

## 15 Breakthrough for Nippon Paint China

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### The impressive automotive coating of a luxury car by Nippon Paint China.

After years of development work, Nippon Paint Auto is pleased to announce that its products have been adopted by American auto parts suppliers. As a result, Nippon Paint China has become a supplier of coating for US auto parts.

In addition, BKNP Automotive Coatings (Shanghai) Co, Ltd, has celebrated its five-year anniversary.

It was established by Nippon Paint China and Bollig & Kemper, a leader in automotive and coating for plastic, based in Germany. Annual sales growth in China has been ten times more than the sales growth in Europe. This is a solid foundation for the future development of Nippon Paint China's automotive coating business.

As one of the only companies providing complete painting service for automobiles, Nippon Paint China has three divisions to serve the China auto industry. The divisions are: OEM automotive coatings, the auto refinishing painting business department, and BKNP Automotive Coatings (Shanghai) Co, Ltd.

Michael Yang, president of industry use (IU) of Nippon Paint China, said that the cooperation of Nippon Paint China and the American automotive industry is having a good outcome.

"2013 will be the year that Nippon Paint China's automotive coating business will witness major growth," he said.

Yang said that with the collaboration of American auto parts suppliers, Nippon Paint's automotive coating business has opened up the automotive coating market of European and American automakers. "We are expecting to offer more world renowned auto companies our innovative products, professional technical support and service," Yang said.

Throughout five years of progress, BKNP Automotive Coatings (Shanghai) Co, Ltd has strengthened and improved its understanding of European auto companies such as Dongfeng Peugeot-Citroën Automobile Ltd, based in Wuhan in Hubei Province, BMW Brilliance Automotive Limited, Beijing Mercedes-Benz (China) Ltd, and Changan PSA Automobiles.

Currently, BKNP has been presenting innovations such as the new IPP primerless technology. Under the technical support of Nipsea Group, which manages all Nippon Paint companies in Southeast Asia, BKNP has developed the CyGlaz technology that enables the formulation of high-quality paints with easy-care benefits for improved application, durability and quality of finish on automotive coatings.

The PN1400 E-coat technology of Nippon Paint was officially launched in March 2013. Its release showed another technical revolution in the automotive coating industry under the leadership of Nippon Paint in Asia.

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