



DB Schenker (DBS), a global logistics company and the leading provider of integrated supply chain solutions in the Philippines, is now the first logistics firm to champion the fight against air pollution by using **Boysen® KNOxOUT™** — the first air cleaning paint in the world with **CristalActiv™** photocatalytic technology, which uses light energy to transform water vapor into free radicals that turns ground level smog into harmless substances.

DB Schenker: Battling Air Pollution in Pursuit of a Healthy Environment

In these days, climate change is being blamed for hastened environmental degradation. Vehicular traffic and its resulting air pollution is something that most people living in urban areas accept as a fact of life. But while sitting in traffic may test one's patience and raise blood pressure every now and then, the health effects from exposure to air pollution are much more serious.

According to a study conducted by the World Health Organization (WHO), air pollution kills 3 times more people each year than automobile accidents — that's 3 million people a year dying from the effects of air pollution, thrice the one million deaths associated with vehicular accidents worldwide.

A separate study done by the European Commission reveals that air pollution reduces human life expectancy by nine months. In addition, 7%-20% of cancer cases are associated with the harmful effects of air pollution. In Manila, the 2007

Philippine Environment Monitor says that one out of every eight premature deaths have been found to be caused by air pollution.

These alarming findings have prompted the necessary actions from various industry leaders worldwide, and **DB Schenker-Philippines** has undertaken an approach that not only addresses the problem in an innovative way, but also champions Filipino ingenuity.

DB Schenker (DBS) is a global logistics company and the leading provider of integrated supply chain solutions in the Philippines. It is the second largest logistics company in the world with operations in 130 countries. It is also a member of "**Samahan sa Pilipinas ng mga Industriyang Kimika (SPIK)**" and **Responsible Care**, and now the first logistics firm to champion the fight against air pollution by using **Boysen® KNOxOUT™** —

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Cubao Gets a Breath of Fresh Air

by Gretchen Laurel

International visual artist Tapio Snellman headlines 3rd installment of **Boysen® KNOxOUT™: Project EDSA**

"*Ayoko ng mainit, ayoko ng masikip, ayoko ng mabaho!*" — this immortal Pinoy movie line could very well be referring to the chaos also known as Cubao. But an urban renewal initiative — armed with an international visual artist and a breakthrough paint technology — is set to change this and give EDSA its much-needed breath of fresh air.

The third installment of the **Boysen® KNOxOUT™ Project: EDSA** (Everyone Deserves Safe Air) features international filmmaker, artist and architect Tapio Snellman. Born in Finland, Snellman's films and installations have been previously featured at the Guggenheim Museum in New York City and the Design Museum in London, among many others.

But from the enclosed spaces of these museums, Snellman is suddenly thrust right at the heart of Cubao, the Cubao-Aurora Underpass. Just like Jose Tence Ruiz (Bgy. San Lorenzo Wall, EDSA) and B+C Design Inc, (Ortigas-EDSA Interchange), Snellman was commissioned to come up with a 1,000 sqm artwork located along EDSA. All artworks used the air cleaning paint **Boysen® KNOxOUT™** as the medium and are expected to clean out the toxic NOx spewed out by at least 8,000 vehicles.

And just like any true artist, Snellman rose up to, and more than passed the challenge.

The Cubao Megacity

"Cubao is one of those exponential places where the energy of a megacity can be felt in all its intensity and relentlessness," says Snellman. *"The constant flow of traffic, communication and the clash of various urban life-forms are simultaneously exhausting and exhilarating."*

Far from being intimidated however, Snellman has taken to the EDSA Cubao area with passion and curiosity. Walking Cubao and riding the MRT constantly since he arrived in December 2011 for the **KNOxOUT™** project, the artist has inhaled the fumes and jostled with sweaty pedestrians with true grit.

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the first air cleaning paint in the world with CristalActiv™ photocatalytic technology, which uses light energy to transform water vapor into free radicals that turns ground level smog into harmless substances.

“DB Schenker is an environment-friendly company and we want to do our share in reducing carbon footprint whenever and wherever possible,” says Jason Ello, DBS Compliance and Procurement Senior Manager. “Our primary goal is to really help the environment and to also drive other companies, even our competitors, to follow suit.”

By embracing the OneWallOneWorld advocacy—a project that aims to clean Metro Manila’s air “one wall at a time”—DBS has pioneered an environment-friendly campaign by recognizing the anti-air pollution benefits of **Boysen® KNOxOUT™**. Using **Boysen® KNOxOUT™** to paint their office walls and buildings, **DBS** has continually sustained its environment-conservation efforts while at the same time ensuring that its logistics processes, equipment, and facilities are at par with, or even better than, the standard.

“Globally, we have launched our **DB Schenker ‘Going Green Project’** where all subsidiaries are encouraged to follow programs to reduce carbon footprint through a number of programs,” Ello tells. “We’ve also launched some basic projects aimed at supporting the Going Green Project—from paper recycling, remanufactured inks and toners, water and electricity conservation drives, use of waterless

urinals, and of course, using **Boysen® KNOxOUT™** to paint our establishments.”

Boysen® KNOxOUT™, a Filipino paint innovation, was developed and scientifically engineered with the help of Cristal Global, the world’s leading ultrafine titanium dioxide (TiO2) producer. It can clean the nitrogen oxide (NOx) emissions of up to 10 cars passing by the painted area per day, based on the results of a recent depolluting paint trial—the largest ever test (painting over 5,200 sq. meters with close to 1,000 liters of **KNOxOUT™**) done at the Guadalupe MRT station in EDSA and supervised by the Manila Observatory, the country’s oldest scientific research institute.

“We embrace a goal to address or correct the situation and that we, as a country take part, even in our own little way, to make it happen,” Ello continues. “If we want to further develop as a country, we need to have healthy people running our economic engine, and for me healthy living starts with clean air and a clean environment.”

Wanting to spread the message across the broad economic classes in the society, **DBS-Philippines** is urging other companies to join the cause and unite to combat air pollution.

“At the end of the day, it is a commitment to earth-preservation where the beneficiary is not just their company or its people but everyone—the whole of mankind. What else could be better?” 

(Cubao Gets a Breath of Fresh Air - continued from front page...)

“While the main circular artery of Metro Manila is conceptually a life-line enabling the city to work, the unforgiving reality of travelling along EDSA is often chaotic and frustrating. Politically however it is the one place and experience in which all strata of society converges.”

Rooted in this insight is an artwork that reflects Cubao back to Cubao. His painting shows a lot of intertwined pipes, symbolizing real-life infrastructure on the one hand; and the invisible networks linking an urban community on the other.

“The hundreds of thousands of commuters passing through EDSA at various levels can see their daily experiences mirrored in the intertwined flows of the cacophony of pipes,” notes the artist.

The renewal of a Megacity

Apart from it being a commentary on the socio-political sphere that is Cubao, Snellman’s artwork, is more than anything else, an air cleaning initiative.

“From my point of view the project was made worthwhile by it being commissioned to draw attention to KNOxOUT™, the air cleaning paint produced by Boysen®,” asserts Snellman.

The medium used, Boysen® KNOxOUT™, literally cleans the air. One square meter of Boysen® KNOxOUT™ is scientifically proven to purify the emissions of 8 cars, similar to the purifying properties of one mature tree.

The 1,000 square meters of wall space painted with Boysen® KNOxOUT™ for each of the artworks in the Project EDSA series is expected to purify NOx emitted by at least 8,000 vehicles.

“The environmental and commercial dimension of the commission adds an immediate societal aspect eliminating the danger of the artwork seen as merely decorative, let alone elitist,”



Targeting air pollution on one hand, and, on the other hand, acknowledging the often ingenious endurance of the humblest of cityfolk, Snellman’s artwork is a study in complexity. It is the kind of complexity that’s being given great attention by urban planners of the most cutting-edge circles in the world. It is also the kind of complexity that’s giving Cubao—and EDSA—the breath of new life. 

For more information about the Boysen® KNOxOUT™ Project: EDSA (Everyone Deserves Safe Air), the technology behind Boysen® KNOxOUT™ and how you can take part of this urban renewal initiative, please visit: www.edsa.me

About Tapio Snellman

Born in Helsinki, Finland in 1969, is a filmmaker, artist and architect. His work includes conceptual films dealing with urbanity, as well as commercial moving image and interactive digital work. The films integrate digitally rendered environments with real footage and morphological studies exploring spatial conditions. The films have received international screenings at numerous galleries and have been championed by organizations such as the critically acclaimed ‘onedotzero.’ Films and installations have been exhibited internationally and featured at the Guggenheim Museum New York City; The Design Museum, London; Centre Pompidou in Paris; the Victoria & Albert Museum, London; the Venice Architecture Biennale; and at the Tate Modern, London.

His upcoming projects include an outdoor film installation in London in collaboration with Iona Marinescu, commissioned by the Romanian Cultural Institute and a spatial film installation at the Brazilian Embassy in London.

For the Palafox Family, green living begins at home.

by Ramil Mendoza

Pushing the green agenda with the help of **Boysen® KNOxOUT™** and **Boysen® Cool Shades™**



Caring for the environment may be an advocacy or social action to some, but for the **Palafox** family it can be said that it is part of their everyday lives. Thanks in large to the family patriarch, **Architect Felino “Jun” A. Palafox, Jr.** who heads **Palafox Associates** which is a multi-disciplinary firm of ISO-accredited architects, interior designers, engineers, landscape architects, and environmental/urban planners and a known champion of green and sustainable living.



The **Palafox** home, which was acquired in 2005, is a picture perfect example of how one can renovate and design a living space into an eco-friendly dwelling. The very accommodating atmosphere starts at the entrance, where visitors will feel welcome as there are no restrictive structures, like gates or fences. “We opted to be the only fenceless house on this street, and possibly in the whole neighborhood,” says **Mrs. Wilma Palafox**, the lovely wife of **Arch. Jun Palafox**.



“Our home is well-ventilated; – a feature that is a must for **Arch. Palafox**. Ventilation ensures that the air would circulate properly,” she adds.

Strategically-placed air openings were

placed all over the house and at the living room and atrium area where the family converge whenever everyone is present. Situated near a central business district where there’s heavy vehicular traffic, the Palafoxes are well aware of the threats of air pollution to their health. “That’s why when we decided to have the repainting done last June, my husband insisted that we should get **Boysen® KNOxOUT™**, especially when he saw that artwork at San Lorenzo, on EDSA,” **Mrs. Palafox** referring to the air cleaning mural by artist Jose Tence Ruiz, the first out of eight installations of the urban renewal initiative called **Boysen® KNOxOUT™ Project: EDSA** which uses the world’s first air cleaning paint **Boysen® KNOxOUT™** to combat air pollution

thru massive street art. “This is the paint that helps clean the air– which is more important than just absorbing dirt,” she recalls her husband saying as to why he wanted to use the paint.

Aside from the ventilation, natural lighting also allows the family to use less energy as their contribution to decrease the impact of global warming. When they heard about **Boysen® COOL SHADES™**, a new, heat-reflecting roof paint that leads to cooler interiors and possibly result to energy savings, they were immediately bought into the concept. “At first, my husband was thinking all-white (paint) since it reflects the most heat, but we later chose the color closest to white which is beige,” **Mrs. Palafox** recalls. “Maybe when there are more studies about the roof paint relative to cutting energy costs, we might consider painting our roofs white,” she says.

Other than basic eco practices such as waste segregation, the **Palafox** family likewise recycles and reuses materials to stay true to their company’s principle of enhancing the environment. To illustrate, in their home, they reused the upstairs grills, previously installed by the original owners of the house, and used it as part of their front door entrance. Also, **Mrs. Palafox** opted to buy a few pieces of furniture from the previous owner of the house making minor adjustments such as re-upholstering the sofa and painting the side tables. They continue to use furniture from their Ayala Alabang and Rockwell home too.



Mrs. Wilma Palafox is a Financial Consultant for **Palafox Associates**. She also handles the office accounting and day-to-day activities, appointment scheduling, and organizing trips of **Arch. Jun Palafox**. At home she’s a hands-on wife and mom to three children. “Our family is committed to doing our share for the environment. It could be as small a task as segregating our trash or turning the lights off when no one is around, or something more significant like using heat-reflecting roof paint and air cleaning paint,” she says. 🍃

PHOTOS:

1. **The lady of the house.** Mrs. Wilma Palafox takes care of the family home, the way she handles their firm’s finances– healthy and spotless.

2. **Green in and out.** The Palafox house walls are painted with the air cleaning paint, **Boysen® KNOxOUT™** while the roofs are coated with **Boysen® Cool Shades™**, a new, heat-reflecting roof paint that leads to cooler interiors and energy savings.

3. **Living well.** Natural lighting and good air ventilation add a fresh ambiance to the atrium area.

4. **Reused reinforcement.** The terrace gate secures the side opening of the house. Originally a closed gate, it was modified to become a see-through gate for security and air circulation reasons.

EXHIBIT ROUND UP by Art Suarez, Joel Dyoco & Ramil Mendoza

Boysen showcases a world of colors the whole year round.



The omnibus concept of this year's **Worldbex** booth displayed both the exterior and interior coatings of Boysen. Dubbed as Boysen City, The booth showed scaled down skylines, a coffee shop, a residential unit and walls of our urban renewal initiative, Boysen KNOxOUT Project: EDSA. The open spaces of the booth allows a smooth, free-flowing traffic for visitors to engage our marketing executives on their particular product of interest. 🖌️

Green Construct 2011



Our Zen-inspired booth during **Green Construct 2011** was in consonance with the exposition's ecological goals and thrust.

Philconstruct 2011



The **Philconstruct 2011** booth featured an ultramodern take on a rainbow, showing both its curvature and colors.

Philconstruct Mindanao



Philconstruct Mindanao (Davao) showed exhibit goes down South the range of Boysen's new products and colors last July 2011.

Philconstruct Cebu



The **Cebu** leg of **Philconstruct 2011** focused on a minimalist but comprehensive showcase of our latest coatings and colors.

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For comments, suggestions and contributions please go to boysenbrush@gmail.com



BOYSEN Honors Top Ten New Architects, March 2012 Batch Architects

March 20, 2012 | Shangri-la Hotel Makati



The top ten new architects (background) with Boysen officials, industry and licensure leaders (foreground). From Left: Architect Rogelio Villarosa, R.Villarosa Architects; Architect Abelardo M. Tolentino, Jr., Aidea Philippines; Hon. Marietta B. Segovia, PRC board member; Mr. Justin Ongsue, Boysen VP for operations/I.T.; Mr. Johnson Ongking, Boysen vice president; Hon. Angeline T. Chua Chiaco, PRC board member; Mr. Timothy Uyecio, Boysen VP for production; Architect Ramon S. Mendoza, UAP national president; and Architect Joel V. Rico, FPIA president.



Architect Sudarshan V. Khadka, Jr. from U.P. Diliman receives the award as a co-number one of the batch from **Boysen VP Johnson Ongking** and PRC board member **Hon. Angeline T. Chua Chiaco**.



Architect Andrew M. Wee of the University of San Carlos giving the Acknowledgement & Response on behalf of his co-awardees.

PHOTOS:

1. **Architect Leah F. De Guzman** representing her fellow MBFI-Boysen scholars in her Acknowledgement & Response speech.

2. Aidea president & ceo **Architect Abelardo M. Tolentino, Jr.** inspires the new batch of board passers with his encouraging talk. 🍷



**HABIT 4:
Think Win - Win**

Majority of us were raised in an environment where the common mindset is win-lose. We base our self-worth on comparison and competition with other people. And when we compete, we always think that we can only win if the other person loses. Life becomes a zero-sum game. We always think that the pie is limited and the more you get, the less there is for me. Dr. Stephen Covey refers to this as the scarcity mindset.

Think Win-Win (Habit 4) is the first step to achieve Public Victory. Think Win-Win is the Habit of mutual benefit. A person with a Win-Win paradigm has an abundance mindset – believing that there is plenty out there for everybody. Dr. Covey said that effective long-term relationships require mutual benefit and mutual respect.



Dr. Covey also mentioned the six paradigms of human interaction:

1. Win-Win – “Let’s find a solution that works for both of us.”
2. Win- Lose – “I’m going to beat you no matter what.”
3. Lose-Win – “I always get stepped on.”
4. Lose-Lose – “If I’m going down, you’re going down with me.”
5. Win – “As long as I win, I don’t care if you win or lose.”
6. Win-Win or No Deal – “Let’s find a solution that works for both of us, or let’s not play.”

Out of the six paradigms, four come from the Scarcity mindset (Win-Lose, Lose-Win, Lose-Lose, Win) while two (Win-Win and Win-Win or No Deal) come from the Abundance mindset. Win-Win or No deal is the highest form of Win-Win. This happens when people agree to disagree agreeably.



Do we always have to Think Win-Win? There are situations when it is appropriate to compete: athletics, politics, and business. We

all know that competition increases the quality and sometimes decreases the cost) of the services we get.

Win-Win Thinkers do four things consistently: balance courage and consideration, seek mutual benefits, create win-win agreements and build win-win systems.

1. Balance courage and consideration – Courage according to Dr. Covey is the willingness and ability to express your thoughts and feelings. Consideration on the other hand, refers to the willingness and ability to seek and listen to other’s thoughts and feelings with respect. Win-Win thinkers always balance courage and consideration. They are not just considerate and sensitive but they are also brave. Balancing courage and consideration is fundamental to Win-Win and is the essence of real maturity.

2. Seek mutual benefits – People with a Win-Win paradigm don’t just think of what is a win for them but they also think of what is the win for the other party.

3. Create win-win agreements –Dr. Covey identified the ground rules of a Win-Win Agreement (DR GRAC):

- a. Desired Results – What is the end in mind? What are the outcomes I want?
- b. Guidelines – What rules do I follow? What are the guidelines for accomplishing the results?
- c. Resources – What resources do I have to work with (e.g., people, money, tools, materials, technology)?

d. Accountability – How we will measure how well it’s going?

e. Consequences – What are the rewards of achieving the outcome. What are the consequences of not achieving the outcome?

The agreement may be developed within a boss and a subordinate, a parent and a child, a client and a supplier. Developing Win-Win agreements between a manager and a subordinate enable both parties to cooperate to help the subordinate succeed. It also avoids surprises which typically happens during performance appraisals when subordinates get a low rating for a job which he “failed to do” because it was not clear to him that he was supposed to do it.

4. Build Win-Win Systems – Win-Win thinking also applies to systems -- training, planning, communication, budgeting, information systems, etc. All of these have to be based on the principle of Win-Win.

Highly Effective people consistently Think Win-Win. Habit 4 is the foundational habit of the Public Victory. Think Win-Win is not a technique. It represents the attitude needed to achieve Public Victory- being able to work interdependently with other people to achieve superb results.

SOURCES:

The 7 Habits of Highly Effective People by Stephen Covey

Michael Gray, CPA's Tax & Business Insight!