

Our History of Value Creation

As a global leading company in paint and coatings, we supply products that respond to changes in society and the environment

Since becoming the first Japanese company to succeed in mass producing paint and coatings, we have worked on developing innovative technologies to solve social issues. We will pursue our mission of expanding our global presence and sustainable growth while striving to create new products and services that address various customer needs and social issues by responding to changes in society and the environment.

Deepened our partnership over 60 years to become the No.1 paint manufacturer group in Asia

Our partnership with Wuthelam dates back to 1962, when we jointly established Pan Malaysia Paint Industries (the current Nippon Paint (Singapore) Company Private Limited) in Singapore. The Company started expanding into Asian markets around 1933. Yet this partnership allowed us to conduct business operations by taking advantage of our respective strengths, with technological development and production undertaken by NPHD and local management and sales and marketing by Wuthelam. That was the beginning of the current NIPSEA (Nippon Paint South East Asia) business.

We subsequently expanded the NIPSEA business to Thailand, Malaysia, the Philippines, and South Korea, and extended operations into Mainland China in 1992. Our partnership has further deepened, with the conversion of the NIPSEA business into NPHD's consolidated subsidiary in 2014. The Group has thus grown to become the No.1 paint manufacturer in Asia and No.4 in the world.

