



The No.1 PAINT

# Green Brush



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## Science and Colors Come Alive at the Mind Museum

by Janelle Ong

A visit to the Mind Museum is an opportunity to discover and experience the wonders of science and technology. The spectacular exhibits offer a remarkable insight, from the era of dinosaurs to the era of space exploration. The museum is divided into five main galleries: the Atom Gallery, Earth Gallery, Life Gallery, Universe Gallery and Technology Gallery—complete with auditoriums,

labs, games and educational workshops—which tells the story of the world while letting children and adults alike study and explore how things work and the relationship that science has with everything around us.

Amazingly, the complex but harmonious mix between modern design and use of colors brings the Mind Museum experience an awakening of one's imagination, creating a familiar yet naïve understanding that leaves the mind racing from grade school science lessons to art appreciation classes. As we open our eyes in wonder, we see how colors help define each nook and cranny of the exhibit. Far fetch as it may sound, the exactness of science indeed needs the emancipated and boundless realm of art and colors.

After all, art starts with color, line, and shape, but don't forget to consider

style and materials that help create a masterpiece. This brings the depiction of history, geography, and science conveniently to a sight, heart, and mind processing level where museum-goers make easier connections to otherwise complex learning objectives.

If you enter the museum with a purpose and already battle-ready, there's one section made especially for you. Ta-dah, there's the **Boysen® Visible Light Spectrum Exhibit**—where the contrast in the technology used and the concept being explained are heightened by touch screen computers and automated, interactive equipment. If you dare to know your color skills try the Color Test where you race for the best time by arranging the colors from the lightest to darkest. Too easy? Guess again, as the tints have the slightest hints of gradation between them.



**Make no bones about it**

Lording it over as one of the main attractions in the museum, the T. Rex in massive, skeletal form continue to amaze.



Have the need for speed? Play the color test speed game to whet your racing appetite.



**Visible Light Spectrum Exhibit**

Be mesmerized by this exhibit presented by **Boysen®**

continued ... →



The concert of colors which meshed beautifully with science wouldn't have been made possible without the paints , the museum used **Boysen® Healthy Home™** for the ceilings and **Virtuoso™ EasyClean Paint** for the walls and some actual exhibits like the rock and soil formations. Both coatings are odor-less and antibacterial. Championing the move towards environmental improvement, the Mind Museum also had its exterior ceiling painted with **Boysen® KNOxOUT™**, the air cleaning paint that turns toxic elements like NOx into harmless substances. Other **Boysen®** products used in the museum include **Permacoat™**, **Primeguard™**, **Roofgard™** and **Acqua Epoxy™**, among others. With these earth-friendly coatings, not only will you be having an unforgettable mind adventure, but you'll be safe from bacteria and other health threats while you're busy exploring the first world-class science museum in the country.

A museum visit can make remote histories and experiences more immediately present, allowing visitors to see their own lives in a larger context. Color ideas can also be made as references for actual design and home painting projects.

**1 Across the universe**

The stars and planets are showcased in the Universe Gallery. Boysen® Permacoat™ Latex paint was used on the black ceiling to provide a nice contrast when visitors look up to ogle.

**2 Rocks of ages ago**

Virtuoso™ EasyClean Paint was used here to help achieve a spot-on rendition of the earth's ancient rock formation.

## Boysen Hailed as the Philippines' Most Trusted Paint Brand

by Ramil Mendoza

This year marks Boysen's 7th Platinum Award in a row. The Platinum Award is given by Reader's Digest to brands that have performed exceptionally, winning both in their category and scoring at least double their closest rival. Winning the prestigious award for seven consecutive years, **Boysen®** responds to the trust given to them by the Filipino public by consistently coming out with paint products that set new standards not only in terms of quality, but also in environmental preservation. These paint innovations such as **Virtuoso™ Silk Touch™** and **Boysen® Healthy Home™** - both of which use the latest cross linking technologies to ensure high-quality performance even with low (volatile organic compounds) VOC levels—are examples of this. Now, **Boysen®** is taking it a step further by coming up with paint innovations that are not only eco-friendly, but also eco-active.

**Johnson Ongking**, Boysen's vice-president explains that 'eco-active' technologies go beyond sustainability towards being active instruments against air pollution. "Up to now, the focus of eco-friendly paints has been to minimize paint's negative effect on human health and the environment, through limiting levels of VOCs, and prohibiting the use of hazardous chemicals," says Ongking. "This isn't the case any longer with an innovation such as **Boysen® KNOxOUT™**."

The first of its kind in the world, **Boysen® KNOxOUT™** is activated by CristalActiv™ technology. This means that it can effectively transform any painted surface into an air cleaner. **Boysen® KNOxOUT™** is based on ultrafine titanium dioxide, which acts as a photocatalyst, triggering certain chemical reactions stimulated by light. Through this, toxic emissions are broken down into harmless substances in an environmentally safe process. In fact, tests show that the air purified with **KNOxOUT™**



Boysen VP for Technical Service and Project Management Romeo Bautista, Boysen VP for IT and Operations Justin Ongsue and Boysen VP for Marketing Ruben Cueto showing our latest award.

approximates the same amount of air purified by one mature tree.

"It's not just a paint product that's good for the earth—low VOC and low-lead paints can do that—**Boysen® KNOxOUT™** is eco-active because it can actually reduce the level of smog and air pollution," he adds.

The Reader's Digest Trusted Brands Awards is recognized as one of the ultimate seals of consumer approval. It has always provided a reliable reference for consumers' purchasing decisions and recognizes outstanding market performers in 30 countries. In Asia, Reader's Digest has conducted the Trusted Brands survey for 14 consecutive years in China, Hong Kong, India, Malaysia, Philippines, Singapore, Taiwan and Thailand.



# Fifth Graders Take On Air Pollution

by Gretchen Laurel

*So you think you know enough about air pollution? Wait until you hear about how 5th graders Gargi Nandanpawar, Diana Nilsson, Ashley Solivar Ott and Shannon Van der Boek, from the European International School Manila have taken on the environmental issue. Read on to see how children, who are supposedly 'helpless' against air pollution have joined the growing number of individuals, organizations and institutions that have joined Boysen KNOxOUT's OneWallOneWorld movement to clean Manila's air, one wall at a time.*

## Are you smarter than a 5th grader?

Or so asks the popular game show that essentially tests how much information an adult has retained right after graduating from grade school. The adults, after rounds of being quizzed eventually give up to say that the fifth graders they initially underestimated are in fact, smarter than they are.



Gargi Nandanpawar, Diana Nilsson, Ashley Solivar Ott and Shannon Van der Boek, from the European International School Manila.

Shift back to reality and you'd never admit to this fact. You are smarter than a 5th grader... or are you really? Let's start with a pop quiz to find out.

What's the most air polluted city in the Philippines? What animal produces methane each time they fart? What's more harmful to the environment: cutting down an acre of rainforest or the exhausts of a billion cars?

Gargi Nandanpawar, Diana Nilsson, Ashley Solivar Ott and Shannon Van der Boek, Grade 5 students from the European International School Manila, would tell you the correct answers (Baguio, cows and cutting down trees) in a heartbeat. But that's not why they're 'smarter' than you are. As young as they are, these 5th graders have already taken the problem of air pollution head on. And they already gained a head start.

## The School Project

It all started as a project for one of their classes—the typical submit-a-report-then-make-a-presentation requirement. Gargi, Diana, Ashley and Shannon didn't expect that they'd be so immersed in their assignment and actually turn into young advocates for air pollution. "There were three groups for this project, one was assigned to fossil fuels, the other for water pollution and then the four of us were made to do air pollution," shared the four students.

As with the typical assignment, they were made to define the problem and offer possible solutions. For them air pollution is very real issue, and is something that actually affects them.

"On this one highway between near the MRT and Podium, I always have to hold my breath even when I'm inside the car because I know that smoke can enter through the cracks in the window," shares Shannon. Meanwhile, Ashley shares a story of a 50-year old bus dispatcher who suffered multiple heart attacks because of a heart that's only pumping at 20 percent its capacity. "For the past two years, he noticed that whenever he sniffed smoky bus exhausts, he would have chest pains. His doctor eventually traced his condition to air pollution."

## Art and Action

After identifying the problem, the group was also asked to come up with practical solutions to air pollution. For this, the group chose to adopt rainforest acres online and to paint a wall mural with air cleaning paint, **Boysen® KNOxOUT™**.

"Myself and my group have decided to buy one or more acres of rainforest because if we cut down more trees it releases more carbon dioxide compared to all the transportation in the world combined together," says Gargi. The group purchased the acres of rainforest through The Nature Conservancy and raised money for it through a whole day bake sale.

Their painting with **Boysen® KNOxOUT™** on the other hand, was an unplanned addition to their project. "We were really just planning to paint a sort of anti-air pollution mural in our school backyard; but then we heard about how this (**KNOxOUT™**), can actually clean the air. It was a choice between using ordinary paint – which can be a pollutant in itself—and a paint that lowers air pollution. Of course, we chose **KNOxOUT™**."

The mural that Gargi, Diana, Ashley and Shannon painted was inspired by one of the artworks in the **Boysen® KNOxOUT™ EDSA Project**, an urban renewal initiative that uses **Boysen® KNOxOUT™** as the medium for large scale art works. The paint is the first air-cleaning paint in the world with CristalActiv technology. **KNOxOUT's** CristalActiv technology uses light to break down nitrogen oxide and volatile organic compounds into harmless substances. Computations show that one square meter of **KNOxOUT™** has the same NOx purifying properties as one mature tree.

## Be as Smart as 5th Graders

After their project, the four students plan to jumpstart a petition for the use of **KNOxOUT™** in their school. They're also telling everyone—from their house help to their neighbors—about alternative means to alay the effects of air pollution. Their commitment to air pollution, clearly doesn't end after their project deadline.

"We care about the environment, humans, plants and animals and the bad consequences we may face later on because of our own actions," stresses the four students. "We believe that there is a way on stopping the harmful substances in our atmosphere from lingering through our clean oxygen that we breathe in everyday. We'd like to inspire and get more people to notice the destruction air pollution has done to our environment. The simplest things that we have a massive effect of reducing air pollution. We are just grade 5 students but we can make a difference by asking you to help us."

## NEW PRODUCT FEATURE

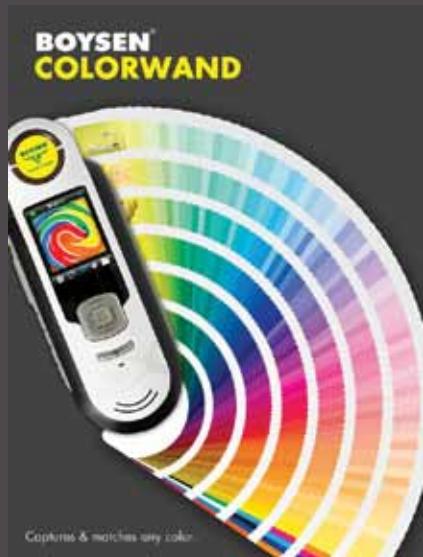
### BOYSEN® COLORWAND: *Pick a Color Anywhere, Anytime!*

by Zachary Chua

Ever visited an office or living space with gorgeously painted walls, yet not knowing the exact formula of the colors for your personal use?

I know that feeling too—which is why **Boysen®** has come up with the new **Colorwand™**, an innovative device that captures colors accurately from almost any surface. Although the **Colorwand™** is mainly designed for architects and contractors, aspiring artists looking to add new colors to their respective palettes may also use it. By taking a snapshot of, for example, the color of the wall, the **Colorwand™** is able to scan it through **Boysen's** inserted database, searching for an exact match for you to take to your nearest **Boysen® Mix and Match™** stations. If that isn't enough, this ingenious piece of technology comes with 4 different swatches, totaling for up to over 2500 different colors. Within this wide selection of colors, the **Colorwand™** is also capable of giving suggestions and complementary colors, perfect for those looking for a start. Many other features are included, such as a voice tag function, updatable palettes and software via the Internet, and its overall convenient nature.

For information where to get this amazing device, you can reach us at:  
[marketing@boysen.com.ph](mailto:marketing@boysen.com.ph)



The **Boysen® Colorwand™** is your handy companion in picking the right colors for your design ideas.

### BOYSEN® 'green city' wins best booth design

by Mark Joel V. Dyoco

Last year, **Boysen®** won the Most Innovative Booth Design at the Green Construct exhibit. We just took it a notch higher this time when we bagged the top prize of Best Booth Design Award. More than winning the title with our cityscape rendition, we were able to showcase our 'green products' thru various applications from construction building materials to exterior and interior finishes, which comprise what could ideally be needed to build a 'green city'.

Shown here is the Best Booth Design at the Green Construct exhibit at the SMX Convention Center last August 16 to 18, 2012.



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For comments, suggestions and contributions please go to [boysenbrush@gmail.com](mailto:boysenbrush@gmail.com)

# Building Dreams for the Future

by Ramil Mendoza

*Metrobank Foundation, Inc. and Pacific Paint (Boysen) Philippines, Inc. continue the successful academic scholarship program for deserving college students.*

Partners in rewarding top university students, Metrobank Foundation, Inc. (MBFI) and **Boysen Paints** for years now, have been providing opportunities for young men and women to build their futures earlier.

To highlight their achievements, the scholars were honored with a congratulatory lunch and trophies for excellence and dedication.

Boysen president **Mr. Willy L. Ong** gave an inspirational talk to the students and headed the awarding ceremonies as well. He was fittingly assisted by Ms. Irene D. Labitad, senior program manager of MBFI. 

## MBFI-BOYSEN

### Class of 2012 Scholars:

**Maria Kristina M. Cortez**  
**Camille Beatriz S. De Leon**  
**Abigail N. Ko\***  
**Eunice Y. Montilla**  
**Pauline Monique C. Tomaneng**  
**Fred Alvin Cruz\***  
**Jay Mark M. Estavillo\***  
**Elise Sophia S. Francisco**

\* Cum Laude



Flanking the scholars are Ms. Irene D. Labitad of MBFI and Mr. Willy L. Ong of Boysen.

## Buy This Toy and Help Save The Philippine Eagle

The majestic Philippine eagle, or simply “**Pin-Pin**” to us in **Boysen**, has been championing our brand for generations. Unfortunately, the real Philippine eagle (*Pithecopaga jefferyi*) is a critically endangered species and it needs more than being used as a symbol of national pride— it badly needs our **HELP - NOW**.

Spearheaded by **Boysen** thru the Philippine Eagle Foundation (PEF), a fund-raising stuffed toy project has been launched where all proceeds will go to the PEF, which takes care of the preservation of the raptor and its natural rainforest habitat. Our vice president, Johnson Ongking sits as a board member of the foundation where we have also adopted an eagle, which we dearly call “**Pin-Pin**”.

Get this 12-inch high fluffy toy now, which is a great holiday gift idea to your family and friends. It comes with an eco-friendly tote and a tag explaining the fund-raising concept. For more information, please e-mail Janelle Ong ([janelle.ong@gmail.com](mailto:janelle.ong@gmail.com)) or Ramil Mendoza ([ramilmendoza86@gmail.com](mailto:ramilmendoza86@gmail.com)). 

**Let the King Eagle soar high again!**



## HABIT 5: Seek First to Understand Then to Be Understood

How many times do we hear people say that we are given two ears and one mouth so that we can listen more and talk less? But despite this, we also often hear stories of broken relationships with misunderstanding as the culprit, of people not given the chance to be heard, more so to be UNDERSTOOD.

**Habit 5- Seek First to Understand Then to Be Understood** is the skill leading to Public Victory. If you have the Win-Win attitude (Habit 4), you should have the skill to understand and be understood.

It requires two things:

1. Seek First to Understand.
2. Then to be Understood.

Listening is one of the skills critical in understanding the other person. Stephen Covey enumerates the five levels of listening:

1. Ignoring – making no effort to listen...
2. Pretending to listen – giving the appearance you are listening
3. Selective listening – hearing only the part of the conversation that interest you
4. Attentive listening – paying attention and focusing on what the speaker says and;
5. Empathetic listening – listening and responding with both the heart and mind to understand the speaker's words, intent and listening

Among these levels, we should strive to practice empathetic listening. Dr. Covey said that empathetic listening is reflecting what a person feels and saying it in your own words.

Dr. Covey said that we are NOT practicing empathetic listening when we listen to advise, counsel, refute, fix, agree, disagree, judge or figure out.

The following poem from the book Leadership, Teambuilding and Culture Change – A Guide to Organizational Effectiveness” from Senn-Delaney Leadership Consulting Group Inc. captures what Dr. Covey was trying to say. The author is unknown, it came from one of the participants in their workshop as mentioned in the book.

**When I ask you to listen to me  
and you start giving advice,  
you have not done what I asked.**

**When I ask you to listen to me  
and you begin to tell me why I shouldn't  
feel that way,  
you are trampling on my feelings.**

**When I ask you to listen to me**

**and you feel you have to do something  
to solve my problem,  
you have failed me, strange that may seem.**

**All I asked was that you listen, not to  
talk to or do – just listen to me.**

**Advice is cheap: 25 cents will get you  
both Dear Abby and Billy Graham in  
the newspaper.**

**And I can do for myself: I'm not  
helpless,  
Maybe discouraged and faltering, not  
helpless.**

**When you do something for me that I  
can and need to do for myself, you  
contribute to my fear and weakness.**

**But, when you accept as a simple fact  
that I do feel what I feel, no matter  
how irrational, then I can quit trying to  
convince you and can get about the  
business to understanding what is  
behind this irrational feeling. And  
when that is clear, the answers are  
obvious and I don't need advice.  
Irrational feelings make sense when we  
understand what is behind them.**

**Perhaps that is why prayer works,  
sometimes for some people, because  
God is mute and He doesn't give advice  
or try to fix things. He just listens and  
lets you work it out for yourself.**

**So, please listen and just hear me. And  
if you want to talk, wait a minute for  
your turn; and I'll listen to you.**

Habit 5 – Seek First to Understand Then to Be Understood is the habit of mutual understanding. As we understand the other person, the next step is making the other person understand us. Dr. Covey talks about the Talking Stick. It is used by the natives of north America to solve conflicts and to determine who had the right to speak. According to Covey, “only the person holding the talking stick is allowed to speak. Once that person feel understood, he or she passes the talking stick to the next person.” Yes, we were given two ears and one mouth. As we emphatically listen to others, we should also be able to express ourselves sincerely and clearly and allow the other person to understand us. Only then, can mutual understanding be possible.



### SOURCES:

The 7 Habits of Highly Effective People by Stephen Covey

Leadership, Teambuilding and Culture Change – A Guide to Organizational Effectiveness” from Senn - Delaney Leadership Consulting Group Inc.

The Chance to speak and the art of listening, The Story of the Talking Stick, Text by Lara Gerrissen and the Red Thunderbird Agency - Stipo. Team for urban strategy and city development