



The No. 1 PAINT

# GreenBrush

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## BOYSEN TRANSFORMS PRESENCE IN EXHIBITIONS

Boysen, manufacturer of the most widely distributed paint in the country, launched a fresh concept in exhibitions with the introduction of the Boysen Mix & Match Color Lab in the Interior and Design Manila 2016 last March 11 to 13 at SMX. An expanded version was used in Worldbex 2016 from March 16 to 20 at the World Trade Center. Boysen has since introduced the interactive concept in Cebu and will do the same in future exhibitions.

Johnson Ongking, vice president of Pacific Paint (Boysen) Philippines, Inc. said, "Color is an experience. With the Mix & Match Color Lab, the company moved away from the traditional manner of presenting our product offerings in exhibitions. Instead, we have opened up the possibility of having our clients experience the colors firsthand by providing them "swatchesicles," or sticks, which they can dip into open cans of paint. They are dried and then attached to tags or key carabiners so they can bring them home and use as bookmarks, bag tags, key chains or simply as swatches.

"We believe in innovation and we are committed to it, which is why we constantly look for new ways to upgrade existing products, to develop new ones, and to improve processes with new technology. Also in our marketing efforts, we find new ways to communicate with our clients, and this is the reason why we have transformed our presence in exhibitions."

Boysen has been serving the Filipino market for more than six decades, and is a leader in the paint industry. The company has been awarded several times as having the best booth in several major shows throughout the years.

"We took a risk by introducing something new. In IDM 2016, the company saw how the new booth design and concept resonated with the visitors. A queue could be seen snaking around the booth at all times of the days as people waited in line to enter the booth to have an interactive color experience," said Ongking.

Boysen offers more than 4,000 colors to choose from. For these exhibitions, more than 150 colors were selected from the company's palette of most popular colors, as well as some colors from their Color Trend collection.

# Color Commentaries

The crowds lined up, and now they have spoken. Some good and encouraging words from our booth visitors



**1104tn**  
@boysenpaintsphilippines  
is taking the swatch game  
to another level  
#pifs #hellacooool



**hashabbie**  
Had fun at the boysen  
colorlab! #boysen  
#IDM2016



**jeahlaguardia**  
Get your own #colorpalette  
or swatch chains/bookmarks  
from #Boysen's DIY booth  
at Interior & Design Manila.  
Last day tomorrow!  
#paintswatches  
#IDMNL #PIFS2016



**oneandollie**  
Yay! Instant bookmarks!  
#idmnl #boysenpaints



**pottlyntubby**  
Pastel yumminess at the Boysen  
booth at the Interior Design Manila  
exhibit at SMX Convention  
#interiordesignmanila  
#boysen

# LAB NOTES

Boysen Color Experience, in simple terms.

## 1. Grab your kit.

The fun starts here. Wear an apron, get a catcher and five (5) "swatchesicles." The catcher will hold your sticks from start to finish. Have a colorful trip!



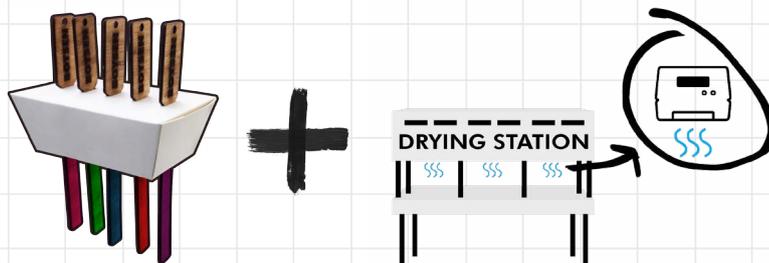
## 2. Decide and dip.



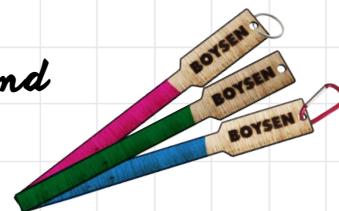
There's no science to this. Look for colors you like then dip, dip, dip. Don't forget to scrape off excess paint!

## 3. Dry.

Once you're done dipping all five of your swatchesicles, you'll find the drying section at the end of the line. Hand them over to our friendly color lab assistants.



## 4. Decorate and create.



You got your colors, now it is time to personalize those swatchesicles. Dip into our boxes and find the right materials to accessorize your swatchesicles - be it a bagtag, bookmark and keychain.

This section was written and compiled by Ramil Mendoza, Jayaps Ong, and Sam Fernandez.

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MCAD PRESENTS

# MICHAEL LIN : LOCOMOTION

by Janelle Yap Ong

In his first solo presentation in the Philippines, Internationally acclaimed artist Michael Lin wows us with an interplay of color and design configured in the form of Taiwanese textile inspired floral patterns. Embodying his belief that “some of the most important works of art are the ones that we live with and that affect our daily lives”, the exhibit that took a month of roughly 8 hours each day to complete, makes use of architectural space, furniture and even transportation as they are transformed into both paintings and receptacles for social connections.

Visually divided into three sections; the first of which, being the nooks and corners of the Museum of Contemporary Art and Design (MCAD) that features his signature monumental site-specific paintings. Utilizing every part of the building, the display starts from the moment you enter the gallery as the glass windows' tint include a lightly etched pattern that reveals itself on the interior walls as the sun shines through them. From intangible to tangible, the same pattern is visible through the light sketches drawn onto the white concrete, to an experimentation of scale with the murals Autumn Gold and Deep Ravine, and finally to its final form that bursts with the colors of Dragon's Fury (BSG-119). Encouraging gathering and conversation, another rendition of the final art was made on a collection of 214 stools called Untitled Gathering, Manila, which is available for guests to sit, rest, listen, talk and be still.

Filling the rest of the space are installations driven by Lin's sincere interest in understanding connections. Fascinated with Taft Avenue's second most visible and used mode of transportation next to the jeepney, combined by his pure interest being an avid cyclist himself; the artist met with local

pedicab drivers to swap artworks - the pedicab's old hoods in exchange for new ones with Lin's design on them. 3 out of the 15 pedicabs dressed with Lin's prints were displayed on the mezzanine, bearing the names Dominga, Singalong and Arellano. On the other hand, with its motifs and emblems, a reflection of the city's subculture, 3 of the old pedicab tarps hung on flag poles adorned the center of the ground floor - Barangay 730, Barangay 733 and Barangay 752.

Perhaps, taking cue from the exhibit name, the rest of the pedicabs pedal around the museum's vicinity, serving as an extension of the gallery to the community, as they pick-up passengers along the busy streets. “The perfect bridge to the outside world”, as the artist himself calls them.

And with the creativity of the drivers, no doubt, in time, the artist's flowered patterns will be personalized, marked with their new owners' experiences and craftsmanship. By then, Lin's art would have locomoted into a higher plane – a “social exchange”, a “community engagement” – just as he has envisioned them to be.



Michael Lin's Locomotion ran from February 18 to May 21 at the Museum of Contemporary Art and Design, Malate, Manila. The exhibition was sponsored by Pacific Paint (Boysen) Philippines, Inc. with support from Bellas Artes Projects and New San Jose Builders, Inc.



**BOYSEN receives Lead Safe Paint Certification.** Pacific Paint (Boysen) Philippines, Inc. vice president Johnson D. Ongking (third from left) is flanked by his colleagues; social media specialist Janelle Ong, R&D manager Catherine Ramirez, and technical service department manager Vergel Dyoco as they show the recently-awarded certificates.



by Ramil Mendoza

## PAINT COMPANY RECEIVES LEAD SAFE PAINT CERTIFICATION

**Quezon City, 15th July 2016** Paint is a ubiquitous part of any Filipino home, as almost every home has a painted surface in it. However, with all the health issues that surround lead based paints, people are seriously looking for alternatives. The good news is that the country's leading paint brand, Pacific Paint (Boysen®) Philippines, Inc. is also among the first in the world to earn the Lead Safe Paint® mark under a newly-established certification program that meets the Philippines mandatory regulatory standard and the world's strictest regulatory standard for lead content in paint.

Boysen was feted at a July 12, 2016 press conference, hosted by the Philippine Association of Paint Manufacturers (PAPM) and EcoWaste Coalition, for obtaining the Lead Safe Paint® certification mark from SCS Global Services, a US-based firm engaged in third-party environmental and sustainability certification. This was after completing third-party verification procedures, with their paint samples prepared by the Philippine Institute of Pure and Applied Chemistry (PIPAC) and tested by EMSL Analytical, Inc. in California.

International POPs (Persistent Organic Pollutants) Elimination Network (IPEN), a global non-government organization network for a toxics-free future to which EcoWaste Coalition belongs, initiated the certification program as an international standard to help consumers, painters, architects, contractors and other bulk purchasers to choose lead safe paints.

Lead (Pb) compounds have been historically used in paints mainly as a coloring agent, but also for durability and corrosion resistance, and for driers. But lead is toxic and is a poison in any form, as is borne out by the potential hazards that exposure to it (in paints, toys, etc.) can cause. According to a 2006 document by the World Health Organization (WHO):

"Lead is a well-known neurotoxin metal. Impairment of neurodevelopment in children is the most critical lead effect.

Exposure in uterus, during breastfeeding, and in early childhood may all be responsible for the effects. Lead accumulates in the skeleton and its mobilization from bones during pregnancy and lactation causes exposures to fetus and breast-fed infant. Hence, lifetime exposure of woman before pregnancy is important. Because lead accumulates in the body, even exposure to small amounts can contribute to the overall bio-accumulative level of lead in the blood. Apart from neurological damage, there are other hazards such as delayed mental and physical development, attention and learning deficiencies and hearing problems."

Health-related issues like these have prompted Boysen to take action early and swiftly. Long before industry members joined hands in taking steps to make their paint products free from harmful substances, the company had already initiated the phase out of lead from its products in 2006. By 2009, all Boysen products are already lead safe. That's why for Boysen vice president Johnson D. Ongking, gaining the certification is a fitting validation for his company's past actions.

"It's certainly an honor to be one of the first companies in the world to earn Lead Safe Paint certification," said Johnson Ongking. "Boysen voluntarily removed lead containing raw materials from its paint products over a decade ago, even when there were no regulations that required us to do so; so we're certainly pleased that our efforts to promote lead safe paints have been recognized by a global program."

"It's a good assurance to Boysen users that our paints are as safe for them and their families as paints from developed countries."

A few months from now, 430 products of Boysen, Nation and Virtuoso will be sold in stores with new cans bearing the Lead Safe Paint® mark to help consumers identify paint products without lead pigments or other lead compounds as ingredients.

# PASASALAMAT 2016

## BOYSEN'S FUN WAY OF SAYING THANKS



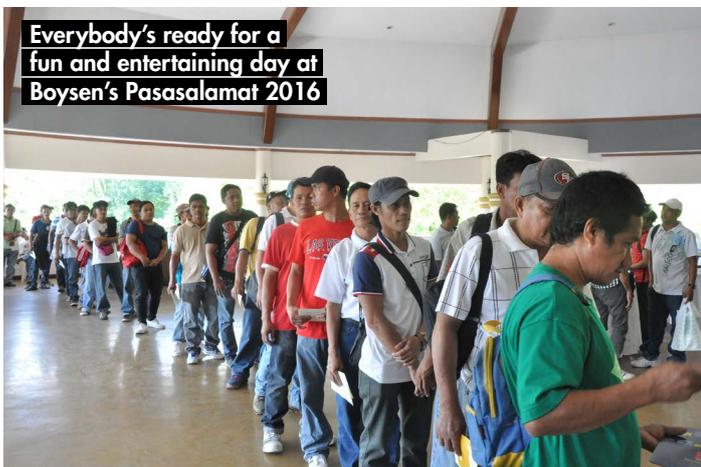
The accredited Boysen Painting Contractors from the Southern Tagalog area pose for posterity with their brand new jackets.

As a respite to the traditional painting seminar this year, Boysen experimented in some areas with a surefire formula to host loyal Boysen painting contractors with a fantastic day of good food, games, entertainment, and prizes.

Held at the Monte Vista Resort in Pansol, Calamba, Laguna last 15 May 2016, almost 200 card-carrying members of the Boysen Painting Contractors Pool Program went to the event hosted by Boysen Marketing Area Team 3A headed by manager Neil Magkilat. The contractors were mainly from the Cavite, Laguna, Batangas, and Quezon areas.

Boysen VP Justin C. Ongsue opened the event by welcoming the contractors and thanking them for their loyalty to Boysen. By his side on this very special day were Boysen VP for marketing Ruben D. Cueto and Boysen VP for Technical Service Romeo G. Bautista, who also closed out the ceremonies.

Overall, Boysen couldn't have picked a perfect day to bond with its loyal partners and promote camaraderie among painting contractors in the area.



Everybody's ready for a fun and entertaining day at Boysen's Pasasalamat 2016



Playing hosts, Boysen MAT (Marketing Area Team 3A), headed by manager Neil Magkilat (bottom, right) and with vice president for technical service Romeo G. Bautista (top, right) are all smiles after a very successful holding of the event.



The lucky winners are announced as guests waited in excitement to bring home wonderful prizes from Boysen.



The guests compete in various parlor games, as they outdo each other for bragging rights and gift tokens.

# PPBPI WINS 2016 TANGING BAYANI NG KALIKASAN AWARD

by Janelle Yap Ong



April 2016 | Sofitel Philippine Plaza Manila. Pacific Paint (Boysen) Philippines, Inc. (PPBPI), is proud to be one of the recipients of the Tanging Bayani Kalikasan Award – a recognition bestowed by People Management Association of the Philippines (PMAP) to public and private sectors that have attained Outstanding Achievement in the Area of Clean Air and Climate Change.

The award was given during this year's PMAP Summit on Clean Air and Climate Change. With the theme "Clean Air: Our Life, Our Future", advocates from various organizations, local government units (LGU) and the private sector were invited to address their concerns and to share their best practices when it comes to promoting clean air and in mitigating climate change. Representing PPBPI was Vice President Johnson Ongking who presented BOYSEN KNOxOUT, the first air cleaning paint in the world and

BOYSEN Cool Shades, heat reflective colored roof coating as breakthrough paint technologies that could help tackle these environmental problems.

Ongking believes that through these products, corporations, professionals, homeowners and individuals can play an active role in protecting the environment by turning their walls into air purifiers and roofs into "rooflectors."

Committed to the environment, apart from continually coming up with green innovations, PPBPI aims to sustain internal eco-friendly programs including the "Basuramo, Sagot ko" Recycling Program, Hazardous Waste Management, Water and Wastewater Management and Zero Water Discharge Permit. Equally, the company looks forward to future collaborations that will allow the extension of certain in-house programs and activities into a wider audience. One of the said programs is The Pallet-for-a-Cause program where used pallets were donated to the Department of Education (DepEd) to convert these into furniture items, such as chairs, cabinets and desks, needed in the classrooms.

# ACI RECEIVES DOLE AWARD

by Gretchen F. Enarle



Joining Mr. Ongking in receiving the two awards of ACI were Ms. Laila A. Flores- Plant Manager, Ms. Rosedell I. Sacil- Production Manager and Ms. Gretchen Fontejon- Enarle- EHS Manager.

ACI (Atlantic Coatings, Inc.), the manufacturing arm of Boysen, has been at the forefront of Environment Health and Safety (EHS) Awards for the longest time. With the company's programs that ensure the safety and health of its employees, ACI has received several awards in the EHS field.

On February 12, 2016, Dir. Zenaida Angara-Campita- Regional Director of the DOLE Region IV-A, awarded ACI the Tripartite Certificate of Compliance with Labor Standards (TCCLS). This means that the company was found in compliance with the labor standards after a tedious audit process conducted by the Labor Inspectors. According to Dir. Campita, "You are lucky that you are working in a company that has high regard to the safety and health of its employees. Seldom that a company would

invest for people's welfare, especially if it does not equate to profitability".

Furthermore, the Certificate of Compliance on Productivity Improvement Program and Productivity- Based Pay was given by Atty. Rio Ariel A. Soriano of the DOLE (Department of Labor and Employment) Regional Productivity Wage Board. This also means that DOLE recognizes the productivity and salary programs of the company.

"This recognition from DOLE signifies that our management system works through our cooperation. I am very proud for this achievement. Our values are not only seen and appreciated by us but more importantly other organizations," said Boysen VP Johnson Ongking.



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We'd love to hear from you!

