

Nippon Paint announces strategic alliance with IVM Chemicals from Italy

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In keeping with its commitment to constantly provide enhanced products & solutions to its customers, Nippon Paint (India), a leading producer of high-quality paints and coatings for automotive refinish, industrial and decorative sectors, now brings to India a unique and exquisite range of wood coatings. Nippon Paint (India) is happy to announce its strategic partnership with Italy's IVM Chemicals, one of the world's leading wood coatings company. Under the new Wood Art division, this partnership will promote and market Nippon Paint's existing wood coating products based on Japanese technology, as well as IVM Chemicals' leading international brands like Milesi, Ilva and Croma Lacke in the wood coatings market in India.

Wood like most substrates, requires paint for both functional and aesthetic reasons. Applying paint on different types of woods to bring out its different characteristics is an art, with the reward of creating beautiful woodwork that lasts and pleasing to the eyes, that's where the Nippon Paint wood art comes in. We believe that we can provide you the paints that can help you create the desired finishes, transforming your wood into ornaments of beauty in your surroundings.

The impressive array of transparent and opaque wood finishes brought forward by this alliance ranges from traditional coatings like NC and melamine to advanced products such as polyester (lamination), polyurethane (PU) and water based products.

Commenting on the launch of this division & the strategic alliance with IVM Chemicals, Mr. Wee Siew Kim, CEO of the NIPSEA Group that is the promoter of Nippon Paint (India) said: "Our aim has always been to delight our customers with a wide variety of quality products. Wood Art by Nippon Paint is a unique offering of wood coating solutions that is both art and science. Together with our renowned Italian partner, IVM, the two stakeholders aspire to transform the wood coating industry in India with their unique program."

Commenting on the partnership, Roberto Ravano, IVM's CEO for Asia, said, "We are delighted to partner with Nippon Paint who is Asia's leading player in the paint market. We have plans to work closely with Nippon Paint to develop our brands and enhance customer experience, while educating applicators & industrial users on products & applications. We are confident that our partnership will give us an amazing platform and unique advantage of reaching out to business prospects across the country."

Federica Teso, Executive Vice-President of IVM says, "We are excited to start this business venture together with one of Asia's most historical and largest paint manufacturers in a country such as India with incredible traditions and opportunities".

Sharad Malhotra, President, Nippon Paint (India) for wood coating & automotive refinish says, "We are bringing to India exciting wood coating possibilities through our diversified colour portfolio, unique tinting solutions, supporting products like aerosols, putties and polishes, non paint ancillaries such as masking papers and tapes, abrasives and sanding tools as well as niche products like special effects and more. This truly adds brilliance to the spectacular world of Wood Art making it the most extensive, compelling and complete offering ever in the wood finishing market."

The Nippon Paint Wood Art division is comprehensively backed by a strong community of paint dealers who will ensure network coverage across the nation and across different customer segments. Working alongside the dealers is the well-resourced Nippon Paint relationship and service team comprising sales and service professionals as well as category experts to support industrial applications, painting contractors, project management as well as architect and designer consulting. Adding to this, Nippon Paint is setting up two service centres in Delhi and Mumbai to support sampling, colour tinting, training and other techno commercial services to clients. Experience centres for Wood Art are also being planned across the country. Nippon Paint Wood Art program also intends to offer full turnkey project management services including

application services for key accounts and large projects in times to come. To complete the experience, value added services will be extended on mobile apps as well as company website to offer convenience and comfort to community partners as well as customers.