



Kara Filamor of TBWA \ SMP accepts the trophy from Cannes Deputy Mayor Marie Pourreyon.

The world's biggest air filter wins big at Cannes

Boysen, the Philippines' leading paint manufacturer brought home the top prize at the recently concluded ACT Responsible Tributes at the world's most prestigious festival of creativity, the Cannes Lions Festival in France. The award, given last June 20 is given to the very best of responsible creative campaigns around the world, with this year's top prize going to Boysen's Biggest Air Filter Project – one of the 121 campaigns showcased in the exhibition and the only one of two Philippine entries to make it as a nominee.

Launched in 2010 with its ad agency, TBWA\Santiago Mangada Puno, Boysen's Biggest Air Filter campaign is a highway-sized series of giant murals created by several artists from all over the globe. Each artwork was painted with Boysen's revolutionary smog-eating KNOxOUT paint.

91 agencies from 34 countries participated in this year's exhibition, from France, Brazil, UK, UAE, the Philippines and South Africa, to name a few.

500 shortlisted entries were selected from a total of 1,012 campaigns. Visitor voted in the exhibition and online for their favorite campaigns in the four following themes: Human Rights, Solidarity, Education, Planet. Over 10,500 votes were collected, with the most popular campaigns awarded, as follows: 'Biggest Air Filter' was the favorite in the Planet category, followed by 'WWF

Animals' for WWF Denmark by UncleGrey Denmark, and 'Trash' for Jacarenema by Criativa Propaganda Brazil. The 2014 ACT Responsible Tributes were awarded at the ceremony by Marie Pourreyon, Deputy Mayor of Cannes. The show took place at the terrace of the ACT Responsible exhibition at the Palais des Festivals in the presence of the Hervé de Clerck, Dream Leader of the Association and representatives of member agencies and partners.

"The public's votes are unique as usually campaigns are judged and voted upon by professionals. The 'ACT Responsible Tributes' are a true award recognizing agency talent and enabling us to better understand the issues which most affect the citizen. Each year, and for the past 13 years, loyal followers impatiently await the unveiling of the new collection. The online voting system offers access to a wider number of voters," says Hervé de Clerck.

"Advertising does not only incite to consume. It also provides information and awareness. In all its diversity and creativity, it knows how to assist great causes enabling the public to understand the pressing necessity of supporting them. This is exactly what this fascinating exhibition demonstrates. Here, the intelligence of the advertising community speaks to every single heart," declares David Lisnard, Maire de Cannes, Vice-Président du Conseil général des Alpes-Maritimes.



COLORS FOR CLASSROOMS. The BOYSEN team and volunteers from the Gen. Vicente Lim Elementary School in Tondo, Manila help bring color to the learning facility in time for the 2014-15 school year.

Learning Walls' kick-off a colorful school year for Tondo kids Boysen launches 'Colors for Classrooms' initiative in Brigada Eskwela

"Ang bata, natututo sa kulay."

The objective of Boysen's participation in this year's Brigada Eskwela couldn't have been summed up better than these words from Dr. Zenaida Manansala, Principal of General Vicente Lim Elementary School in Tondo.

For the veteran teacher, colors foster creativity and fuel the imagination of children—things which she shares are especially needed for children coming from underprivileged communities. "Kung magiging mas makulay ang buhay nila o kung matuturuan namin silang makita ang kulay sa kanilang mga buhay, siyempre gagawin namin bilang mga guro."

General Vicente Lim Elementary School is one of the assisted schools of Philippine Businesses for Social Progress (PBSP) and through its Brigada Eskwela program, is the pioneer recipient of Boysen's 'Color for Classrooms' initiative. Here, Boysen commissioned the painting of two educational murals and with the help of fine arts organization, UP-AVCOM (University of the Philippines Association of Visual Communicators), spearheaded a 2-day introductory arts workshop for 75 class advisers (representing all grade levels in General Vicente Lim Elementary School).

Boysen Communications Head, Ramil Mendoza shares that the workshop module is actually complementary

to the two murals—the "Learning Wall" and the "Story Wall." The Learning Wall is a creative illustration of concepts such as the color wheel, primary and secondary colors and color combinations. Meanwhile, the Story Wall, which depicts the local legend "*Ang Alamat ng Bahaghari*" can be used as a visual aid for storytelling.

"Before, our participation in Brigada Eskwela was limited to the donation of paints," notes Mendoza. "This time, we're taking our participation further by using the power of paint and colors to equip teachers to teach better, and most importantly, for students to learn better."

A collaborative effort between the Department of Education (Dep-Ed) and PBSP, Brigada Eskwela is a much needed socio-civic drive in the spirit of volunteerism to prepare and rehabilitate public school classrooms in time for the school year. Parents, volunteers, teachers, NGOs, and private companies take part in this activity to make classrooms fit for learning.

"This is the first time that we are doing the Colors for Classrooms initiative for Brigada Eskwela, and we will continue to improve on the program so that the teachers and of course, the students can make the most out of it. We are looking forward to taking this project further to benefit communities and schools that need it the most," ends Mendoza.



A WIN FOR THE ENVIRONMENT. (LEFT) Atlantic Coatings, Inc. (ACI) Safety, Health, and Environment (SHE) manager Ms. Gretchen A. Fontejon doing the rounds at the Material Recovery Facility (MRF) of ACI together with Armando Sambayon. (RIGHT) Boysen Paints vice president Mr. Johnson D. Ongking receives the award from Mr. Kees Zaal of Transocean Coatings of the Netherlands.

Pacific Paint wins CBI's Inspirational SME Award

by Charis Uyecio

Running a business that is simply about the bottom-line can be an ingredient to success. But whether this success can, through the years, endure a wide array of variables designed to test the tenacity of any business enterprise, remains a question. For a business to be deemed as truly successful is not solely measured by profit margins, equally important to the "sacred bottomline" is, whether a business inspires.

Pacific Paint wins CBI's Inspirational SME Award 2013 for the category Planet. The company won this award due to its efforts in reducing the amount of waste that is inherent to the nature of its operations, benefiting both the company and its employees. Understanding the importance of waste reduction, Pacific Paint launched several waste management schemes. Under these schemes, employees were encouraged to segregate, store and recycle waste and other materials both at work and at home. As a result, these waste-reduction and recycling initiatives reduced the company's costs. A portion of the cost savings are then being used to finance a free rice program for the employees and educational scholarships for their academically gifted children.

CBI is an agency of the Ministry of Foreign Affairs of the Netherlands. Established in 1971, CBI supports producers and exporters so that they can get a foothold within the market in the Netherlands. The CBI SME (small to medium size enterprise) program helps SMEs in emerging markets such as the Philippines. To acknowledge SMEs that have moved in the direction of innovation and inspiration, CBI has once again hosted its Inspirational SME Awards. Open to all companies participating in CBI's Export Coaching Programmes, CBI's Inspirational SME Awards is an annual competition that showcases promising SMEs that have improved their performance through innovative and inspiring

means. Participating companies were asked to submit an inspirational pitch about themselves that showed how they had excelled in one of three categories.

Of the 56 companies that joined, nine were nominated, three in each category. The categories were People, Planet, and Profit. In the Planet category, there were 12 applicants, of which three were nominated, Pacific Paint was one of the three nominees in this category. The decision making was no easy task. Due to the high quality of the entries, the CBI jury was left with what at first seemed like an impossible undertaking. Finally, after extensive deliberation (in which the jury also considered public votes which were cast via CBI's website), the CBI jury named the winner in each of the three categories. Pacific Paint prevailed and was recognized as the winner of the Planet category.

Winning this award also means that Pacific Paint was given the opportunity to produce a corporate film which was fully financed by CBI, a film which also received free exposure through CBI's global network.

The short video clip depicted employees of Pacific Paint, Armando Sambayon and Gretchen Fontejon, attesting to the company's social responsibility through its continuous efforts to reduce its waste production. Thus even if the company is classified as a small to medium size enterprise, it has gained the trust and confidence of international companies through Pacific Paint's demonstration of its understanding of the value of social responsibility. At present, 98% of the company's waste materials are being recycled and through such efforts on waste reduction, not only is the company performing its role in preserving the environment, but also, its employees such as Armando are now educated with the benefits of recycling and caring for our environment.



Pacific Paint (BOYSEN) Philippines, Inc. (PPBPI) VP for Production Mr. Timothy Uyecio and VP for Technical Service and Project Management Engr. Romeo Bautista receive the award from Ms. Sue Carney, Reader's Digest Asia Editor-in-Chief (left) and Ms. Sheron White, Reader's Digest Group Advertising Director (right).

Boysen wins ninth straight Reader's Digest Most Trusted Brand Platinum award

by Charis Uyecio

T R U S T - Such a short word but the significance it carries is inconceivable. In any type of relationship, trust is an essential factor – and certainly, in business, it is a key component to success and an enduring legacy. Once again, for the ninth consecutive year, Boysen garners the Reader's Digest Most Trusted Brand Platinum award for the category of Household Products, Paint. The awarding ceremony was held last June 4, 2014 at the Crowne Plaza Manila Galleria. Mr. Timothy Uyecio, VP for Production, PPBPI and Engr. Romeo G. Bautista, VP for Technical Service and Project Management, PPBPI received this prestigious honor for Boysen. Reader's Digest Asia, currently on its 16th year, conducted its Trusted Brands Survey where ordinary consumers were sought after for their opinions on the brands of products and services that matter to them. Collaborating with Ipsos, the leading global market research company, the Reader's Digest Trusted Brands conducted an extensive survey, whereby five thousand individuals across some of Asia's key markets – i.e., the Philippines, Singapore, Hong Kong, Malaysia and Taiwan were asked to name their most trusted brands and then rate those brands according to the following qualities: trustworthiness and credibility, quality, value, understanding of consumer needs, innovation, and social responsibility.

Winning this award successively for nine times is certainly no small accomplishment. On the one hand, making it on the Trusted Brand list is already, in itself, an achievement, but for a brand to maintain this ranking requires a genuine commitment to continuously carry out the promises made to the consumer. Essentially, this means delivering the same value and consumer satisfaction each year, while constantly opening up to innovation and reinvention – no easy task.

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Special Feature:

by Janelle Yap Ong

mix & match™

PAINT MIXING STATIONS



COLOR EXPRESS. Get your desired paint color while you wait in any of the numerous MIX & MATCH STATIONS nationwide.

Whether it's for your room or for the facade of your structure, enjoy customized colors while getting the same quality paint product through the BOYSEN Mixing Stations. Better known as MIX & MATCH STATIONS, these stand alones not only provide you with more colors right here, right now but also with:

Convenience. Whether it's a picture from a magazine or the color of your favorite shirt, our stations can easily find the closest color match of whatever inspires you, turning it into a fresh batch of paint in minutes! Simply bring a swatch or even the item itself, and we will do our best to customize our colors to your visual preference.

For the more tech-savvy or simply those with more creative personality, selecting colors and finding its complement can be done through simple clicks with our MIX & MATCH WEBSITE (<http://mixandmatchcolors.net/>). With the scenarios available for tweaking, your dream room theme – even simply in games – can very well become a reality.

Quality. And while we're known for our superior hiding, odorless or antibacterial paints, because it's BOYSEN, regardless of color, you know you're getting the same excellent quality and benefits! Our stations are ready to add color to your interiors with BOYSEN Permacoat, BOYSEN Healthy Home and Virtuoso and to your exteriors with BOYSEN Wallguard.

Before the reunions start rolling in, make your homes or buildings welcoming and special by giving it a coat of special mixed BOYSEN paint! Visit <http://mixandmatchcolors.net/> to learn more and to find the branch nearest you!

Boysen supports Brigada Eskwela 2014

by Gretchen A. Fontejon

Pacific Paint (BOYSEN) Philippines, Inc. (PPB-PI) is an active supporter of the Brigada Eskwela project of the Department of Education (DepEd). Every year, assistance comes in the form of paints, books, laboratory equipment and tables, chairs and cabinets from its Pallet Program.

Representatives from 20 elementary and secondary schools in Cavite were invited last May 16, 2014 by the Cavite plant for the launching of the Paint Donation Program in line with the Brigada Eskwela. The program also served as an opportunity for ACI to meet the beneficiaries and personally distribute the paints.

Ms. Laila Flores, the Atlantic Coatings, Inc. (ACI) plant manager, extended her appreciation to the teachers for their participation in the said activity. "We thank you for being a partner in all of the company's advocacies. As you all know, Boysen has been a partner in many projects on education, livelihood, housing and the environment", added Ms. Flores.

Since 2005, the Cavite plant has served over 50 requests from different organizations such as schools, government offices, churches, housing projects, subdivisions and foundations.



Ms. Laila Flores, ACI plant manager, discussing the objective of the "Paint Donation Program" to the teachers

IN THE NEWS

by Ramil Mendoza, Jonathan Galano-Tan
and Janelle Yap Ong



Learning for the better

The Boysen Marketing team, headed by company VPs, Engr. Ruben Cueto and Engr. Romeo Bautista trooped to Tagaytay City last July 2 to 5, 2014 for the annual marketing seminar.

The annual get-together started with the traditional basketball game held at Olivarez College gym with Marketing NCR Team Romy winning by just a single point over Marketing Provincial Team Ruben.

The two-day Life & Leadership Mastery Level 1 seminar started the following day which was facilitated alternately by Mr. Arnold Anog, Mr. Cris Leona & Mr. Gil Dimaano from the group I am + coaching & training systems. The seminar lasted for two days giving the participants time to relax, fraternize and likewise reflect on what they have learned in the seminar.

Most participants agree that this was one of the best seminars provided by management in recent years and they are raring to apply the lessons they've learned both in work and life.



Boysen repaints the Relief Map during Independence Day

Boysen Paints recently supported the repainting project of the Philippine Relief map located at the Luneta Park which was spearheaded by the Grand Lodge Masons of the Philippines Kagitingan Lodge & Moog Lodge in cooperation with Clean Up Philippines Movement.

The repainting project was held last June 12, 2014 & volunteers from Clean Up Philippines Movement together with personnel from National Parks Development Authority. The painting project began after a brief opening ceremony. Boysen Paints was represented by Mr. Jonathan Galano-Tan, who received the plaque of appreciation for the company.

Boysen ballers go back to back

Boysen Paints won the 2014 Architects Basketball Union- ABU Corporate Cup championship recently held at the CCP Gym Manila. The team is composed of nine architects from the client side bolstered by three of our marketing executives namely Jonathan Galano-Tan, Allan Tan & Carlo Sapanta. The team also bagged the same basketball diadem last year.