



From 'Paletas' to Planks of Hope

by Gretchen Laurel

The wooden 'paletas' have always been a familiar sight to all of us here at Boysen; but did you know that aside from serving as containers to our paint products, these humble wooden boxes serve as planks of hope to our partner communities?

For a number of years now, Boysen has been an active member of the Philippine Business for Social Progress, more popularly known as PBSP. Together with PBSP, our company has been coming up with innovative ways to express our corporate social responsibility. Johnson Ongking explains that the goal is to move beyond the traditional model of CSR.

"Simply put, it's moving beyond hand-outs to coming up with strategic programs that lead to self-reliance," says Ongking. "The end-goal is to devote our CSR resources towards helping opportunity-poor Filipinos create better lives for themselves."

Learning Tools

A few years back, EPSON Philippines committed to wide scale education program in some of the underprivileged communities in Marikina. EPSON provided educational materials and as their strategic partners, Boysen donated paletas that were eventually turned into bookshelves. Today, Ludlod Elementary School is a proud recipient of books, toys and other learning tools— and of course, ten unique bookshelves fashioned out of paletas.

Aside from the EPSON project, Boysen has been regularly giving paletas to PBSP and the Department of Education's annual 'Brigada Eskwela' project. Brigada Eskwela is a nationwide voluntary effort which started in 2003, bringing together teachers, parents and the community to do clean up and repairs in public schools to prepare the facilities for the June school opening. For many years now, Boysen has been donating paletas that have been transformed to school chairs, tables and shelves.

Livelihood opportunities

Our paletas have not only served various public schools nationwide; but they have also become conduits to livelihood in some key partner communities. In fact, just March of this year, we collaborated with PHINMA and RGI Manila in helping women from Bistekville to come up with an alternative source of income.

RGI Manila spearheaded a 'Livelihood Center' wherein people are taught to make handicrafts and local baskets made out of indigenous grass that grows around the area. PBSP tapped Boysen to be part of the said initiative by donating paletas that will serve as containers for the freshly cut grass (the paletas are ideal because the said grass is sensitive to moisture). Some of the Boysen paletas were also converted into stools used by the Bistekville weavers.

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Planks of Hope

PBSP stands for the belief that businesses could make a significant contribution to the development of society when it strategically pulls its resources together towards a unified goal— and the abovementioned projects that utilize the Boysen paleta is proof of this.

“Thank you Boysen for participating in our various PBSP activities. You’ve turned the paletas into planks – actually vehicles—of hope for communities all over the Philippines,” says Kristine Jimeno-Rivadelo PBSP Manager, Luzon Regional Center. “We are looking forward to creating history in progress together with you.”



Working on one out of ten bookshelves that were given to Ludlod Elementary School.

The Purposeful Pallet

by Ramil Mendoza

The pallet or 'paleta' is a portable platform on which goods can be moved, stacked, and stored especially with the aid of a forklift. Usually made out of wood, we get a good share of our pallets from the delivery of imported raw materials.

To maximize the life cycle of the pallet, both Pacific Paint and ACI segregate these wooden platforms for recycling, for reuse, or for sale. Pallets are re-used in the raw material and finished goods warehouse as storage accessories while recycling activities include conversion of pallets in the form of chairs, cabinets, and tables used in the offices and a good portion is donated to the Philippine Business for Social Progress (PBSP) for different programs, one example of which is the annual Brigada Eskwela of the Department of Education (DepEd).



BOYSEN PAINTS RECOGNIZED AT METROBANK FOUNDATION'S 35TH ANNIVERSARY NIGHT

PPBPI president Mr. Willy Ong (front, 3rd from left) receives the PEACE award along with other awardees.

The Metrobank Foundation, Inc. (MBFI), the corporate social responsibility arm of the Metropolitan Bank & Trust Company (Metrobank), recognized Boysen Paint Philippines (Boysen), during its 35th anniversary celebration last January 29 with the presentation of the Partners in Empowerment, Advocacy and Commitment to Excellence (PEACE) at the Le Pavillon, Metropolitan Park, Pasay City.

Represented by its president, Mr. Willy Ong, Boysen Paint was awarded with a plaque of appreciation for its nine year partnership in the MBFI-Boysen Scholarship Program. To date, 42 scholars have graduated from the program under the College of Architecture from University of Santo Tomas and UP Diliman. Currently, the program supports 31 scholars, offering an additional 10 scholarship grants yearly.

The PEACE recognition was given to institutions from the government, non-government and socio-civic organizations, media, academe, international organizations, diplomatic missions, and the business sector whose commitment in uplifting the lives of the least in society and in recognizing the best of the Filipinos mirrors that of the Foundation.

Aside from its excellence awards programs, Metrobank Foundation, considered one of the leading corporate foundations in the country, has been engaged in excellence awards programs and various social development initiatives in education, visual arts, health care, journalism, and calamity assistance in the last 35 years.



PAMP usher in new officers, welcome new challenges

by Robina P. Gicabao

Representatives from the different companies in the paint industry gathered last February 4 for the Philippine Association of Paint Manufacturers' (PAMP) 53rd Inauguration Night held at the EDSA Shangri-la Hotel. Under the theme of "Unity Towards Globalization and Green Innovation," the event also celebrated one of PAMP's greatest achievements, the release of the Handbook of Paint Technology. The handbook contains comprehensive industry data and trade secrets that are immensely valuable to the local paint industry, helping it make a resolute stand in a globalized world. Aside from this, the guest speaker, renowned Filipino architect and environmentalist Felino Palafox Jr. expounded on the importance of proper urban planning, one that takes the surrounding environment into account, especially in the context of the Philippines.

Aside from commemorating the association's activities and successes, the event also ushered in a new set of officers and Board of Directors for the year 2014-2015. Passing on the torch to the new PAMP President Henry So, 2013-2014 President Johnson Ongking reminds the new set of leaders not only of the difficulties and the challenges that lie ahead, but also of the vast opportunities that are now open to the local paint industry. Ongking notes, "One thing we've always been proud about the paint industry in our country is that it is one of the very few where almost all of the players are local companies. However, while the positive economic situation in our country the last few years has been good for the paint industry, it has also attracted foreign paint makers, and we can expect several of them to manufacture and market their products here in the very near future." With this, Ongking urges the local paint industry to set higher standards and to support the newly elected officers and Board of Directors. In a rapidly changing world, we should not just strive for but surpass international standards, furthering improvements in the quality of local paint products and encouraging innovations in the industry.

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Andrew Chua
Vice President

Prexilla Longasa
Corporate Secretary

Roland Legarda
Treasurer

Vergel Dyoco
Auditor

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Patrick Golangco

Charles Kwa

Rachael Anne Chua

Rachelle Hirang

Jonathan Bangayan

Robert Manalili

Manny Espiritu



From top left corner, clockwise:

1. Outgoing PAMP President Johnson Ongking with Incoming PAMP President Henry So holding the PAMP flag;
2. Oath-taking ceremony of the Board of Directors 2014-2015;
3. Johnson Ongking and Henry So with the PAMP Can;
4. Guest Speaker Architect Felino Palafox Jr.



BGC commemorates Bonifacio's 150th with art and colors

by Ramil Mendoza

Bonifacio Global City (BGC) has been known for its unstoppable chain of new developments that cater to different passions. Last year, the celebration was with a bit of a historical twist as we honored the 150th birth anniversary of our most passionate Filipino hero, Andres Bonifacio. It was a modern fiesta filled with music, arts, food, culture and dance. This community celebration was held last November 29 to December 1, 2013 and gathered more than 50,000 visitors.

To celebrate the birth anniversary of Andres Bonifacio, BGC invited 150 artists to simultaneously create 150 works inspired by the life and values of the hero. The length of Bonifacio High Street was transformed into a live art gallery during the event. All the artists used Boysen paints to create their art works.

All art works were put on sale on-line. A portion of proceeds will be donated to the Bulig Bisaya campaign to help rebuild Visayas.



New Products for Surface Preparation

by Janelle Yap Ong

With the warm summer days rolling in, Painting Season is officially open! From the roofs, to the walls of your room and finally, to the exterior, it's time to give your place some TLC.

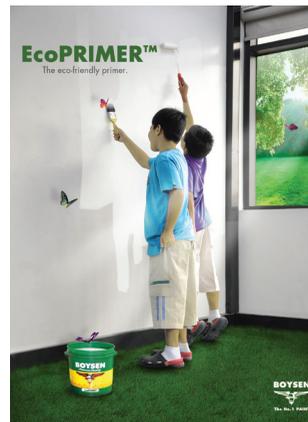
Whether you're giving the space its first taste of color or giving a facelift to one with an old coat, conditioning and proper surface preparation is needed. With that, here are two new products that can make painting just a little bit easier and more efficient for you.

For a new painting project, give your topcoat excellent adhesion, superior alkali resistance and sealing properties with Boysen® EcoPRIMER™ #105.

For a repainting project that involves a layer of chalky existing paint film, apply Boysen® Chalk Blocker™ #7304. Binding chalk residue to the substrate, it provides a sound surface for succeeding coats – making it an ideal remedial primer.

With both products being eco-friendly with their ultra-low volatile organic compound (VOC) formulation; they make perfect primers for our other water-based low VOC products including Boysen® Healthy Home, Virtuoso™ Silk Touch and Boysen® KNOxOUT™ Air Cleaning Paint.

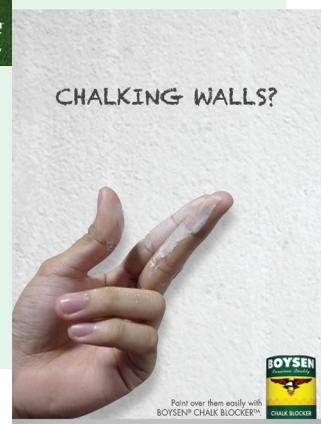
This summer, don't let painting be a burden – do it easy, do it right, with Boysen® EcoPRIMER™ and Chalk Blocker™!



- EcoPrimer™**
- Superior alkali resistance
 - Excellent adhesion
 - Ideal for concrete, stucco, bricks plaster, and dry wall surfaces

Chalk Blocker™

- Treats chalky water or solvent based paints
- Provides a sound surface for succeeding coats
- For repainting interior and exterior surfaces



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IN THE NEWS

by Ramil Mendoza and Janelle Ong



BOYSEN gets citation from DepEd. PPBPI communications head Ramil Mendoza receives a certificate recognizing the company's role in supporting DepEd's Brigada Eskwela program from Education Secretary Bro. Armin A. Luistro, FSC during the Partnership Appreciation event held last December.



PIPAC building purifies the air. Our quest to improve urban air quality extends beyond Boysen KNOxOUT Project: EDSA.

The PIPAC (Philippine Institute of Pure & Applied Chemistry) building in the Ateneo de Manila University is now just one among the many buildings in the campus that has been painted with KNOxOUT air cleaning paint, keeping its confines safe from the exhaust of passing vehicles.

Mid-Autumn Festival Celebration with MAT2B. While the Mid-Autumn Festival is an annual event, this year's celebration is made even more special with a "Boysen 60 Year" theme. Through delicious food, a round of classic dice game and exciting prizes, MAT2B successfully celebrated the festival with valued guests, clients and friends. With over 180 participants, the night was graced with the presence of Mr. Johnson Ongking, Mr. Justin Ongsue, and Mr. Timmy Uyecio.

Apart from keeping the traditional Chinese culture alive, the occasion also served as a thanksgiving gesture to loyal and supportive clients. A platform for communication and partnership, MAT2B looks forward to stronger relations in the years to come.

ACI ADOPTS PATDA RIVER THROUGH ADOPT-AN-ESTERO / WATER BODY PROJECT OF DENR-EMB

by Gretchen Fontejon

The Department of Environment and Natural Resources or DENR has launched the Adopt-An- Estero / Water Body Program in 2010 through the leadership of DENR Secretary Ramon Paje. This program is a collaborative undertaking between and among communities along esteros or creeks and rivers, concerned local government units, private sector and the DENR to achieve a cleaner, safer, and healthier environment.

The Adopt-An-Estero/Water Body Program was launched in Atlantic Coatings, Inc. (ACI) last December 12, 2013 through the signing of the Memorandum of Agreement (MOA)

between DENR-EMB and together with ACI, Rezcoat, Inc. (RI) and South Pacific Container Corporation (SPCC).

Guests from DENR-EMB R-IVA represented by Atty. Joe Amil on behalf of EMB Director Carlos Magno and Engr. Wilfredo Billones-Chief of Water Quality Division, Provincial Government-ENRO, PENRO- TMC represented by Ms. Judaline Fabro- PIO, City Government as represented by Vice Mayor Alexander Lubigan who also delivered an inspirational message, Hugo Perez Elementary School, and Karlaville Homeowners Association.



Standing from left to right : Gina Dela Cruz- Quality Manager SPCC, Eden Sauler – Operations Director Rezcoat, Inc., Micaela Laila Flores – Plant Manager- ACI, Ellen Perillo – PCO- RI
Seated from left to right : Timothy Ong- President SPCC, Maria Lourdes Formalejo – VP Operations- RI, Johnson Ongking – VP- ACI and Engr. Wilfredo Billones – DENR-EMB- Chief Water Quality Division





PIChe Boysen Chapter gets going

by Robina Gicabao

The Philippine Institute of Chemical Engineers (PIChe) started its humble beginnings back in 1939 and with only 40 members. Born out of the Philippines' rapid industrialization, the organization quickly grew to an outstanding 1,800 members during its seventy-five years of service.

Currently in its Diamond Year, PIChe has remained faithful to its mission and vision of encouraging the developments, ethical practice, and the overall excellence of the Chemical Engineering profession. The culmination of the organization's philosophy transpires in its annual convention where the members are given the opportunity to congregate and to share their knowledge, skills, and innovations in the field of chemical engineering.

This year's PIChe National Convention was celebrated with the theme of "A Glorious Past, A Challenging Future." As PIChe National President Susan C. Benitez notes, the theme signifies that the profession is "blessed with the wisdom that most of our colleagues are successful in their own field of practice," as evidenced by the numerous chemical engineers in the industry.

However, the Philippines will also be integrated into the ASEAN Economic Community in the following year. According to Jeffrey G. Mijares, Member of the Board of Chemical Engineering, this integration may be the "greatest challenge that the Filipino chemical engineers [will] have to face in the years to come as we compete with our counterparts in the ASEAN region and on home ground itself." The organization, however, sees the integration as not just a threat, but also as an opportunity to create lasting relationships with other countries, furthering our proficiency and expertise in the field of chemical engineering.

The Boysen Chapter of PIChe also took an active role in this year's convention. Boysen Chapter President Romeo Bautista acted as a Moderator for the lecture "Teaching Strategies for Industrial Chemistry and Chemical Engineering from a Survey of Learning Styles to Filipino College Students." Furthermore, Boysen Chapter Vice-President-Internal Vergel Dyoco conducted a lecture on innovations in the paint industry with his presentation, "Beyond Zero: A Negative VOC Paint that Reduces VOCs in the Air."

