gretchen Fontejon of Boysen Paints** made a presentation on how Responsible Care® and Safe Supply Chain can be achieved through a Small and Medium Enterprise (SME) Company Perspective while **Ms. Cynthia Reyes of Inchem International** shared the Site Safety and Security from an Industry and Regulatory Perspective. Joining the SPIK delegates was **Dir. Romeo Dela Cruz of Mabuhay Vinyl Corporation (MVC)**.

The two-day conference was truly a successful event as participants were able to learn some of the best practices in the implementation of Responsible Care® shared by the distinguished speakers, hearing the American Chemistry Council (ACC) on their challenges and successes in their implementation of the Product Safety Code, an improvement of the Product Stewardship Code, and the new document on Security Code and an opportunity to meet industry experts, new acquaintances and re-connection with old friends in the EHS field.

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Boysen Green Brush is the official quarterly publication of Pacific Paint (Boysen) Philippines, Inc. (PPBPI).

PHILIPPINE EAGLE, PIN-PIN TURNS 7

by Janelle Ong

We are happy to announce that our very own “Pin-Pin”, short for “Pinturang Pinoy”, has turned seven last November 23. Adopted by Pacific Paint (Boysen) Philippines, Inc. last 2007 as part of our corporate social responsibility, the precious bird is currently in good condition and is ready to take the next milestone in her life as a mature female eagle. Pin-Pin is the 21st Philippine Eagle bred within The Philippine Eagle Foundation facility and has served as Boysen’s inspiration for Filipino excellence in paint making.



Pin-Pin is in good condition based on her last check-up. Her 7th hatch day is on November 23. Pin-Pin is now sexually matured as frequent sex vocals can be heard from her. She is set to be paired to an available male as soon as an introduction enclosure is available.



CREATIVITY ON DISPLAY

by Robina Gicabao

The idea first sprouted when the sisters of the Mater Carmeli School wanted their students to have a glimpse of nature—something that they don’t see very often in today’s concrete jungles. Inspired by the images of forests painted alongside roads and highways, they envisioned the same things illustrated on the vast interiors of their school gymnasium. With the help of the students’ parents, they were able to contact a group of art students who was willing to take on the project. Coupled with Boysen Paints’ ample paint donation, the project turned out to be a huge success. Designed as 3D art, the images of lush meadows and coral reefs now occupy the walls of the gymnasium.

ZERO BASURA OLYMPICS (ZBO) ON ITS 2nd YEAR

by Gretchen Fontejon

The Philippine Business for Social Progress (PBSP) in coordination with the Earth Day Network Philippines (EDNP) gave recognition to companies who sustainably implemented environmental programs especially on waste management on its 2nd year after its launch in 2010. The awarding ceremony was held last June 26, 2013 at The Bayleaf Hotel, Intramuros, Manila.

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.

Atlantic Coatings, Inc. (ACI), the manufacturing arm of Pacific Paint (Boysen) Phils., Inc. received the Master Awardee on its 2nd year of joining the said contest.

“The ACI Team is truly committed to its environmental advocacies to sustain the business and protect the environment. Simple acts of managing the garbage in the manufacturing facility can largely impact the society,” said Ms. Laila Flores, ACI Plant Manager.

From left to right: Mr. Rafael C. Lopa, Executive Director of PBSP, Mr. Jeremiah Dwight Sebastian, President-PCAPI National, Mr. Johnson D. Ongking, Ms. Gretchen A. Fontejon, Dr. Eva Ocfemia, Assistant Director-EMB and Mr. Roberto Guevara, President- EDNP

Mr. Rafael Lopa, Executive Director of PBSP delivered his Opening Remarks while Dr. Eva Ocfemia, the Assistant Dir. of the Department of Environment and Natural Resources – Environmental Management Bureau (DENR- EMB) was the keynote speaker.



PHILCONSTRUCT EXHIBIT 2013

by Janelle Ong

Running from November 6 to 9 at the SMX Convention Center, PHILCONSTRUCT 2013 featured the latest Construction Equipment and Materials.

As part of the exhibit, Boysen covered both new and existing products. The booth also introduced different color themes through swatches grouped into Bright and Basics, Naturally Neutral, Sunny Personality and Sweet Caress. These motifs play on the concept of expressing one's personality through the interplay of colors in a room.

Are you aware of how your personality can be expressed through color? Explore our colors and how their mixes affect your mood at <http://www.mixandmatchcolors.com/login.do>



PAINTING TREES

by Ramil Mendoza

Pars Silk Caravan, Ltd., our BOYSEN KNOxOUT Air Cleaning Paint distributor in Iran recently helped our painters put the finishing touches on the fifth installment of the BOYSEN KNOxOUT Project: EDSA artworks at the Rockwell wall near Estrella and Buendia. **Mr. Majid Qaqazani and his wife Golnaz** of the said distributorship went to the site to lend out their artistic skills for the night.



BOYSEN ON BOARD

by Robina Gicabao

Once again, the local government of Quezon City held its annual "Taxpayers' Night" last October 15 at the Crowne Plaza Ballroom, Galleria Hotel. The event is organized to recognize companies operating within the city who have performed exceptionally well, helping make Quezon City the country's top revenue earner.

Celebrating Quezon City's rise to "greater economic heights," the event worked with the theme of "Air QC: Where Business Takes Off!" focusing on an aviation theme for the festivity— complete with costume flight attendants, boarding passes, and of course, the city's mayor Hon. Herbert Bautista donning a pilot's hat at the helm.

