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GreenBrush

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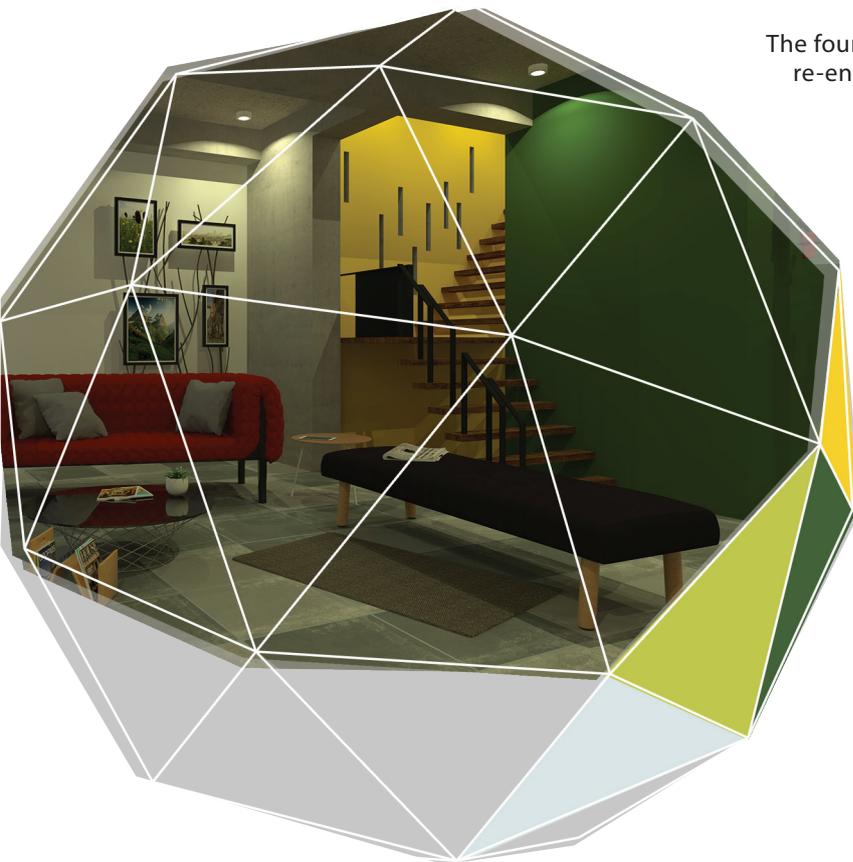
BOYSEN REVEALS COLOR TREND 2016

Man's relationship with nature is the defining theme

Boysen, the leading paint manufacturer in the country, introduces its Color Trend for 2016. The defining theme of this year's trends is man's relationship with nature, with four palettes - Recharge, Renew, Recreate and Realm – that reflect the lifestyles of the modern Filipino in culture, design, fashion, technology, and media.

Johnson Ongking, Vice President of Pacific Paint (Boysen) Philippines, Inc. said, "The 2016 trends reflect how sustainability has become an important theme in people's lives. People are increasingly aware of the magnitude of the environmental problems we face today, and they want to do something about it. At the same time urbanization has lead us farther and farther from nature, which makes us feel a greater need to have a connection with the natural world."

The four color palettes reflect different ways people are trying to re-engage with nature:



RENEW

The zingy brights of nature—green, yellow and white—are the building blocks for this palette. The novelty lies in the combinations of old and new—in materials, in processes, or even in concepts.

RECHARGE

More Filipinos prefer to go into nature when they want to reinvigorate themselves, and there is an exodus to the beaches or the mountains when it is time for a vacation. This palette consists of exuberant blues and a dazzling orange, colors of rest and energy, reminiscent of Filipino landscapes.



EDSA STARTS GLOBAL CLEAN AIR ART REVOLUTION

Peru NGO follows other foreign cities in using Filipino paint to purify air



The EDSA Revolution of 1986 not only introduced the term “people power” to the world, but also inspired similar non-violent resistance movements from Eastern Europe to South America. Thirty years later, developments on Manila’s main roadway are initiating another kind of social movement in other parts of the world.

As many commuters have noticed, several artworks of about 1,000 square meters each have sprung up along different segments of EDSA the past few years. What they may not know is that these artworks, which were created by renowned Filipino and international artists, all use Boysen KNOxOUT, the first and only paint in the world with CristalActiv technology that has been scientifically proven to neutralize air pollutants. They are all part of Boysen KNOxOUT Project: EDSA – or Everyone Deserves Safe Air, the first large scale public art project in the world with an air cleaning dimension.

Project: EDSA has won several international awards, including the Planet Category for the ACT Responsible Cannes Awards in 2014, and has been featured in several international TV programs. The international media exposure caught the attention of Alejandro Gonzalez and Mathieu Reumaux in Lima, Peru, which was considered the Latin American city with the worst air pollution by the World Health Organization in May 2014.

The two young professionals founded AIRE, a non-governmental organization to start their movement. “AIRE stands for Art, Innovation, Responsibility and Ecology,” they explain. “We look to improve life quality in the city of Lima through the creation of giant artworks in the public space, painted with Boysen KNOxOUT that is capable of filtering the air; and to improve the aesthetics of cities and generate

a social transformation through the creation of artistic and architectural murals with a message.”

Since their first air cleaning artwork at the first eco-sustainable toll station in Lima in October 2014, AIRE has created 15 murals with a total surface of approximately 2,500 square meters in 8 different districts of Lima.

One of the most visible artworks is at a large public wall in El Agustino, a district with one of the highest air pollution levels in Lima. The goal of the mural was to generate awareness among Lima’s citizens of the problem of environmental pollution by painting testimonies of children living in the district that encourage people to take care of the public space and the environment in general. The painted testimonies, such as “Take care of the streets as if it were your home” and “Why urinate on the streets when there are toilets?” were obtained during a workshop with students from a primary school located a few blocks from the wall.

AIRE did a live painting using KNOxOUT during the United Nations Climate Change Conference, or COP20 held in Lima, Peru in December 2014, with authorities such as the general secretary of the United Nation Ban Ki-Moon receiving a frame painted with KNOxOUT. On World Environment Day, AIRE painted two murals at the ecological park Voces por el Clima, Latin America’s first theme park about climate change.

AIRE also teamed up with one of Peru’s largest banks, Banco del Credito del Peru, whose employees painted murals in two Lima high schools that communicated values of respect, self-esteem and encouragement for children to protect the environment. As a result of these projects, which are estimated to have an annual mitigation capacity of 319 kilograms of NOx, equivalent



Peru partnership. AIRE executives General Manager Alejandro Gonzalez (left) and Sales & Marketing Manager Mathieu Reumaux (center) is joined by Boysen Vice President Johnson Ongking (right) for the signing of the KNOxOUT distributorship contract in Lima.

to a mitigation of 10 tons (10,000 kg) of CO₂, AIRE won the National Environmental Award 2015 given by the Ministry of Environment of Peru.

“Through the educative content of our artworks, we invite Lima’s citizens to dwell upon the challenge of living together in a mega city with more than 10 million inhabitants,” said Gonzalez and Reumaux. It is a philosophy completely in tune with the spirit of EDSA. “The true power of KNOxOUT is that it’s an empowering technology that gives everyone the power to transform ordinary walls into air filters,” says Johnson Ongking, Vice President of Pacific Paint (Boysen) Philippines, Inc. “That’s why we chose EDSA, the birthplace of People Power, to show the world how empowered Filipinos are working together to bring back clean air in our city.”

Aside from Peru, KNOxOUT has been used in various projects in Hong Kong, Malaysia, Singapore,

Cambodia, Japan, Saudi Arabia, Iran, Germany, Holland, France, the United States, and Mexico. In Mexico, KNOxOUT was used to coat 3-D air cleaning tiles made by Elegant Embellishments that was installed at a major hospital, a project that was featured in CNN and a tweet from actor Leonardo di Caprio. KNOxOUT has also been involved in CO₂ Green Drive Art, Climate & Technology events and was used to paint the 3D illustration of the CO₂ Green Drive route through Copenhagen as part of the Guinness Book of World Records awarding rites for the “Longest Parade of Electric Cars” in Copenhagen in 2014.

So once again, EDSA is the global launch pad for an international movement, this time not in the political yellow revolution, but a green one.



PHILIPPINE EAGLE, PIN-PIN INTRODUCED TO POSSIBLE MATE

by Janelle Yap Ong

Having turned 9 last year, our adopted Eagle, Pin-Pin (short for Pinturang Pinoy) is ready to do her part in augmenting the dwindling population of the specie. Earlier this year, she was housed adjacent to a promising male eagle. With both captive birds showing no signs of aggression, BOYSEN, together with the Philippine Eagle Foundation (PEF) are hoping that this will translate to a courtship behavior in the next season.

Other life aspects of Pin-Pin look reassuring as well. Being in good physical condition, her food rations are being adjusted to give her a healthy weight befitting of the next breeding season. A new enrichment will also be introduced to her diet to tone her wing muscles and to improve her hunting skills.

We at BOYSEN wish her all the best and we look forward to continue supporting Pin-Pin as she starts a new life chapter.



BOYSEN® COLOR TREND 2016

EXPERIENCE COLOR LIKE NEVER BEFORE.

RECHARGE

GET UP. GET OUT. PLUG IN.

BCT16-7407S **BUBBLY BROOK**

BCT16-7404S **ENCHANTED RIVER**

BCT16-7406S **STARGAZE**

BCT16-7711S **WEEKENDER**



RENEW

EARTH = HOME

BCT16-7603S **HELLO YELLOW**

BCT16-7506S **TREE HUGGER**

BCT16-7507S **CABIN MOSS**

BCT16-7007S **RENEWED WHITE**



RECREATE

FIRE UP YOUR CREATIVITY

BCT16-7008S **GRAYSON BOROUGH**

BCT16-7712S **SAFFRON BURST**

BCT16-7605S **GOLDEN NUGGET**

BCT16-7009S **ABSTRACT SOLACE**

BCT16-7802S **VINTAGE CIGAR**

BCT16-7203S **CLASSIC QUARTZ**



REALM

FEET ON THE GROUND. HEAD IN THE CLOUDS.

BCT16-7405S **IMPERIAL FORCE**

BCT16-7709S **STAR PRINCESS**

BCT16-7710S **DUNE BUGGY**

BCT16-7604S **TRIBUTE YELLOW**



BOYSEN® COLOR TREND 2016 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

*All colors shown here are as close to BOYSEN colors as modern printing and color reproduction techniques permit.



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RENEW EARTH = HOME

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BCT16-7506S **TREE HUGGER**

BCT16-7507S **CABIN MOSS**

BCT16-7007S **RENEWED WHITE**



RECREATE FIRE UP YOUR CREATIVITY

BCT16-7008S **GRAYSON BOROUGH**

BCT16-7712S **SAFFRON BURST**

BCT16-7605S **GOLDEN NUGGET**

BCT16-7009S **ABSTRACT SOLACE**

BCT16-7802S **VINTAGE CIGAR**

BCT16-7203S **CLASSIC QUARTZ**



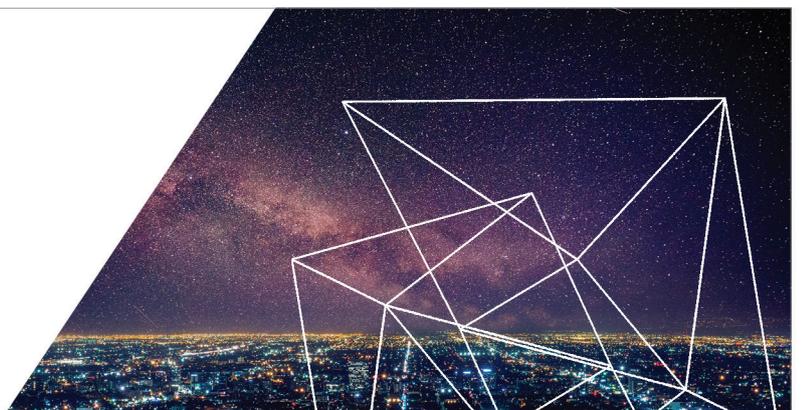
REALM FEET ON THE GROUND. HEAD IN THE CLOUDS.

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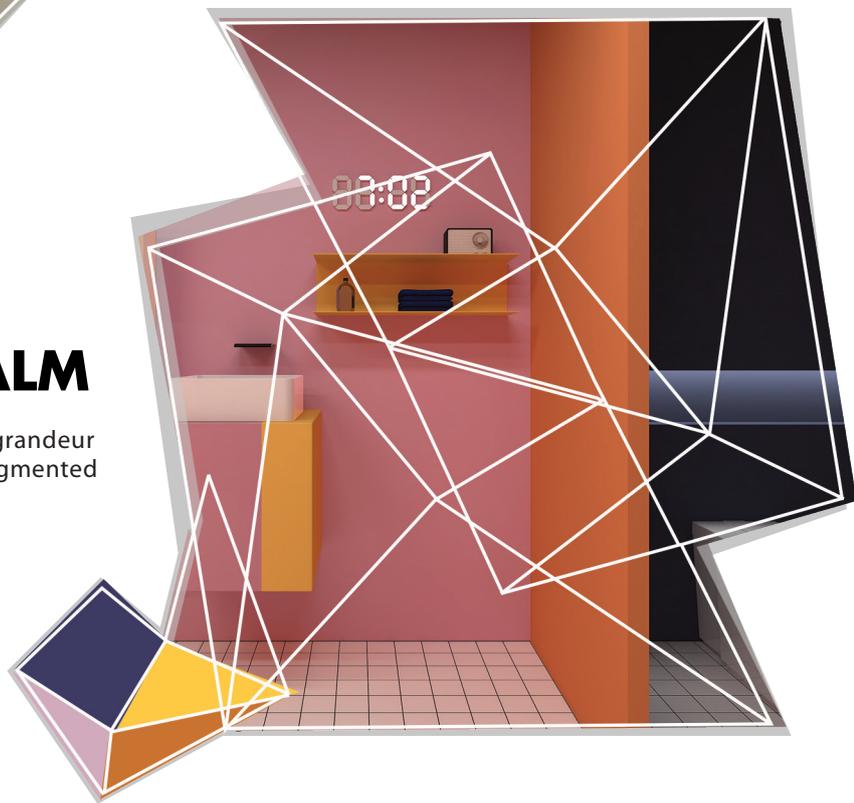


RECREATE

Patterns and textures found in nature are the inspiration for this palette. A combination of these sophisticated colors—gray, copper, yellow and red—injects an edgy feel into spaces.

REALM

This palette exudes a feeling of majesty, of grandeur and authority, as represented in the deep, pigmented colors of purple, pink, orange and yellow.



Boysen is part of the Nova Paint Club, an international organization of leading paint companies from Europe, Asia, North America, and South America. For over 30 years, Nova members have worked together, sharing their knowledge, insight and resources. One such privilege of being a member is having access to global lifestyle trends and colors and being able to share these perspectives with other color professionals abroad.

The four color palettes are now available in more than 400 Mix and Match™ stations throughout the country.



Download the **BOYSEN** app now.



We'd love to hear from you!

