

## Nippon Launches New "Nippon 3- In-1 DuraFresh"

### With The World's Latest "Advanced Trio Fresh" Technology

Nippon Paint honor Thailand as the first market to launch its latest world leading technological break through : "Advanced Trio Fresh", from Japan, now available in its new acrylic elastic paint, "Nippon 3-In-1 DuraFresh". The ultimate technology helps effectively protect walls from cracks and is resistant to dust and water streak marks. The company plans to invest more than 200 million baht in marketing communications to expand the market, aiming to increase market share from 8% to 10% with the sales target of 1,250 million baht by year's end.

Mr. Chalermpong Mahavanidvong, Chief Operation Officer, Nippon Paint (Thailand) Co., Ltd. says

"This year, Nippon Paint will make an aggressive move in the Thai paint market, which is worth more than 12.5 billion baht annually. Nippon Paint will spend more than 200 million baht for marketing communications."

"To reinforce that Nippon Paint is the world leader in technology, Thailand is selected as the world's first market to officially launch "Nippon 3-In-1 Durafresh" with the world's most advanced acrylic paint technology, "Advanced Trio Fresh", which offers the ultimate protection from cracks and gives high resistance to dust and all water streak marks."

Nippon 3-In-1 DuraFresh has been developed through the latest R&D, "Advanced Trio Fresh Technology", from Japan. The technology has combined 3 ultimate acrylic paint technologies, including "Advanced Core-Shell Technology" with 2 layers of molecules: the harder outer layer and the softer inner layer. The harder outer layer provides washing ability and resistance to dust and water streak marks while the softer inner layer provides maximum elastic efficiency in protecting walls from cracks.

The second ultimate technology is "Advanced Cross-linking Technology"; the technology helps acrylic molecules penetrate deeply into a Nano level of paint

molecules thoroughly integrating acrylic molecules and paint molecules throughout entire paint film, leaving no space for dust and water.

The third technology is "Advanced Nano Technology" to help strengthen the 2 technologies in the Nano molecule level, providing maximum strength and durability in every environmental condition.

The launch of The world's latest technology of Nippon 3-In-1 DuraFresh aims to reinforce the leadership position and the pioneer in elastic paint technology in Thailand. The company has reserved a marketing communications budget of more than 40 million baht to support the launch, aiming to increase market share from 8% to 10% and to gain 1,250 million baht sales growth by year end of 2009.

For more information, please contact Khun.....Tel.....