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NO MORE MISSES WITH NEW CEILING PAINT, SMARTWHITE BY NIPPON PAINT

Nippon Paint's SmartWhite guarantees an effortless route to a perfect white ceiling

8 April, 2009 Singapore – Ever painted a ceiling thinking that it was a simple and menial task easily completed, but only to realise later that some spots have not been painted? This month, Nippon Paint, recently-voted Top 10 favourite consumer brands in Singapore in a survey conducted by Superbrands, introduces a new breakthrough in paint technology that promises an elegant super flat white finish for your ceilings, the **Nippon Paint SmartWhite**. This **unique paint that applies pink and dries white**, guarantees a “no-miss” result and promises an effortless route to achieving a perfect white ceiling.

Painting ceilings will now be a breeze with Nippon Paint SmartWhite. Start and stop points will be easily identified as the paint appears pink temporarily, before gradually drying to a perfect white in 48 hours. With easy application, excellent flow and levelling, SmartWhite ensures a smooth, convenient and pleasant painting experience. You'll never have to worry about having to recoat a ceiling due to missed areas again!

Other benefits of SmartWhite are:

- **Eco-friendly and low VOCs**
- **Low odour**
- **Mould resistant**
- **Minimum roller splatter**



The new Nippon Paint SmartWhite retails at **S\$61 for a five-litre can** and is available at all Home-Fix, Selfix and leading hardware stores from April 2009.

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About Nippon Paint (Singapore)

Nippon Paint (Singapore) Co Pte Ltd is an affiliate of Nippon Paint Japan - one of the most established pioneers in the paint industry with more than 120 years of experience in paint technology. Established in 1962, Nippon Paint is now a leading paint manufacturer in Singapore. Nippon Paint (Singapore) was also among the Top 10 favourite brands of Singaporeans in a recent survey conducted by Superbrands.

Combining research and development with in-depth local market understanding, we provide end-to-end solutions for virtually all kinds of painting needs - from home furnishings, high-rise buildings, factories to numerous industrial applications.

Guided by our core values of integrity, resourcefulness and the drive to achieve excellence in everything we do, we have and will continue to deliver innovative products and services to protect and beautify our surroundings.