



All together now. The delegates and participants pose for posterity after another successful holding of Asia Pacific Responsible Care Conference (APRCC).

14th ASIA PACIFIC RESPONSIBLE CARE CONFERENCE (APRCC) SMX Convention Center, SM Mall of Asia Complex, Pasay City November 5-6, 2015

by Ramil Mendoza

The Samahan sa Pilipinas ng mga Industriyang Kimika (SPIK) or Chemical Industries Association of the Philippines welcomed around 300 delegates from 17 countries who gathered together for the 14th Asia Pacific Responsible Care Conference or APRCC at the SMX Convention Center, Pasay City on November 5-6, 2015 with the theme **Beyond 2015: Responsible Care as a Pillar of Sustainability for the Chemical Industry**. The APRCC is held every two years and serves as a platform for the sharing of best practices on environmental, health, and safety (EHS) performances under the Responsible Care[®] initiative in the Asia Pacific region. It presents a comprehensive two-day program that helps raise the level of industry concern and awareness in doing the right things for the sound management of chemicals towards a sustainable industry.

The 14th APRCC was in conjunction with the leader's meeting of Asia Pacific Responsible Care Organization (APRO), ASEAN Chemical Industry Club (ACIC) and 1-day Process Safety Workshop at Solaire Resort and Casino on November 4, 6 and 7 respectively.

For almost a year, SPIK has been preparing for the gathering of the Responsible Care community. Since the inception of the Organizing Committee in January 2015, the Board of Directors and the Responsible Care Council with the help of the Secretariat got busy inviting speakers, getting sponsors and finalizing the program of activities.

Our very own, Ms. Gretchen Fontejon - Enarle, Responsible Care Chairwoman, headed the Organizing Committee. She hurdled a huge challenge of mounting an event as big as this considering the limited resources of the association and managing the expectations for the conference.

In the opening ceremony, **Undersecretary Atty. Adrian S. Cristobal** of the Board of Investments welcomed the delegates with his heartwarming speech. "I can't think of any better place and time than here and now to hold this prestigious event. A week from today, the final activities of the Asia Pacific Economic Cooperation will begin. With the Philippines hosting this year, APEC puts emphasis on building inclusive economies in building a better world."

"One of the unique features of Responsible Care is the spirit of mutual assistance among the participants to enhance overall capacity of the member" said **Mr. Kyosuke Okano**, Vice Chairman of the Responsible Care Leadership Group (RCLG) and Chairman of the Asia-Pacific Responsible Care Organization (APRO), in his opening remarks.

The 14th APRCC is a celebration of a very significant event as Responsible Care marks its 30th anniversary since its launch in 1985. The speakers of session 1 with "RC Turns 30" as a topic, chaired by **Mr. Derrick Clarin** of BASF, focused on providing information on how Responsible Care[®] has evolved and changed the chemical industry landscape worldwide and discussions as to how companies benefited from implementing Responsible Care[®].

Responsible Care® is the chemical industry's unique global initiative that drives continuous improvement in health, safety and environmental (HSE) performance, together with open and transparent communication with stakeholders. It embraces the development and application of sustainable chemistry, helping our industry contribute to sustainable development while allowing us to meet the world's growing need for essential chemicals and the products those chemicals make possible.

Chemicals, after all, surround the world. We use them in our daily lives and are found everywhere. They are found in our food, at home, at work and the things we use. Chemicals are very useful but because of some incorrect practices, ignorance and abuses such as the improper use and disposal of chemical waste, our environment is largely affected, and worst, degraded by it.

One of the most important topics was "Sustainable Stakeholder Programs: Environmental Protection and CARE" chaired by **Ms. Arlene Villanueva** of Dow Chemical Pacific Limited. Presentations were focused on pollution prevention as a tool to achieve ongoing reductions in the amount of all contaminants and pollutants released to the air, water, and land from member company facilities.

Mr. Ramon Abadilla of DuPont Philippines delivered his closing remarks to formally end the 2-day Conference. Expert speakers, participants, and colleagues in government and industry associations, made the event truly a memorable one.

It's very heartwarming to receive all the appreciations, praises and congratulatory messages. As **Mr. Barry Dyer** of the New Zealand Responsible Care said in his message "As a veteran of these events, I can assure you SPIK has set the bar very high indeed in terms of the smooth running of a challenging conference exceeded only by the fabulous Philippine hospitality."

"We visitors benefit in many ways from the regular opportunity to learn from our international and local colleagues. This gathering was no exception and I'm pleased your efforts were recognised with good attendances throughout the three days."

The 14th Asia-Pacific Responsible Care Conference was co-presented by **BASF, Dow Chemical** and the **Japan Chemical Industry Association**. Major sponsors include: **Chemrez Technologies, Inc., DuPont, Huntsman Pigments and Additives** and **Pacific Paint (Boysen) Philippines Group of Companies**.



Green collars. The Green Mind host Marco Lobregat interviews Boysen Vice President Johnson D. Ongking for the segment on Boysen KNOxOUT.

Lifestyle Network's The Green Mind features KNOxOUT

by Robina Gicabao

Boysen KNOxOUT, the world's first air-cleaning paint with CristalActiv photocatalytic technology was recently featured in The Green Mind, a new magazine show on cable TV's Lifestyle Network.

The show, hosted by Marco Lobregat, has its focus on all aspects of Green Living. It features people, brands, organizations, communities, ideas, places, and activities that are all for going green— towards living a healthier and sustainable lifestyle.

Boysen VP, Johnson D. Ongking was interviewed about the technology of the air-cleaning paint and Boysen KNOxOUT

Project: EDSA. Bringing once again KNOxOUT to a broader audience, and repeating the exposure it got from the likes of BBC, National Geographic, Al Jazeera, and Rappler.

The Green Mind's episode 6, which had this feature, was first aired last October but is expected to run replays during weekends until the end of 2015.

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AVANT-GARDE

(ä'vänt-gärd', äv'änt-)



**SUPREMELY
INDIVIDUALISTIC.**

GO TO THE EDGE AND LEAP.

Nowadays when trends and memes abound, broadcasted all around the globe and consumed by a wired and connected world 24/7, to be truly avant-garde, someone who stands separate from society, would be difficult to accomplish because of technology. But they do exist and they are changing our world. They use the Internet to make themselves better, to make their ethos known, to find fellow travelers who march to the same beat, to bond and harness their individual power to start or replicate an idea to create a change which is faster, has more mass and greater impetus.

**YOU DON'T NEED
THE COLOR WHEEL
AS YOUR COMPASS.**



At **Boysen**, we believe in environmentalism and we practice it in our research and development efforts as well as in manufacturing our products. We make paints that clean the air and those that decrease surface temperatures in order to provide cooler living environments which would help in decreasing energy costs.

**BECAUSE YOUR CHOICES
AND YOUR COMBINATIONS**



**ARE AS INSTINCTIVE
AS BREATHING.**

Our endeavors do not only focus on green innovation, but also the continuous improvement of standards for sustainability. Just like we were first to remove mercury from latex paint, we had taken steps many years ahead to protect both the consumers and our personnel from harmful substances in paints.



We had explored better alternatives to lead (Pb) and eliminate its usage in paints, long before the industry took a stand to make its products lead-safe.



**ANY DIRECTION
YOU TAKE PULSATES**

For us, it is a given to have our plant ISO certified for quality and environmental management, signifying that we are in line with the latest international standards. We are the first in the Philippines to practice a **Zero Generated Waste Water Program**, and also the first to have a completely closed production system to minimize the spread of dust.

**WITH THE CERTAINTY
AND CONFIDENCE OF**



We **collaborate** with avant-garde individuals or companies to give you quality products that do no harm to the environment, or integrate their standards and methods where applicable, to help make the world a better place.

A TRUE TRAILBLAZER.

WHAT ARE THE MOVEMENTS OUT THERE THAT YOU BELIEVE IN?

HOW CAN YOU BE PART OF THAT?

**OR IF YOU'RE AVANT-GARDE,
WHAT HAVE YOU STARTED?**

EARLY THIS YEAR, BOYSEN LAUNCHED COLOR TREND 2015, INTRODUCING FOUR COLOR PERSONALITIES - NATURIST, KINETIC, AVANT-GARDE & PERFECTIONIST. EACH COLOR THEME, CONSISTING OF SIX COLORS, IS CURATED BY BOYSEN, BASED ON THE RESULTS OF AN ANNUAL FORECASTING WORKSHOP IN COLLABORATION WITH NOVA PAINT CLUB, AN ORGANIZATION OF GLOBAL PAINT COMPANIES.



**TAKE RISKS.
BREACH BOUNDARIES.**

What started out as a rebellious movement against establishment in the artistic communities in the 19th century in Europe, is now something that connotes originality and innovation.

**BOLD,
UNCONVENTIONAL,**

Avant-garde Steve Jobs celebrated this kind of life: "Here's to the crazy ones.

The misfits. The rebels. The troublemakers. The round pegs in the square holes. The ones who see things differently. They're not fond of rules. And they have no respect for the status quo. You can quote them, disagree with them, glorify or vilify them. About the only thing you can't do is ignore them. Because they change things. They push the human race forward. And while some may see them as the crazy ones, we see genius. Because the people who are crazy enough to think they can change the world, are the ones who do."



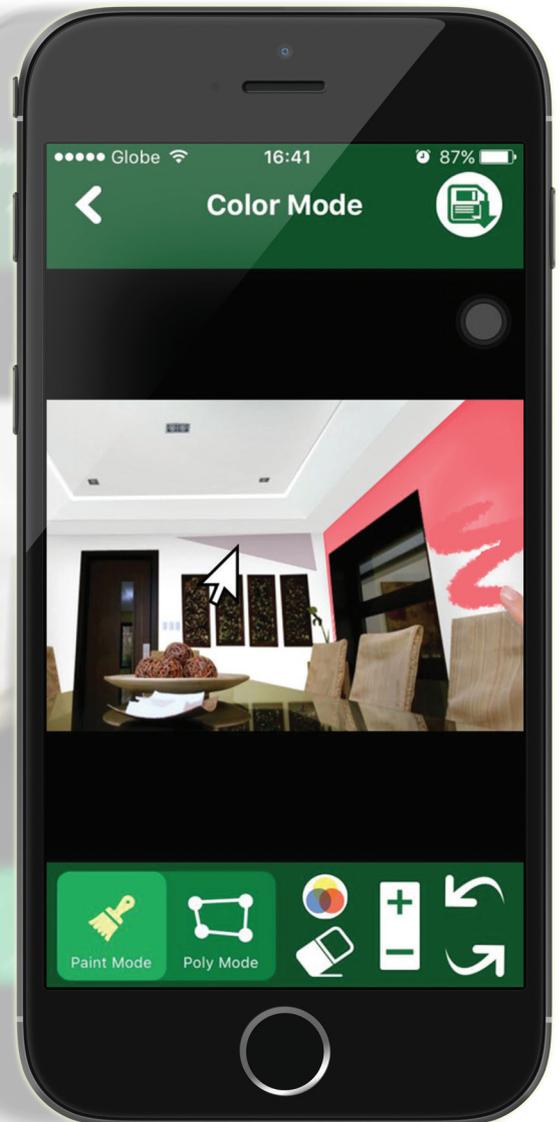
BOYSEN® COLOR TREND 2015 is available in two finishes: BOYSEN® Permacoat™ Semi-Gloss Latex Paint and Virtuoso™ Silk Touch™ with Teflon® at various Mix & Match™ stations nationwide.

WWW.BOYSENCOLORTRENDS.COM

* For technical reasons connected with color reproduction in print and paint manufacturing, these colors may not exactly match actual paint color.

BOYSEN App: Good just got even better!

by Janelle Yap Ong



Released last May in the App Store and last October in Play Store, the latest Boysen App update introduces the much awaited and well-used Mix and Match, Paint Visualizer Tool.

Similar to its website counterpart, the Mix and Match feature of the Boysen App acts as an interactive tool that allows users to experiment and play around with various colors and color combinations using different scenarios.

However, in contrast, the one in the App is more user-friendly and customizable as it allows users to:

Use Personal Images.

With access to your device's pictures and camera, users can digitally paint the walls in photos that have just been snapped or that are stored in their device folders. Because of this, users will also have the ability to pick colors that will match existing items in the area to be painted, including furnishing and lighting.

Create Color Schemes.

Allowing up to three color combinations, users can see walls come alive as Boysen Colors are applied to the selected surfaces. With a "Paint Mode" and a "Poly Mode" available, users can choose to virtually paint using their fingertips or by using polygons to select the painting area, whichever is more convenient. And with easy zoom and editing features, creating color schemes for client presentation or for pleasure can be done quickly, conveniently and even on the go.

Share Visualizations.

Saving as a new, separate image every time a project has been completed, users can create as many combinations possible, without tampering the original photo used. This makes it easy to share chosen visualizations as a printed material or through social media.

Whether you're a homeowner considering a DIY repainting project or a professional searching for the best painting options for your clients, the Boysen App is a convenient, powerful - and now, customizable - tool that will help you have a smooth, hassle-free painting project.

As always, the Boysen App can be downloaded at and updated via the App Store and Play Store.



Roofgard rules 2015 Boysen Basketball League

By Jonathan Wilton Galano-Tan



The Roofgard quintet were crowned champions at the recently concluded Boysen Basketball League (BBL) besting Plexibond in a best-of-three title series. BBL is an office basketball league that aims to promote friendship, camaraderie, teamwork & healthy lifestyle among basketball enthusiasts working under Pacific Paint (Boysen) Philippines, Inc.

The 2015 season started last August and ended in October 2015. Games were played at Barangay N.S. Amoranto court every Wednesday and Thursday nights with eight teams from different departments and divisions of the company, namely Acrytex (Filling), Plexibond (Maintenance), Roofgard (Office), Konstrukt (Araneta warehouse), KNOxOUT (Special Colors), Titan (Production), Healthy Home (Warehouse A), and Nation (Warehouse B). Team Acrytex bagged the 2nd runner-up trophy.



The 2015 BBL champs: (From left) Arthur Gervacio, Aldrin Reyes, Ryan Estrella, Jonathan Galano-Tan, Carlo Sapanta, Robbie Ruelos, Lexter Gonzales, Allan Tan, Emel Monje, July Asanon, Wylland Oppuer, Jun Bonifacio, and Jorald Soriano. Not in picture are Julius Jara, Johnson Ongking, Ramil Mendoza, Mac Sarra, Ryan Caringal, and Paolo Castro.

Boysen wins at Architects Basketball Union (ABU) anew

By Jonathan Wilton Galano-Tan

Boysen Paints bagged the championship at the Architects Basketball Union-ABU Corporate Cup at the Central Colleges of the Philippines (CCP) gym in Manila. The team is composed of 9 architects (clients) with three Boysen representatives namely Jonathan Wilton Galano-Tan, Allan Tan and Robbie Ruelos. Practically the same team that won the title were also the titleholders last year.

This early, the team is setting its sights for a three-peat next ABU season.



Back-to-back! The Boysen team proudly displays their title after winning the ABU Corporate Cup.

FIND THE BOYSEN CANS IF YOU CAN...

Be one of the three lucky winners of a special prize from Green Brush! Count the number of Boyesen cans in the picture and text the correct answer together with your name and your department (ex. Janelle Ong, Communications) to Janelle Ong at 0917-566-4681. Only Boyesen employees can enter the contest. Submission of text entries is up to 31 January 2015 only. Winners will be informed thru text.

