

CLIENT : NIPPON PAINT  
MEDIUM : THE SUN  
CIRCULATION : 147,596  
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COMMUNICATIONS

## **Nippon Paint sees RM22m sales for new odourless paint**

**NIPPON** Paint (M) Sdn Bhd targets RM22 million sales over 12 months for its newly launched Nippon Odourless Premium All-in-1 paint.

Managing director Lee Buck Siang said yesterday the company's total annual revenue was about RM300 million and with the new paint, "we expect to increase revenue by 10.5% to 11% this year".

Nippon Paint was investing about RM5 million in sales and promotional activities for the new paint, the first of its kind in Malaysia, he said at the media launch in Kuala Lumpur.

Lee said the local paint industry was worth RM1.2 billion to RM1.3 billion a year, with architectural and decorative paints accounting for 70% to 75% of that figure.

Nippon Paint has more than 30% share in the architectural and decorative paints segment.