



# Nippon Paint CSR Annual Report

2014 立邦中国企业社会责任报告



**员工关怀**  
以人为本，共创精彩  
Employee Care

# 2014

We use different ways,  
to show love and caring.

我们用不同的方式，  
带去爱与温暖。



**绿色行动**  
我们的日常生活实践  
Green Movements

[www.ecocolor.com.cn](http://www.ecocolor.com.cn)



## 关于本报告

大自然的创造力，超乎世上任何一位艺术家，而人们对于色彩的渴望，正是源自我们所处的世界如此多彩而美好，这是立邦一直极力在生产环保产品的同时，仍期待能够保存大地原始精彩样貌的原因。现今，我们将世界的色彩以及保护环境融入到“立邦，永续大地精‘彩’”（ECO+COLOR）核心精神中，融入到每一位立邦人践行企业社会责任的行动中。本报告书中所使用的照片均来自立邦员工在工作、旅行中捕捉的大自然的精彩与伙伴故事，记录了全亚洲16,000立邦人员工共创的精彩。

本报告书主要涉及立邦中国2014年度履行经济责任、环境责任和社会责任所开展的项目和取得的成果，希望本报告能够让您充分了解立邦中国企业社会责任的诚意。期待您的宝贵意见与建议，帮助我们在企业社会责任方面有更好的表现。本报告于2015年2月正式发布。您可以登录立邦企业社会责任网站浏览或下载本报告的电子版，并了解更多相关信息。

## About this report

The beauty of nature surpasses all artists' creations. People's longing for colors comes from the beautiful world we live in. This is why Nippon Paint has always been trying to preserve the original outlook of the landscape while producing green products. Today, we can no longer separate the environment completely from the company's commercial operation, because we have integrated natural colors and environmental protection with Nippon Paint's core spirit - "ECO+COLOR". 2014 Nippon Paint China CSR Annual Report talks about events Nippon Paint China carried out to fulfill its economic, environmental and social responsibility and corresponding achievements. All pictures included in this report are selected from the ones taken by over 16,000 Nippon Paint employees in Asia, sharing moments of natural beauty during their trips and recording their cooperation with partners. We sincerely hope to share with you Nippon Paint China's CSR principles, ideas and inspiration. Your valuable comments and suggestions will be appreciated which will help us to do better. This report will be released in Feb, 2015. You can browse or download this report from Nippon Paint China's CSR website [www.ecocolor.com.cn](http://www.ecocolor.com.cn).

发行：立时集团、立邦中国企业社会责任委员会

指导：黄守金、钟中林、吴佳伦

主编：立邦中国公关中心

美术编辑：傅紫薇、丁明宏

摄影师：安通纳团队、吴佳伦、周汉生、张培玉、郑敏浩、杨健

Publication: Nipsea Group & Nippon Paint China CSR Committee

Consultant: Wee SiewKim, Eric Chung, Ariel Wu

Editing & Publishing: Nippon Paint China PR Center

Graphic editor: Fu Ziwei, Ding Minghong

Photographer: ATOM team, Ariel Wu, Zhou Hansheng, Zhang Peiyu, Zheng Minhao, Yang Jian



# 目录

## Contents

- 02      **立时集团未来发展寄语**  
Message for Nipsea Group's Future Development
- 04      **关于立时集团**  
About Nipsea Group
- 06      **立时集团企业文化与理念**  
Corporate Culture and Philosophies of the Nipsea Group
- 08      **2014 年立时集团公益项目分享**  
An Overview of Charity Projects in Nipsea Group
- 14      **关于立邦中国**  
About Nippon Paint China
- 16      **立邦中国未来发展寄语**  
Message for Nippon Paint China's Future Development
- 20      **立邦中国，我们共创精彩**  
Nippon Paint China Joins Hands With You to Paint Wonderful Life Together
- 26      **2014 年立邦中国 CSR 成果**  
CSR achievements of Nippon Paint China in 2014
- 28      **2014 年立邦企业社会责任概览**  
Nippon Paint CSR Overview in 2014
  - 1+3 计划  
"1+3" Project
  - 绿色行动  
Green Movements
  - 员工关怀  
Employee Care
  - 为爱上色  
Color, Way of Love
  - 社区关怀  
Society Care
- 95      **立时集团中国成员**  
Members of the Nipsea Group in China



立时集团首席执行官 黄守金

Wee Siew Kim  
Group CEO  
Nipsea Group

# 立时集团 未来发展寄语

## 刷新梦想蓝图，永续大地精彩

立时集团的企业文化是精益成长 (Lean for Growth)，我们将这一理念贯穿于日常的运营中，通过杜绝浪费、除去冗杂流程，为客户创造更大的价值。这是一个漫长而复杂的过程，是需要所有员工的共同努力才能实现的目标。为了实现这一目标，我们在不断优化技术，完善产品体系之外，更把目光聚焦在我们的员工上。无论在哪个岗位上，每一位员工都是立时集团背后最重要的财富与支持者，所以我们珍视并尊重每一位员工，并开展一系列员工关怀活动，注重员工能力的提升并关心员工的成长。同时，我们优化了企业内部沟通机制，通过开设多种意见反馈渠道，倾听员工的声音。这是立时集团对于每一个员工的责任，更是企业社会责任 (CSR) 中不可分割的一部分。

彭博资讯 (Bloomberg) 中有一篇关于美国 Costco 企业文化文章，题目为《全球最便宜，最幸福的公司》(“Cheapest, Happiest Company in the World”)。我们为什么想要打造出快乐的团队，采取何种方法建立起这样一个团队？我们为什么要关注快乐团队？这是因为我们知道，快乐的员工更具效率和生产力。员工带有不满情绪会导致员工流动性巨大。这对于公司而言，是一个不可忽视的问题，重新聘请员工、培训、筛选并培训替代员工等相关成本高昂。因此，好好对待员工这一良好的商业理念能够推动公司走向成功。在我们推动 LFG 精益成长的企业文化中，最重要的精神就是每个员工都可以受到公司良好的照顾，继而让每一个人都可以“创造价值”。

2014 年，立时集团所在的市场，马来西亚、新加坡、香港、台湾、印尼、越南都纷纷开展了各项绿色技术研发与公益行动。以立邦中国为例，除了「为爱上色」计划持续为中国孩童提供教育支持外，我们还上线了员工志愿者平台，通过这个平台，立邦中国所有员工可以在所在地，透过该平台登陆参与各项多元的社区关怀行动。立邦企业社会责任 (CSR) 不仅是企业长期投入企业社会责任或公益行动，我们相信所有的立邦员工都可以为身边的弱势群体带去色彩梦想，成为有社会责任、温暖的人。

2015 年，我们期待可以有全新的突破。如果要用一句话总结我对企业社会责任的愿景，就是希望企业与员工、社会和环境协调发展。希望在不久的将来，立时集团吸引人的不仅仅是产品，还有这个企业对于环境、对于社会的意义。期待立时集团在大家精益成长的团队合作下，以更加友好的社会环境、更大范围的公益活动，在亚洲的版图上刷新梦想蓝图，永续大地精彩。



## Eco Color, Our Constant Wish

Lean for Growth is the Nipsea Group culture which has been consistently implemented in our daily operations. LFG is about creating value. Alongside efforts to reduce wastage and eliminating redundancy, we strive to create higher values for our customers. We realized that it involves a lengthy process requiring commitment and the joint effort of our employees. Therefore, not only do we focus on continuing technology upgrades and product portfolio improvements, we also focus on our employees. Our employee is our most important asset and resource. We have undertaken a series of employee care activities to enhance their professional competency for personal growth. In addition, we have optimized our internal corporation communication mechanism and opened more feedback channels to employees for the purpose of welcoming their feedbacks. All these efforts form an integral part of our corporate social responsibility (CSR) undertakings and demonstrates Nipsea's responsibility to our employees.

Bloomberg once issued an article titled *"Cheapest, Happiest Company in the World"* introducing the corporate culture of Costco. Why do we want to build a happy workforce and how do we go about building one? Why the focus on Happy Workforce? – This is because we know that happy employees are more effective and productive. A dissatisfied workforce leads to employee turnover which can be a problem for companies as it is disruptive and comes with high expenses associated with recruitment, hiring, screening and training replacement workers. Therefore treating employees well makes good business sense as People is what can make a Company successful. As we continuously promote our LFG culture, the most essential part is to enable employees to "create value".

In 2014, Nipsea Group organized a variety of green technology activities and charity events in its home and host markets, such as Malaysia, Singapore, Hong Kong, Taiwan, Indonesia or Vietnam. Take Nippon Paint China as an example. It continues to support Chinese children's education in the program of "Color, Way of Love" and

# Message for Nipsea Group's Future Development

has established a staff volunteer platform, through which employees are able to participate in a number of society care projects from their respective locations. Nippon Paint has long been committed to the fulfillment of its corporate social responsibility by way of undertaking charity events. Beyond colours, we believe many of our employees are willing to reach out to the less fortunate.

We are looking forward to making fresh breakthroughs in 2015. Here I would like to summarize my vision of CSR in anticipation of a coordinated development between our group, employees, society and the environment. In the foreseeable future, Nipsea Group wants to attract people not only to its products, but also by our responsibility to the environment and society. I believe with our joint LFG efforts, we are able to expand our social-friendly charitable activities to a wider community and realize our dream of "Eco Color" in Asia.



立时集团首席执行官 黄守金  
Wee Siew Kim  
Group CEO  
Nipsea Group

# 关于 立时 集团

立时集团由吴清亮先生于 1962 年在新加坡创立，是亚洲知名的涂料公司之一，负责管理立邦在亚洲区域的运营业务。经过多年发展，立时集团已成为亚洲规模最大的涂料制造商和引领涂料行业的知名品牌。立时集团以“精益成长”作为核心价值理念，力求在各个环节最大限度降低能耗、节约资源，采用最佳环保做法，打造绿色发展企业。在产品开发、研究、管理以及制造方面凭借专业的能力与丰富的经验，坚定不移地加强对产品质量与服务的重视，不断推出优质的产品来满足消费者的需求。严格遵循安全健康及各项环境指标，提高产品环保可持续发展的品质，不遗余力地以最小的资源消耗，去降低任何对环境造成影响的可能，这是立时集团多年来领先市场的关键所在。

立时集团在亚洲区已经建立了超过 60 家制造工厂，业务横跨 15 个国家和地区，包括：孟加拉国、中国、中国香港、印度、印度尼西亚、日本、韩国、马来西亚、巴基斯坦、菲律宾、新加坡、斯里兰卡、中国台湾、泰国、越南以及缅甸等地。立时集团不断探索新技术和新市场，创造涂料革新，以满足不断变化的客户需求，如今，年产涂料逾 100 万吨，年净收入高达 54 亿美元，立时集团当仁不让地成为亚太区第一领导品牌。

取得这样的成绩，离不开立时集团 16,000 名员工的有力支持，从产品开发、生产到项目管理，是员工们在公司各项业务上的高效付出不断推动着集团的成长。立时集团同样十分重视员工的个人发展，在职场中创造空间，最大限度地发挥每个人的潜力，建立信任并创造集体的自豪感和认同感。

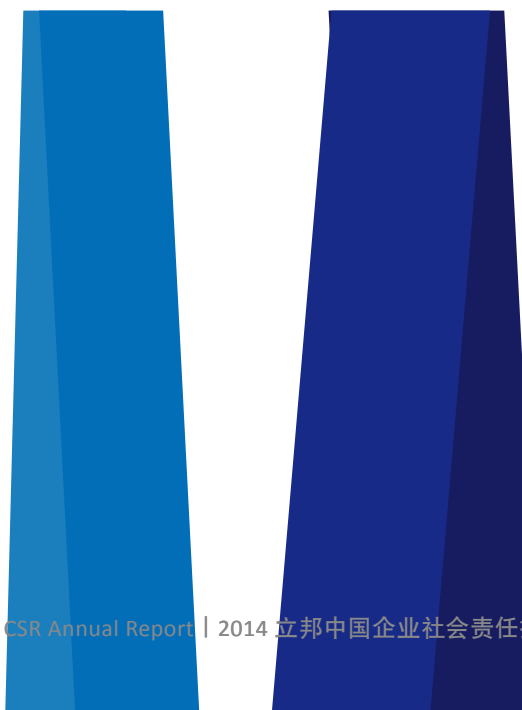


Founded by Mr. Goh Cheng Liang in 1962 in Singapore, Nipsea Group is a well-known Asian paint manufacturer in charge of Nippon Paint's operational business in Asia. After years of development, Nipsea Group has grown to be the largest and dominant paints and coatings company in Asia. Guided by core values of LEAN FOR GROWTH ("LFG"), Nipsea Group minimizes wastage, delivers sustainable solutions and drives towards higher optimization of resources and best practices in every aspect. With ample expertise and experiences in the product development, research, management and manufacturing, Nipsea Group is continuously strengthening the quality of product and service in order to satisfy the demands of consumers. Through strictly conforming to the benchmarks of safety, health and environmental protection, Nipsea Group is upgrading its products to meet the requirement of sustainable development. Nipsea Group will spare no effort to minimize resource consumption and reduce any negative influence on the environment. Nipsea Group believes that this is the way to keep us as a leader both locally and internationally.

Nipsea Group has established more than 60 manufacturing plants in the Asian region, with its business expanding to 15 countries and regions, such as Bangladesh, China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, Pakistan, the Philippines, Singapore, Sri Lanka, Taiwan, Thailand, Vietnam and Myanmar. Nipsea Group unceasingly explores new technologies and new markets, creating innovative paintings to meet the ever-changing customer demands. Today, its annual output reaches 1 million tons, reporting annual net revenue of 5.4 billion US dollars. Nipsea Group has become the true leading brand in the Asia-Pacific region.

This reputation is underpinned by our 16,000 strong workforce efficiently serving all aspects of the business from product development and manufacturing to project management that brings the group forward. Meanwhile, Nipsea Group also attaches great importance to employees' personal development. It creates room for development in the company, and strives to develop every employee's potential, develops to every employee's potential, builds trust and creates collective senses of pride and recognition.

# About Nipsea Group







以精益成长，  
打造永续精彩全新能量

Lean for Growth, our way of life



# 立时集团企业文化与理念

Corporate Culture and Philosophies of the Nipsea Group

在企业追求成长的同时，资源能耗跟随成长看似无可避免。然而，在立时集团，我们相信，真正的成长是来自于做正确的事，只将资源与精力集中运用在使企业有效成长的事情上，尽最大可能减少一丝一毫的浪费，才是兼具成长与可持续发展的最佳途径。当我们能够用更少的资源达到同样的成果，就代表我们保留了更多的空间给我们所在的这块土地。

“精益成长”（LFG, Lean for Growth）是立时集团 2012 年起致力形塑的企业文化，经由四个面向聚焦**稳健增长、质量优先、提升效率、优化收益**，打造全新的运营成长契机。通过以价值为导向的成本观念，在运营过程中杜绝浪费、除去冗余流程，为客户创造更大的价值并为立时带来真正的成长。集团发展真正的增长将会来自于精炼的成本结构以及团队对价值正确的思维方式。精益成长计划实施，发展企业成长契机，已是立时运营战略的重要关键。这一企业文化推动的深化程度同时预示立时能够保持竞争优势与市场主导地位的實力。

2014 年初，LFG “精益成长”计划制定了一个颇具挑战性的目标：让企业实现税前盈利能力的显著增长。在立时集团每一个成员积极参与思考、发现、计划并执行精益行动的努力下如期达成，特别是立邦中国、印度、越南等更达成了高于水准的表现。

When pursuing growth, consumption of resources seemed to be inevitable. However, at Nipsea Group, we believe that real growth comes from doing right things, and that the best way to combine company growth with sustainable development. It is to focus all resources and energies on the rapid and efficient growth of the company while reducing waste. When we can achieve the same effects with less resources, it is better for mother Earth.

Lean for Growth (known as LFG) is the corporate culture formulated by Nipsea Group since 2012, which aims to realize **steady growth, prioritizing quality, enhancing efficiency, and optimizing returns** so as to forge an enterprise that we are all proud to be associated with. With value-oriented cost concepts and reduce waste, we create higher values for our clients and bring true growth to Nipsea Group. The true growth of the Group will come from refined cost structures and our team's correct values. Implementing the "Lean for Growth" project and creating opportunities for company development have become key issues in Nipsea Group's operational strategy. The deepening degree of this corporate culture indicates Nipsea Group's strength in maintaining competitive advantages and a dominant market position.

At the beginning of 2014, the LFG project set down a high aggressive target of achieving significant improvements of profitability before tax for the operating units. Thanks to all Nipsea employees' active thinking, initiatives, plans and efforts, Nipsea Group has achieved commendable results. In particular, the performance of the Nippon Paint China, Nippon Paint India and Nippon Paint Vietnam has exceeded the targets set for them in 2014.



时时刻刻“精益成长”  
LIVE and BREATHE LFG

# 我们用不同的方式， 带去爱与温暖

We use different ways, to show love and caring

## 2014 年立时集团公益项目分享

An Overview of Charity Projects in Nipsea Group

当企业越有成就的时候，应该给予社会更多的回馈——这是立时集团创始人吴清亮先生的信念之一。无论在哪一个国家，立时集团始终坚持履行对当地的社会责任，对弱势群体的关爱，让更多人看见、感受、参与这个世界的精彩！

An enterprise should contribute more to the society when it has more achievements, which is one of Mr. Goh Cheng Liang's beliefs of, the founder of Nipsea Group. No matter in which country, Nipsea Group has always been committed to fulfilling social responsibility and showing care for groups with challenged conditions, so as to bring colors and hopes to more people.

### Paint with Love Program @ 新加坡

Paint with Love Program @ Singapore



立邦新加坡持续开展 2014 年企业社会责任项目（下文简称 CSR），努力通过自身行动反哺社会。2014 年 10 月，立邦新加坡开展了连续三周（每周六涂刷）的为爱上色项目，通过捐献涂料和号召员工参与公益涂刷，帮助新加坡残障人士协会（下文简称 SPD）焕新了三个康复中心。

SPD 是一家旨在为残疾人提供包括健康服务、日常护理、日间看护和医疗运输等服务的全天候康复中心。目前，该中心已经帮助了超过 240 名残疾的成年人和老年人。

活动前期立邦新加坡号召了各部门的员工以及他们的亲朋好友一起参与这三天的公益清洁和涂刷。同时也邀请了经销商及油漆工人加入到公益队列中。在活动期间，立邦的志愿者们还用 Momento 涂料给康复中心带来了一次时尚升级，在大家的共同努力下，康复中心又重绽光彩。

据统计，立邦新加坡共捐赠了 300 升涂料以及相关涂刷工具，共计有 76 名志愿者加入此次活动，志愿服务时长超过 600 小时。立邦员工还探访了康复中心的老人们，使他们感受到立邦的工作人员和志愿者们送上的欢迎和温暖情谊。

SPD@ToaPayoh 的负责人 Sharon Chen 在评价立邦新加坡的这次行动中说道：“我们非常荣幸能够收到立邦新加坡公司的公益支持和友情赞助，使我们的康复中心焕然一新。新的油漆外墙尤其是用特殊效果的颜料粉刷的纪念柱，让康复中心变得干净整洁，老年人非常喜欢。最后衷心感谢所有参与组织这次活动的管理者和员工志愿者们！”

涂刷活动受到了 SPD 的高度认可和赞扬，同时让人欣慰的是，这个活动中最赞的反响之一来自于参与到 CSR 活动中的员工们。许多员工都反馈说虽然任务具有挑战性，但是这次活动令他们感到充实、非常意义。能通过自己的努力和涂料帮助康复中心焕然一新，这让他们都为之骄傲并获得成就感。

Nippon Paint Singapore continued our 2014 CSR efforts to make a difference in giving back to the community. In the month of October for a period of 3 consecutive Saturdays, Nippon Paint Singapore donated paint and volunteered to paint three therapy centers for the Singapore Society for Physically Disabled. The program name was called “Paint with Love”.

SPD@ToaPayoh is a day rehabilitation center providing rehabilitation services, nursing care, day care, weekend respite care and transport services to more than 240 adults and seniors with disabilities.

We involved staff from different departments along with their family and friends for 3 days of cleaning and painting. We also invited some of our contractors who involved paint staff of their company. We even gave the centre a new stylish upgrade with our Momento paints.

Total number of participants is 76 personnel with a total of 600 over hours of community volunteer work. We donated 300 litres of paint and painting tools. We also socialized with the elderly to make them feel the welcome and warm friendship from the staff and volunteers of Nippon Paint.

Centre head of SPD@ToaPayoh Sharon Chen says of this initiative “We are very honoured to receive this sponsorship for a full makeover of our Toa Payoh centre from Nippon Paint. This new coat of paint provides a clean and refreshing look which our elderly clients love, especially the pillars in Momento Special Effects Paints. Thank you so much to all the staff and management of Nippon Paint!”

One of the greatest return of the event was the involvement of our staff in CSR activity. Many staff gave feedback that the tasks were challenging but fulfilling and meaningful for them. Many felt a sense of pride and achievement for helping the center bring forth a new lease of beauty and life through our paint and effort.

## Nippon Paint Colorful Dreams @ 马来西亚

Nippon Paint Colorful Dreams @ Nippon Paint Malaysia



立邦马来西亚的企业社会责任项目“Colorful Dreams”，以“今日创造欢乐，明天成就希望”为愿景，自2013年6月启动以来成果颇丰。

立邦马来西亚与非盈利公益组织 PKGG、儿童福利院的合作旨在通过结合各方的社会洞察力和商业能力，为住在福利院的贫困儿童创建一个安全可靠、适宜生活和成长的环境。这次合作采取了一种可持续的综合处理方式，既考虑到了孩子们的生理与成长需求，还融合了将艺术和创意作为学习方法的形式。

立邦马来西亚为福利院做了全新涂刷，各赞助商和商业伙伴们也纷纷慷慨解囊助其整修翻新，整个福利院得以焕然一新，孩子们也从 PKGG 专门组织的“Thumbprintzled”讲习班中获益良多。这些讲习班将情感和个人发展作为重点，向孩子们讲授诸如所有权、责任感这样的价值观，鼓励孩子们自我表达、发掘人生意义，激励他们追求自己的梦想。总体而言，这些终身受用的技能和观念将对孩子们的一生起到积极的作用。

2014年，有两个新的项目“Colourful Reads”和“Colourful Picasso”加入到“Colourful Dreams”这个大项目中。“Colourful Reads”致力于通过阅读和画画向孩子们传递学习的快乐，而“Colourful Picasso”则专注于培养创造力，该项目的成果——由 Juara Home, Kasih Harmoni Home 与 Gulpuri Foundation for Children (马来西亚三大福利之家) 的孩子们创作的画作，在2014年12月第一届彩色梦想艺术展中展出。

此次展览为“Colourful Dream”项目提供了一个与孩子们深入交流的机会，使其得以继续努力将孩子们都塑造成独立的个体，展示他们的创造才能，建立更强大的自信和自我价值。所有的画作销售额都会纳入立邦2014彩色梦想展览基金。该基金将在孩子们年满18岁、无法继续在福利院居住时发放给他们，作为他们的人生起步基金。

展览吸引了很多爱心人士为孩子们的未来慷慨解囊。展览的真正价值是不可估量的，因为这是孩子们人生中第一次看到自己的努力成果展出。此外，这些孩子很多都曾挣扎于自卑中，难于有效表达自己的想法，通过这个展览受到的积极鼓励对他们会有很好的影响。

迄今为止，“Colourful Dreams”项目已经接触了超过400位来自马来西亚多个福利家庭的孩子，包括 Pure Life Society, Juara Home, Gulpuri 基金会, Tengku Budriah Children's Home, 在 Kuantan 的 Rapha 儿童福利院，在 Seremban 的 Vinashini Welfare Centre 还有最近增加的在 PayaJaras, Sungai Buloh 的 Kasih Harmoni Home。立邦马来西亚希望继续以“Colourful Dreams”项目激发回馈社会的精神，一点小小的帮助就能点亮孩子的无限梦想！

With the vision to 'Create Joy for Today, Hope for Tomorrow', Nippon Paint Malaysia's corporate social responsibility programme, Colourful Dreams, has accomplished a great deal since its launch in June 2013.

This collaboration between Nippon Paint, Persatuan Kebajikan Generasi Gemilang (PKGG), a Malaysian not-for-profit organization, and the children homes was aimed at creating a safe, positive and conducive environment for underprivileged children residing in children's homes, through a combination of social insights and business competencies. It takes on a sustainable and comprehensive approach that encompasses both the physical and developmental needs of the children, while incorporating art and creativity as a tool for learning.

As a result, the homes get a physical makeover, ranging from a fresh coat of vibrant Nippon Paint to basic repair work and refurbishment provided by generous sponsors and business partners, while the children benefit from specially-crafted workshops called Thumbprintzled by PKGG.

These workshops focus on emotional and personal development to instil values like ownership and responsibility, encouraging self-expression, developing significance and motivating them to pursue their dreams; collectively, these life-long skills and attitudes will help them throughout their lives.

In 2014, two new programmes – 'Colourful Reads' and 'Colourful Picasso' – were introduced. 'Colourful Reads' focuses on reading and drawing to impart the joy of learning amongst the children while 'Colourful Picasso' nurtures creativity, with the results from three homes – Juara Home, Kasih Harmoni Home, and Gulpuri Foundation for Children - being put on display in the first-ever Colourful Dreams Art by Children, for Children Exhibition in December 2014.

This exhibition provided a way for Colourful Dreams to go deeper with the children, in an effort to continue building them as individuals, showcasing their creative talents and contributing towards building greater confidence and self-worth. Organized as a corporate fundraiser in order to provide the children with a small start-up fund, the fund will be released when they turn 18 years of age and are no longer eligible to stay at the children's home or orphanage.

It drew many well-wishers who contributed generously towards the children's future. The true value of the exhibition was immeasurable as the children were able to see their efforts on display for the first time in their lives. What's more, the positive encouragement received through this exhibition had a great impact on the children, many of whom are struggling with low self-esteem and have difficulty expressing themselves in a meaningful way.

To date, Colourful Dreams programme has touched the lives of over 400 children from various homes throughout Malaysia, namely Pure Life Society, Juara Home, Gulpuri Foundation for Children, Tengku Budriah Children's Home, Rapha Children's Home in Kuantan, Vinashini Welfare Centre Seremban and the most recent addition, Kasih Harmoni Home in PayaJaras, Sungai Buloh. Nippon Paint Malaysia hopes to continue to inspire the spirit of giving back to the community with Colourful Dreams, where just a little help can spark big dreams in a child!



## 亚洲青年设计师大赛 @ 亚洲

Nippon Paint Young Designer Award @ Asia



立邦亚洲青年设计师大赛（下文简称 NPYDA）作为一项年度赛事，已由原先的地区性比赛到现如今覆盖 10 个国家开展，旨在激发亚洲年轻设计师在室内设计和建筑设计领域的创新能力。

NPYDA 于 2008 年设立，旨在培养在设计和建筑领域有才华的青年，鼓励他们在设计中实现更多的创新。首届亚洲青年设计师大赛在马来西亚孕育而生，当时只吸引了 87 名参赛者，但很快该比赛就成长为亚太地区万众期待的年度赛事。2011 年 NPYDA 吸引了新加坡、泰国以及越南加入其中；次年，巴基斯坦、印度尼西亚和中国参与；2013 年日本加入。在 2014 年，香港和菲律宾首次参与到立邦亚洲青年设计师大赛中，此次大赛共计 10 个不同国家参加，参赛国数量达到历史最高峰。

自设立之初，各参赛国的参赛者逐年增长就见证了立邦亚洲青年设计师大赛的非凡成长，其中最引人注目的增长发生在中国赛区，在 2012 年中国赛区只有 83 位参赛者而到 2013 年激增增至 730 位参赛者。同样的迅猛增长也发生在印度尼西亚，一年间，从 10 位参赛者增长到 323 位参赛者。同时参赛作品数量的增加也使立邦亚洲青年设计师大赛的稳定增长得以延续：从 2008 年的 87 件作品到 2014 年的 2303 件作品，参赛作品提交量翻了 26 倍。

学校和学生组织对 NPYDA 大赛迅速增长的兴趣，表明了他们对大赛及其意义的坚定支持和认同；此外，NPYDA 大赛也获得了各国业内权威人士、专业机构和政府部门的大力支持。2014 年亚洲设计师大赛以“再思考、再创新，我们的社区与家园”为主题，大赛鼓励参赛者创建一个以社区为中心为各个年龄阶层的人提供高质量生活的可持续发展的城镇，用充满创意的设计去推动未来生活的进程。比赛中，每一份参赛作品都是由各国备受尊敬的行业领军人物进行评判。以建筑领域组作品评判为例，评委将以绿色设计元素、色彩元素、规划与设计、设计理念表述以及场地规划等作为评审的标准。

每位金奖得主除了获得现金奖励之外还有幸进行一次免费学习之旅，拜访亚洲顶级的建筑师和室内设计师，接受他们的专业指导。该活动通过提供一个跨国学习的机会，帮助这些获奖学生拓宽眼界。2013 年游学项目第一次被引进大赛中，给来自不同国家的获奖者提供机会，让这些得奖者能够跨越国境建立人际关系，同时能够向行业内的专业人士展示自己的作品，向更广阔、更国际化的观众展示自己的才华。

总而言之，立邦 iColor 未来之星青年设计师大赛与游学项目结合在一起，让参赛者在游学的同时也能学习新的知识，帮助他们为美好的未来搭建更广阔的舞台。

Nippon Paint Young Designer Award (NPYDA), a regional initiative which today involves ten different countries, is a long-standing concerted effort to engage with young talents in the architecture and design fields.

Launched in 2008 to nurture young talents and to inspire greater creativity and innovation in the implementation of design, NPYDA began as a Malaysian-based initiative with only 87 entries but quickly grew to become a much-anticipated annual event in the region. The award went regional in 2011 with Singapore, Thailand and Vietnam; the following year, Pakistan, Indonesia and China participated, and Japan in the subsequent year. In 2014, with Hong Kong and the Philippines participating for the first time, NPYDA saw the highest number of entries yet, from a total of ten participating nations.

Since its inception, NPYDA has demonstrated remarkable growth, with entries from each participating nation increasing from year to year; the most dramatic increase occurred in China, with 83 entries in 2012 and 730 entries in 2013, as well as Indonesia, from 10 entries to 323 entries in the same time period. This continues NPYDA's steady upward trend – since 2008, the number of submissions have multiplied over 26 times, growing from 87 entries in 2008 to 2303 submissions in 2014.

This rapidly increasing interest from the academic and student community indicates a firm belief in NPYDA and what it stands for; in addition, NPYDA is also well-supported by industry professionals, professional associations and government bodies in each country. NPYDA 2014 was themed 'RE:Think. RE:Create. Our Community, Our Home' and participants were encouraged to push the boundaries for future living by creating a community-centric and sustainable township which provides a high quality of life for both young and old, from every walk of life. Entries were judged by reputable and well-established captains of the industry in each country who looked at the main criteria of Green Design Elements, Colour Elements, Planning & Design, and Design Statement plus Site Planning (for Architecture entries).

Gold winners each received cash prizes and a fully-paid trip to attend a Learning Programme, an exclusive series of seminars and workshops led by renowned architects and interior designers from around the region, designed to provide cross-country learning and broaden the horizons of the winning students. First introduced in 2013, the Learning Programme offers NPYDA winners from different nations the opportunity to build relationships and networks across borders while showcasing their work to industry professionals and exposing their talents to a wider, international audience.

Collectively, the NPYDA together with the Learning Programme instills learning experiences in the participants, helping to set the stage for a bright and promising future.





## 都市绿洲计划 @ 香港

1<sup>st</sup> Urban Oasis @ Hong Kong

“Urban Oasis” “都市绿洲计划”是由立邦香港和非营利机构——“基督教家庭服务中心”（下文简称 CFSC）联合推出的公益活动。该活动糅合了“社会服务”和“环保绿化”两大元素，旨在向社会提供包括社区绿化、园艺耕种、精神治疗、节能示范、环保教育等服务并为其社群提供活动场所。如今，CFSC 提出的在城市空地建设都市绿洲的计划已成为城市大型环境规划项目，并作为“五年计划”获得了香港政府部门的大力支持。而立邦香港作为独家赞助商也参与到此活动当中。

都市绿洲计划可分为“灵魂绿洲 (Soul Oasis)”和“社区农场 (Community farm)”两个部分，其中“Soul Oasis”（灵魂绿洲）指占地 7000 平方英尺的园艺治疗花园；“Community farm”（社区农场）指面积为 45,000 平方英尺的环境保护设施。该活动旨在通过借助有趣的耕种体验建立绿色人居环境，让大家在忙碌的城市生活中体验耕种活动、享受园艺乐趣、增强环保意识，从而促进有机农业发展。

2014 年 6 月，迪士尼动画师古淑仪 (Elaine Koo) 受邀参加了一个将美术与绿色环保融为一体的社区活动——“绿油油货柜绘画活动”，在活动现场，古淑仪女士用立邦提供的水性环保漆为“都市绿洲”内的货柜建筑物设计壁画，并连同多名小区人士包括在职人士、退休人士及当区居民等携手合作，亲手为货柜添上色彩。

“都市绿洲计划”旨在动员社会各界一同参与到环境保护与社区绿化中来，从而凝聚爱、传递团结和谐精神，为社区作出贡献。立邦香港希望通过这项活动为城市居民创建绿色健康生活，增强环保意识，推动未来的环境保护。



The "Urban Oasis" project is collaboration between Nippon Paint Hong Kong and the non-profit organization, Christian Family Service Centre (CFSC). "Urban Oasis" project includes 2 elements: social and green services. It provides below services to the society: community greening, farming, spiritual healing, energy-saving demonstration, environmental education and community workplace. CFSC develops "Urban Oasis" on a vacant land in urban, which is a large environmental project in city. The project is also supported by Hong Kong government with 5 years plan. Nippon Paint Hong Kong becomes the exclusive paint sponsor in this project.

"Urban Oasis" is divided into 2 parts, includes "Soul Oasis – Horticulture Therapy Garden" with the area of 7,000 sq. ft. and "Community farm" with the area of 45,000 sq. ft. & facilities for environmental conservation. To encourage organic farming, people can experience and enjoy the farming activities in the busy city life, also can enhance awareness of environmental ecology and conservation. The program aims to establish the green living by the fun of planting experience.

In June 2014, Disney animator, Elaine Koo was invited to participate in the art & green activities "Green painting in Urban Oasis". Elaine Koo designed special murals on the discarded containers which served as the offices in the garden. Nippon Paint provided water-based environmentally friendly paint products e.g. Solareflect and Weatherbond for coloring the garden. Different parties e.g. workforce, retirees and residents of the district took part in the event, decorated the garden with Nippon Paint sponsored paints.

The purpose of "Urban Oasis" is to assemble organizations and groups in different segments to participate in environmental protection and community greening activities. In order to build the love, express the spirit of unity and harmony and make contribution to the community. Nippon Paint Hong Kong wishes to create a healthy and green life for urbanian through this project, and strengthen the environmental awareness, promote the conservation of environment for the future.

## 桃园睦祥育幼院新家改造 @ 台湾

NiHouse refreshed and heart impressed for homeless children in Taoyuan MuhSiang Pre-School @ Taiwan

2012 年起台湾立邦就开始推动「为爱上色」活动，以偏乡小学及公益团体为对象捐赠涂料，同时结合其他公益团体、个人，一起为这群弱势孩童改善学习环境、美化校园外观及生活居住空间。让孩子们拥有舒适、缤纷、甚至有视觉创意的学习环境，希望借由立邦、师长、孩子们的亲人以及志愿者们的大手，牵著孩子们的小手，一起勾勒出更美好的未来。

2014 年台湾立邦为爱着色的地点是桃园「睦祥育幼院」，其收养的对象是家贫及受到家暴的孩子，成立睦祥育幼院的目的是为了这些孩子在成长当中有一个完整的家。

台湾立邦赞助室内涂料及涂刷工具，结合“向光协会” (Bright Side Projects) 招募的艺术家，一同携手合作，在 2014 年 8、9 月份，为育幼院原本斑驳老旧的室内空间，重新彩绘上缤纷的涂料，不仅美化新家空间，同时透过合作与分享的过程在大小孩心中孵出美好记忆，并让大家理解到每个人都有能力改变自己的家及整个世界！



Nippon Taiwan has run "Color, Way of Love" campaign since 2012. The project has donated paint to rural schools and charitable organizations, helped children improve their learning environment, and beautified their schools and living space. Aimed to build a comfortable, colorful and even visually creative learning environment for children, the project wishes to draw a picture of a brighter future for them with the help of Nippon, teachers, families and volunteers.

In 2014, the project was held in MuHsiang Children's Home, a nurturing home to provide a complete family for children born in poor families or hurt by domestic violence.

In August and September, Nippon Taiwan provided indoor paint and tools for artist volunteers of Bright Side Projects, so that they could paint the old worn-out rooms of MuHsiang Children's Home. The project not only made the school more beautiful, but also left a precious memory of cooperation and sharing in the minds of volunteers and children, who also understood that we all have the ability to change our home and the whole world.

## Renew your world @ 新加坡

Renew your world @ Singapore



“Renew Your World” 计划是由立邦新加坡和国际非营利医疗教育组织奥比斯 (ORBIS) 合作的一个项目, 用于帮助那些患有严重视力障碍, 如失明、白内障、青光眼等眼疾的弱势儿童。自 2013 年至 2014 年 11 月, 立邦新加坡共捐赠 150 万美元, 成功帮助 440 名亚洲儿童恢复视力。

The "Renew Your World" program is a partnership formed between Nippon Paint Singapore and the international non-profit medical organization, ORBIS. This program aims to assist under-privileged children who have been diagnosed with severe visual impairments such as childhood blindness, cataracts, glaucoma and other eye diseases. Since 2013 till December 2014, Nippon Paint Singapore has donated S\$150K and successfully restored vision to 440 children all across Asia.

下列是几位在立邦新加坡帮助下恢复视力的孩子

Below are some children that NPS has helped in restoring their vision.



### 案例 1- 李永晨 Case1-Li Yongchen

李永晨是一个 29 周就出生的早产儿, 体重只有 1.35 公斤。后来他被诊断出患有有一种名为早产儿视网膜病变的疾病, 存在潜在的致盲危险。李永晨的父母因无法承担其昂贵的医疗费用, 决定放弃治疗。然而, 广东省妇幼保健中心的眼科医生了解此事之后, 向奥比斯申请了救援帮助, 在立邦捐助资金帮助下, 李永晨接受手术治疗, 眼疾得到了有效的控制。



Li Yongchen was born pre-mature at 29-weeks and weighed 1.35 kilograms. He was subsequently diagnosed with Retinopathy of Prematurity, a potentially blinding eye condition that affects premature babies. Yongchen's parents, two poor peasants, could not afford more medical care for their son and were about to give up and forego treatment. However, ophthalmologists at the Guangdong Women's and Children's Center intervened to apply for financial support from Orbis, thanks to a donation from Nippon Paint for needy children. Yongchen's ROP was brought under control with one medical operation.

### 案例 3- 刘家良 Case3-Liu Jialiang

当刘家良六个月的时候, 家良的妈妈带着他到当地的一所医院检查视力, 被告知家良不仅患有斜视, 而且视觉敏感度也非常差。斜视患者若不进行治疗将会导致视力障碍, 家良的斜视手术迫在眉睫。但直到数年之后, 家良才被送往广州的妇幼保健中心接受治疗。幸运的是, 经过诊断家良的眼疾依然存在治愈的可能性。家良的手术在奥比斯的帮助及立邦的资金的援助下顺利开展, 在经过几轮的治疗之后, 医生成功的治愈了他的斜视, 并将他的视力矫正到正常状态。



When Liu Jialiang was 6 months old, Jialiang's mother took him to a local hospital where she was told her son had poor visual acuity and strabismus. Strabismus can lead to visual impairment if left untreated. Surgery was needed to cure Jialiang of strabismus. It was several years later before Jialiang was finally brought to the Guangzhou Women's and Children's Medical Center for treatment. Fortunately, Jialiang could still be treated with good outcomes and his surgery went ahead with support from Orbis and Nippon Paint's donation. After several follow-up treatments, doctors managed to align Jialiang's eyes successfully and restore his vision to normal.

### 案例 2- 谭浩伟 Case2-Tan Haowei

谭浩伟是一个 25 周就出生的早产儿, 出生时体重仅 830 克, 当地医院的医生尽全力才保住了他的生命。在经过长期的住院治疗之后, 浩伟的妈妈最终决定带着他回家。之后, 她注意到浩伟对于物体的视觉感知并不敏感, 于是她带着浩伟去当地的一家医院接受眼部检查, 发现浩伟患了早产儿视网膜病变, 一种会影响早产婴儿至盲的眼疾。由于当地的医院并不具备治疗这种疾病的条件, 于是浩伟的妈妈前往广州妇女儿童保健中心寻求帮助。在立邦爱心资金支持下, 浩伟通过奥比斯的项目最终接受了眼部治疗, 保住了视力。



Baby Tan Haowei was born extremely premature at 25-weeks and weighed just 830grams. The local provincial hospital staff made huge efforts to keep tiny baby Haowei alive. Haowei's mother eventually managed to take her son home from the hospital after a length stay. Later, she noticed that her baby did not seem to see objects well. She took Haowei to see an ophthalmologist at a local hospital. The doctor discovered that Haowei had Retinopathy of Prematurity, a potentially blinding eye condition that affects premature babies. Unfortunately, the local hospital did not have the ability to provide treatment for Haowei. Desperate at the thought that her son was going blind, Haowei's mother took him to the Guangzhou Women's and Children's Medical Center to seek help. Financial support from Nippon Paint through Orbis, eventually helped baby Haowei to receive the badly needed operation and save his sight.

### 案例 4- 周美莲 Case4-Zhou Meilian

周美莲是一个 31 周就出生的早产儿, 体重只有 1.5 公斤。由于早产和呼吸困难, 美莲被送往人民医院接受为期一个月的住院治疗。住院期间, 美莲被确诊为患有早产儿视网膜病变, 需接受治疗, 但其父母无法承担其高昂的费用。在立邦捐献的爱心资金的帮助下, 美莲接受了及时的治疗, 并挽回了他的视力。



Baby Zhou Meilian was born pre-mature at 31-weeks and weighed 1.5 kilograms. Meilian was sent to the People's Hospital and remained there for a month after his birth due to his prematurity and breathing difficulties. During his stay at the city hospital, Meilian was diagnosed by an ophthalmologist with Retinopathy of Prematurity (ROP). Unfortunately, Meilian required several rounds of treatment which his family could not afford. The Nippon Paint donation to Orbis for needy children enabled Meilian to receive the medical treatment that he needed so badly and saved his eye sight.



## CSR Projects @ 日涂集团

CSR Projects @ NPC



涂料，凝聚了色彩的独特魅力，让我们的生活变得更加美好。作为一家涂料生产商同时亦是一个有社会责任感的企业公民，我们一直秉承着让生活更好美好的愿景，期望在给大家带来更多色彩能量的同时也能给予社会更多的回馈。

### 将现实生活中的科学教给孩童——“行业未来的领导者”

日涂携手集团旗下 Bee 化工多次参与到“大阪孩子爱理科”培训计划中。该项目由大阪工商会主办，亦得到了大阪市教育委员会的大力支持。

“大阪孩子爱理科”培训计划旨在通过鼓励企业员工来到孩子身边，让孩子们切身感受到理科知识的魅力。孩子是未来的希望，同时也是未来的化工产业继承人，所以应当从学龄时期开始让孩子们爱上理科。基于这一认识，Bee 化工与日涂员工一起“变身”为理科教师，来到学校为孩子们带来了一堂堂别样生动的“理科课堂”，通过快乐课堂的方式，让孩子们切身感受到所学的理科知识可以改变未来的生活。

### 陈旧的步道桥在“产·官·学携手计划”下重焕光彩

2008 年至今，日涂一直都在用实际行动持续支持大阪政府发起的“步道桥焕彩计划”。为了让陈旧的步道桥重焕光彩，日涂携手集团旗下 Bee 化工全程参与该公益项目。除了提供涂料、色彩设计创意、涂刷技术指导之外，日涂还号召当地的学生共同参与到色彩设计及现场涂刷作业中，壮大公益队伍。

除此之外，日涂集团还将当地小学生的优秀绘画作品做成装饰板点缀在涂刷一新的步道桥上，每当孩子们看到自己的作品出现在桥上时，孩子们的喜悦不言而喻。而对于居住在周边的居民而言，焕然一新的步道桥俨然已经成为该地一道亮丽的风景线，吸引了众多居民观光。步道桥在这些属于年轻人的色彩创意中获得新生，重绽魅力。

### 志愿者的足迹遍布各地

作为一家有社会责任感的企业，日涂集团组织了一批以员工志愿者为主的公益小组，积极开展社区关怀活动，通过免费涂刷修剪各地区的花园、学校等公共设施，帮助改善周边环境。

在一次学校涂刷活动中，该校的师生也跟随我们员工志愿者一起加入到涂刷行列。从清理步道桥上的涂鸦到焕彩小学，数年如一日的公益付出，获得了社会各界的一致好评。伴随着志愿者的足迹遍布各地，日涂的公益队伍也日渐壮大。我们期望让更多人在感受色彩能量的同时也能加入公益行列，共同传递公益的温暖。

Coating, which presents unique charm of different colors, helps make our life better. At Nippon Paint, with corporate responsibility as part of our essence, we are committed to bringing more power of color to the vision of the public and making more contributions to local community and society.

### Teaching real-world science to children - the future leaders of industry

Nippon Paint and its Group company, Nippon Bee Chemical, have been regular participants in the “Science Favorite” project host by the Osaka Chamber of Commerce and Industry, in cooperation with the Osaka City Board of Education.

The “Science Favorite” training program aims to encourage more staff volunteers to help children feel the charming beauty of science knowledge. Children are the hopes of the future chemical industry, thus it is essential to cultivate the interests of children in science from their school ages. Employees from Bee Company and Nippon Paint act as science teachers and provide a variety of vivid “science classes” for children where they are able to better understand the importance of science knowledge in changing the future.

### Old walking bridges were renewed with the support of Industrial, Governmental and Academic Joint Program

Since 2008, Nippon Paint Group has made solid efforts to support the “Renewing Walking Bridges Program” initiated by Osaka Government. Nippon Paint along with its Group company, Nippon Bee Chemical, has played an active role in the entire program through providing paints, innovative color designs and technical painting guidance. In addition, Nippon Paint Group also has called on local students to participate in the activities of color designing and on-site painting to involve more people into the volunteer teams.

What's more, Nippon Paint Group has also painted the most beautiful pictures created by local primary school students as decorating boards on the walking bridges. The exhibition has brought enormous delight and pleasure to children and has created splendid view for residents living in surrounding communities. Our joint efforts have given new life to those, walking bridges, revealing their charm again through innovative color designs contributed by young people.

### Voluntary service expanding to an increasing number of communities

As a corporate committed to the fulfillment of social responsibility, Nippon Paint Group has organized volunteer teams mainly comprised of employees and made proactive efforts to promote various Society Care programs, hoping to improve community environment through voluntary painting and refreshing public facilities such as gardens and schools.

During one school refreshing activity, the teachers and students there also joined our staff volunteers to paint the school. Our various public welfare projects such as cleaning graffiti on walking bridges and renewing primary schools have gained high recognition by the public for years. As our voluntary service has expanded into more communities, the Nippon Paint's volunteer teams are becoming increasingly stronger. We are looking forward to involving more people in the power of color and spreading the warmth of charitable programs in joint efforts.

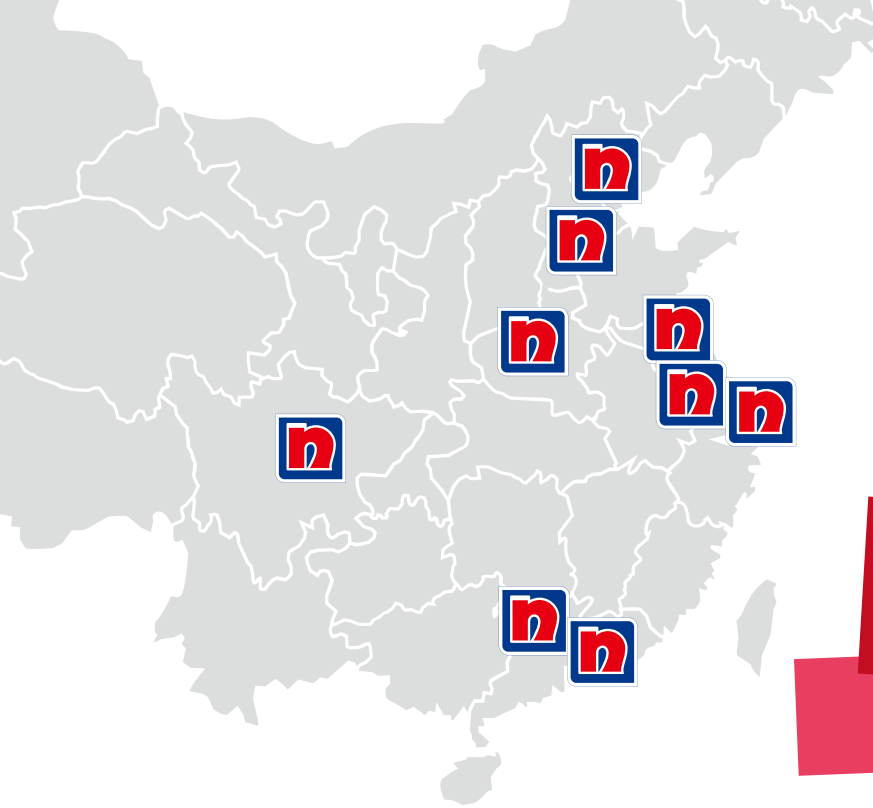
# 关于 立邦 中国

立邦中国隶属于新加坡立时集团。1992 年，立邦涂料进入中国，近年来已成为中国涂料行业的领导品牌。立邦一直以美化和保护人们的生活为己任，不断创造品质优越的产品，让美丽的色彩足迹遍及中国每一角落。致力于成为涂料行业的全方位服务商，立邦旨在推动创新技术的研发、多元产品的拓展，让中国消费者和客户在涂料功能、涂刷效果和环保、服务等方面有更大选择，从而提供以消费者和客户为核心的服务，最大程度满足社会和市场的需求。立邦业务范围广泛，涉及到多种领域，其中的建筑涂料、汽车涂料、一般工业涂料、卷材涂料、防护涂料、粉末涂料等更是在行业里名列前茅。上海世博会场馆、奥运会重点场馆、广州亚运会场馆、中央电视台新台址等，他们的表面无不在立邦涂料的保护下熠熠生辉。立邦丰富了人们日益美好的生活，越来越受到人们的瞩目和信赖。

立时集团在中国的成员包括：立邦投资有限公司、立邦涂料（中国）有限公司、廊坊立邦涂料有限公司、广州立邦涂料有限公司、雅士利涂料（苏州）有限公司、立邦涂料（成都）有限公司、立邦涂料（佛山）有限公司、立邦涂料（天津）有限公司、日涂（上海）涂料研究开发有限公司、立邦涂料（常州）有限公司、凯柏立邦汽车涂料（上海）有限公司、立邦工业涂料（上海）有限公司、立邦涂料（郑州）有限公司、立邦涂料（河北）有限公司、立邦涂料（沈阳）有限公司、广州秀珀化工股份有限公司。

2010 年，立邦中国启动以“立邦，永续大地精‘彩’”（ECOLOR）为核心精神的企业社会责任计划，将“ECO（绿色、生态）”和“COLOR（色彩）”相结合，以自然、经济、责任三大循环为使命，宣示全力开发低碳环保涂料，并将全面落实员工关怀、1+3 计划、为爱上色、绿色行动和社区关怀五大企业社会责任项目，将企业社会责任转变为品牌可持续发展的推动力。作为立邦商业战略中的重要组成部分，立邦协同战略合作伙伴一起开展企业社会责任的相关活动，并把其衍生至全社会及所有的利益相关者，共同实现保护环境，实现绿色生活的最终承诺。





# About Nippon Paint China

Nippon Paint China is an affiliated company of Nipsea Group. It entered the China market in 1992 and is committed to beautify and protect people's life by manufacturing quality products and providing beautiful colors in all parts of China. It has become the leader in the Chinese coating industry and among the top paint manufacturers in the world. As a comprehensive professional service provider in the painting industry, Nippon Paint has been continuously striving to facilitate technology research and development and to enrich product portfolio, so as to offer more options in painting functions, painting effects, eco-friendly properties, and services for Chinese customers and clients, and to meet maximum social and market demands. In the comprehensive spectrum of business, Nippon Paint comes out top in architectural coating, project coating, auto coating, auto refinish coating, industrial coating, coil coating, protective coating and powder coating industries. Landmark signatures such as the Shanghai Expo venues, the Beijing Olympic Games venues, the Guangzhou Asian Games venues and the new CCTV building, all of these radiate with the protection of Nippon Paint. Nippon Paint is gradually gaining trust and attention since it has lighted up people's life.

Its subsidiaries in China include Nippon Paint China Holdings Co., Ltd, Nippon Paint (China) Co., Ltd, Langfang Nippon Paint Co., Ltd, Guangzhou Nippon Paint Co., Ltd, YSL Paint (Suzhou) Co., Ltd, Nippon Paint (Chengdu) Co., Ltd, Nippon Paint (Foshan) Co., Ltd, Nippon Paint (Tianjin) Co., Ltd, Nippon Paint (Shanghai) Research & Development Co., Ltd, Nippon Paint

(Changzhou) Co., Ltd, BK&NP Automotive Coating (Shanghai) Co., Nippon Paint Industrial Coating (Shanghai) Co., Ltd, Nippon Paint (Zhengzhou) Co., Ltd, Nippon Paint (Hebei) Co., Ltd, Nippon Paint (Shenyang) Co., Ltd, Guangzhou Supre Chemical Co., Ltd

In 2010, Nippon Paint China launched the CSR project centering ECOLOR that integrates ECO and COLOR, and sets forth the three segments, nature, economy and responsibility, as our mission. In this project, Nippon Paint China marched towards low-carbon footprint and environmentally friendly paints while implementing the five major CSR projects, namely "Employee Care", "1+3 Project", "Color, Way of Love", "Green Movements" and "Society Care", pledging to work for a more balanced ecosystem and a more friendly world. Nippon Paint has invited strategic cooperative partners to join its CSR projects as a vital part of business strategy. The CSR projects, having connected all the stakeholders in the whole society, are pooling efforts to protect environment to realize a sustainable development.



立邦中国区总裁兼建筑涂料事业群总裁 钟中林  
Eric Chung  
President of Nippon Paint China and Trade Use Unit

## 拥抱改变，享受 2015

在立邦中国，如果一个员工是一个发光点，以这个发光点为中心，传递正能量给他周边的三个人，那么，我们就会发现，整个立邦就是一个美好的社会正能量的发源点。积聚的“正能量”，可以让这个社会，因为我们的美好能量，以正向思维去面对随时出现的问题，让社会能量正向循环。

近十年的全球经济环境诡谲多变，立邦中国在时代潮流中紧紧抓住机遇，自 2014 年开始走上了品牌升级旅程。立邦中国的“品牌升级”包括品牌识别更新、涂装体系与产品体系完整化、开启涂刷服务新纪元以及 CSR 升级。希望立邦吸引所有人的时候并不只是因为销售涂料的产品，而是，了解这个品牌对我们的客户与消费者的意义是什么，因此，立邦从纯粹的涂料产品转型到服务运营的形态，打造完整产品服务体系。

立邦的涂装体系开发与推广，是一项重要的内部 CSR 战略，与涂料行业的可持续发展有着非常紧密的关系。立邦作为涂料行业中技术领先者，我们了解涂料仅仅扮演涂装体系中的一个环节，环境保护必须从整体 VOC 的降低来改变，从自动化生产的推动，减少人工的运用；提升涂装技术（服务），改变涂装体系，取消胶水运用，最终能让消费者在装修过程中受益。环保才是消费者核心需求，以更好的服务，更好的满足消费者，需求发挥精益求精（LFG）创新力，与消费者共同创造价值，实现共同品牌的升级。

在 CSR 的升级方面，很重要的一个目标是让更多的员工、经销商、合作伙伴等关系利益人都加入到企业社会责任的行动中来。为了能让更多的员工参与 CSR 活动，我们在企业内部建立了员工志愿者平台，使得员工参与公益活动的方式更加灵活便捷。同时在立邦中国的邀请下，越来越多的人也加入到我们的队列中，有来自我们的经销商团队，企业合作伙伴，也有来自高校的志愿者们，更让人欣慰的是很多素未谋面的爱心人士也共同加入，与我们一起感受公益活动对社会的意义。2014 年是立邦中国转型的第一年，也是立邦 CSR 发展的关键年。而这一年正是因为有了大家的付出，立邦 CSR 之路才凝聚了这么多的感动和成果。在未来的发展中，立邦仍将与大家携手并进，通过我们的努力，为整个社会增添更多更有价值的色彩感动。

分享是付出的开始，立邦家人们一起努力，让企业社会责任，成为生活的一部分，创造更好的产品、服务，勇于为别人改变自己，彼此关爱鼓励与分享。一起享受 2015。

立邦中国  
未来发展寄语

## 2015 Change and Enjoy!

If each employee in Nippon Paint China is able to act as a central light source and share our positive thinking with three of his or her acquaintances, we will find Nippon Paint China becoming a large pool of light sources radiating the wisdom to see the bright side of life. The cumulative positive thinking will help address emerging challenges in a constructive manner and promote its virtuous circle within the entire society.

Though the past decade has witnessed numerous changes within the global economic environment, Nippon Paint China has been able to seize precious growing opportunities and initiate a branding enhancement endeavor in 2014, which encompasses upgrading brand awareness, integrating painting system and product portfolio, launching a new era of painting services and improving CSR offerings. We would most sincerely wish that what we could attract people extends far beyond our delivery of products and services, but relies on our clients and customers' understanding of the value of our brand. Led by this business concept, Nippon Paint has undertaken a transformation process from a mere coating supplier to an integrated service provider.

The development and promotion of coating system in Nippon Paint China has constituted an essential internal CSR strategy, closely associated with the sustainable development of the coating industry. As a leader in coating technology, Nippon Paint China understands that coating products merely act as an integral part of the entire coating system and that environmental protection must be implemented through cutting down the overall VOC level and facilitating automatic production aimed at labor input reduction. Besides, efforts shall be made to upgrade coating technology and services, optimize coating system, and eliminate the application of glue to ensure the benefits of consumers during the process of renovation and refreshing. In conclusion, eco-friendliness remains at the core of consumer needs. We will make steady efforts to meet consumer demands with enhanced services and to explore further innovative dynamics of Lean for Growth (LFG), creating higher value and stronger brand power with joint efforts from our consumers.

With respect to our enhanced offering of CSR programs, we have been seeking to involve more stakeholders, such as Nippon Paint China employees, dealers and our cooperative partners. An internal staff volunteer platform has been set

# Message for Nippon Paint China's Future Development

up to attract more Nippon Paint employees, enabling them to participate in charity events with remarkable flexibility and convenience. In the meantime, an increasing number of people outside Nippon Paint China, such as our dealers, cooperative enterprises, college students and charity activists, have joined our volunteer teams to support the fulfillment of our corporate social responsibilities. The year of 2014 marks the first year of the transition of Nippon Paint China, and is of vital importance for our CSR development. Here I would like to express my sincere appreciation for your support and contributions. With our joint efforts, Nippon Paint China will continue to make more achievements in the future and expand the coverage of color charity platforms to more communities.

Here in Nippon Paint China, giving starts from sharing. We are looking forward to consistently involving every member of the Nippon Paint family into our undertakings of corporate social responsibilities as an integral part of our daily life, by offering better products and services, embracing changes to better accommodate people's needs and encouraging further sharing and caring endeavors in 2015.



立邦中国区总裁兼建筑涂料事业群总裁 钟中林

Eric Chung

President of Nippon Paint China and Trade Use Unit



立邦中国区工业涂料事业群总裁 杨铭潜  
Michael Yang  
President of Nippon Paint China Industry Use Unit

## 践行精益成长 彰显企业社会责任

早在两年前,立邦提出了精益成长 (Lean for growth) 的理念。LFG 的出现,使得我们有了共同的企业文化和企业精神。回首往昔,在经历了探索阶段后,LFG 在不断发展中逐渐得到完善。去年,我们在企业内部继续深入对 LFG 的推广,将 LFG 与企业社会责任 (CSR) 相乘并行,完善员工意见反馈渠道,倾听员工的声音。为此我们搭建了企业内部沟通平台,在内部开展了“全员沟通”项目,让员工在提出中肯意见的同时加深对企业文化和企业精神的了解与认同。此外我们还开设了其他意见反馈通道,希望能够通过良性的工作氛围,来提高员工的工作效率和企业归属感。因为我们相信,只有倾听他们的心声,才能让我们的沟通机制更加健全;只有给员工最适切的关怀与照顾,才能提升员工的职业忠诚度和满意度,才能让 LFG 精神得到更好的践行。

与此同时,在当下变化越来越快的商业环境中,我们需要不断提高对产品市场的洞察力才能让立邦的品牌保持可持续的发展。近年来,我们不断深入对高附加值产品的研究和开发,发展方向既紧贴市场脉搏又注重绿色环保。2014 年,绿色环保技术的研发推行成为工业涂料事业群的重点工作之一:其中包括推动水性涂料的应用,推广环保 1COAT 彩色电泳等新体系产品,以及差异化产品 CyGlaz 的研发。致力于配合客户的需求提供质优环保的解决方案,实现立邦“永续大地精彩”的企业社会责任 (CSR)。这些产品大幅减少了涂装时 VOC 的释放量,节约了化石原料的使用量,在满足客户需求的同时,也为环保、节能减排和可持续发展的社会要求作出了示范。

相信工业涂料事业群在 LFG 精神和 CSR 的引领下,将更加注重员工关怀,倾听员工的声音。通过紧密的团队合作 (Teamwork) 和每一位员工锲而不舍的努力,更加致力于研发与推广对环境友好的产品与技术,推动企业、社会与环境相协调的可持续发展,彰显企业社会责任。

立邦中国  
未来发展寄语



## Lean for Growth Undertaking Our CSR

“Lean for Growth” (LFG) is formulated by Nippon Paint two years ago, which has greatly constituted our shared corporate culture and values. Through explorative practices in the past two years, Nippon Paint China has witnessed continuous improvement in the LFG endeavor. Last year, we have further promoted the LFG implementation within our group, integrated LFG with our corporate social responsibilities and refined the employee feedback channels to listen to our employees. To better facilitate the LFG, we have established an internal communication platform to enable communications among all staff, on which employees can present suggestions and comments and deepen their understanding and recognition of our corporate culture and values. In addition, we have built other feedback channels in hope that a friendly working environment will help improve our employees’ working efficiency and enhance the sense of belonging in the workplaces. We firmly believe that only by listening to our employees can we achieve a more robust and mature communication mechanism, and through providing employees with proper care and help, so that we can enhance their loyalty and satisfaction, and achieve a better performance of the LFG concept.

In the meantime, we need to constantly improve our business acumen into our product portfolio and the market so as to realize sustainable development in the increasingly fast-paced and ever-changing business world today. In recent years, we have furthered our research and development efforts on high value-added products, focusing on both market’s needs and environmental friendliness. In 2014, promoting green and eco-friendly technologies has become one of the top priorities for Nippon Paint Industry Use Unit, including facilitating the application of Waterborne coating, marketing new product systems such as the eco-friendly 1COAT colorful electrophoresis products, and undertaking research into differentiated CyGlaz products. We are striving to provide our clients with eco-friendly and high quality coating solutions,

# Message for Nippon Paint China’s Future Development

contributing to Nippon Paint’s CSR core spirit—“ECO+COLOR”. These products significantly reduced the release of VOC, while reduced the use of fossil raw materials. To meet the demands of our clients and demonstrate a best practice in environmental protection, energy saving, emission reduction and sustainable development.

Guided by the LFG and CSR concept, Nippon Paint China Industry Use Unit will continue to implement more employee care, build teamwork with every employee and promote balanced and sustainable development between the group, society and the environment by researching and promoting more eco-friendly products and technology, contributing to its fulfillment of more corporate social responsibilities.



立邦中国区工业涂料事业群总裁 杨铭潜

Michael Yang

President of Nippon Paint China Industry Use Unit

# 立邦中国，我们共创精彩

Nippon Paint China Joins Hands with You  
to Paint Wonderful Life Together





# 立邦建筑涂料事业群

Nippon Paint Trade Use Unit

## ▶ 立邦与您一起，刷新美好生活 — 装饰涂料事业部

Nippon Paint Joins Hands with You to Paint Wonderful Life Together – Decorative Coating Division



立邦装饰涂料事业部，向消费者提供健康环保、丰富质感、色彩绚丽的高品质产品。无论内墙涂料、外墙涂料，木器漆、艺术漆等，都让立邦成为消费者心目中环保、色彩的代名词，并成为市场领导品牌。同时，在“立邦，为你刷新生活”的品牌理念指引下，立邦不只是继续专注于产品与色彩研发，更立足于向消费者提供效果更好、更环保、更高效、更轻松的涂装体系与刷新服务，为千万家庭刷新美好的生活！

Nippon Paint Decorative Coating Division provides consumers with healthy, eco-friendly, colorful, high-quality products. Coatings for interior walls, exterior walls or wood, as well as various painting related products have made Nippon Paint synonymous with environmental protection products and colors in the eyes of consumers, and have allowed it to become a leading brand in the market. In addition, under the guidance of the brand spirit – "Nippon Paint, Refresh Your Life", the company not only continues to focus on the R&D of products and colors, but also concentrates on providing customers with better, more eco-friendly, more efficient and easier coating systems and refreshing services, improving the life of millions of families.

## ▶ 当你走入一个城市，最先看见的可能是立邦 — 工程涂料事业部

Nippon Paint, the First Thing You Might Encounter in a City – Project Coating Division

立邦工程事业部，以创造和谐的景观环境为己任。全国百余位工程服务人员穿梭于各个项目现场，为客户提供专业咨询及高质量的立邦产品；全国逾百位专业销售人员确保物流及现场服务系统能做出最有效率的运作；工程色彩设计中心，每年都将依循最新趋势推出年度流行色彩，提供专业迅速的色彩解决方案。

立邦工程事业部曾先后为北京奥运工程、上海世博、广州亚运工程等重大项目提供全方位专业服务，为城市建设涂抹更加亮丽的色彩！

Since its establishment, the Project Coating Division is committed to create harmonious landscape. Over 100 professional engineers visit project sites to provide professional consultation and high-quality products. Several hundred sales professionals cover the country to ensure that the logistic and on-site service systems operate efficiently, and that products and service are provided in a timely manner. The Engineering Color Design Center promotes "Color of the Year" every year based on the latest trends, and promptly provides professional color solutions tailored to your own project.

The Project Coating Division provided comprehensive professional service for major construction projects such as the Beijing Olympics, the Shanghai Expo and the Guangzhou Asian Games, painting the brightest colors for our cities.





## ▶ 与涂料相辅相成，打造专业涂装体系 — 立邦基材与辅材事业部

Serving as Auxiliaries of Coating Products to Form a Professional Coating System – Accessories and Substrate Material Division

再美再好的表面，都离不开基材与辅材的支持，它与涂料共同守护人生最重要的地方。立邦的基材及辅材包括内外墙面的底材系统、厨卫底材系统及处理工具、辅助材料，我们提供高耐久、环保的底材产品，并整合超过 30 家国际品牌的辅助材料与工具供应商，与立邦的优质涂料形成整体的涂装体系，为客户提供一站式解决方案。

作为未来长远的发展战略之一，系统化的涂装体系不但是增长的亮点，更重要的是让用户真正享受到立邦高品质与系统化的服务，立邦基材与辅材事业部期待以提供消费者更专业的涂装体系为目标而迈进。

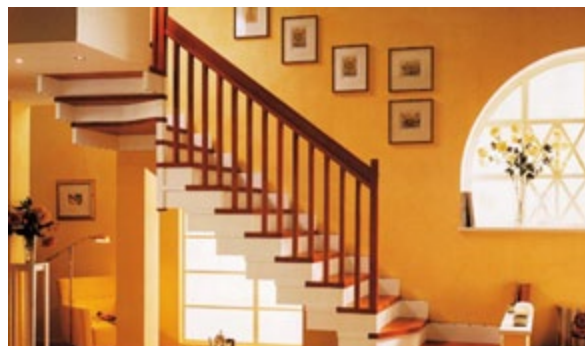
The most beautiful surfaces are inseparable from the support of accessories and substrate materials which are used together with coating products to create a better life for people. Nippon Paint's accessories and substrate materials include underlying materials for interior and exterior walls, underlying materials for kitchens and bathrooms, processing tools and substrate materials. In addition to providing highly durable, eco-friendly underlying materials, we integrate more than 30 international suppliers of substrate materials and tools with Nippon Paint's quality paint to form an overall coating system, which can provide one-stop solutions to customers.

As one of the long-term development strategies for the future, the coating system not only is the highlight of growth but most importantly allows users to truly enjoy Nippon Paint's high quality and systematic service. The Accessories and substrate material Division hopes to provide consumers with a more professional coating system.



## ▶ 定制木质家居油漆专家，您的最佳选择 — 商装木器漆事业部

Ideal Choice for Your Customized Wood Coating – Nippon Paint Commercial Furniture Coating Division



立邦商装木器漆事业部致力于以最优化的油漆组合方案，满足木器制造行业节能减排和自动化涂装日益增长的需要。立邦的商装木器漆产品包括更环保更高效的 UV- 紫外光固化漆、WB- 水性木器漆，以及常规的 PU- 聚氨酯漆、PE- 不饱和聚酯漆、NC- 硝基漆和各类着色产品、木蜡油等木器漆。立邦商装木器漆事业部以成熟的产品品质、专业的技术服务队伍、及时周到的供货渠道，为木门、木窗、木梯、木线、衣柜、橱柜、展柜、卫浴柜、镶板、饰板、户外木质景观等家装定制、工程定制、展示定制的木器制造商提供一站式解决方案。

Nippon Paint Commercial Furniture Coating Division is committed to providing optimized coating portfolios to meet the increasing needs of energy conservation, emission reduction and automatic painting in wood product manufacturing industry. Our product portfolio encompasses both more eco-friendly and efficient coatings such as Ultraviolet Cure Coating and Waterborne Wood Coating, and general products such as Polyurethane Coating, Polyethylene Coating, Nitrocellulose Coating, differentiated coloring coatings and wood coatings (e.g. plant-based wax oil coating). Featuring world-leading superior product quality, professional technical service teams and efficient supply channels, Nippon Paint provides one-stop solutions for manufacturers producing tailored wood products such as doors, windows, ladders, strips, wardrobes, cupboards, showcases, bathroom cabinets, panels, trim panels and outdoor wooden landscapes used in homes, projects, and exhibitions.

# 立邦工业涂料事业群

Nippon Paint Industry Use Unit

## ▶ 谁能让最美的色彩绽放于时速 200 英里？— 汽车涂料事业部

Making the Best Colors Possible for 200mph  
— Auto Coating Division



立邦汽车涂料事业部致力于为提高汽车性能与使用年限而开发出特殊汽车涂料，并成为全新业界标杆。立邦汽车涂料相关产品包括表面处理化学品，保护性基地漆，中间漆和闪光表层漆。立邦汽车涂料也是唯一为汽车提供完整涂料系统供应的公司，主导日本、泰国、印度尼西亚、越南和菲律宾等国在内的亚洲市场。

立邦汽车涂料 1994 年开始向中国汽车制造商和零部件供货商提供产品和服务。2008 年与德国 Bolling& Kemper 合作，共同成立凯柏立邦涂料有限公司，将为更多的汽车公司建立完善的服务。

Nippon Paint Auto Coating Division is committed to providing special purpose auto paint that enhances automobile performance and prolongs automobile life. Its products have become industry benchmarks, including surface finish chemicals, protective primer, intermediate paint and reflective surface paint. Nippon Paint is the only provider that provides complete range of auto coating systems, and dominates Asian markets including Japan, Thailand, Indonesia, Vietnam and the Philippines.

Since 1994, Nippon Paint auto coating began to serve Chinese OEMs and part manufacturers in China. In 2008, the Auto Coating Division partnered with Bolling&Kemper GmbH, a German private automobile paint manufacturer, to set up the joint venture BK&NP Automotive Coatings (Shanghai) Co Ltd., combining technologies, services and capacities to offer better services to more auto makers.

## ▶ 谁能让道路上的汽车始终亮丽驰骋？— 汽车修补涂料事业部

Refinishing Cars in the Street  
— Auto Refinish Coating Division

2003 年，立邦汽车修补涂料进入中国市场，以其环保的理念，专业的技术，热诚的服务，始终在行业中名列前茅。立邦汽车修补涂料事业部目前在中国拥有自主的生产工厂和色彩研发基地，4 个培训中心，遍及全国的销售网络，专业的售后服务和市场支持。

立邦汽车修补涂料旗下品牌 NAX 是日本汽车修补涂料产品中销量最好的品牌之一，至今已有 30 多年的历史。NAX 代表着 Nippon Paint Auto-refinish X (立邦汽车修补涂料拥有无限的可能)。立邦致力于可持续发展和环境保护，坚持 E3 理 (Easy- 低耗、Exciting- 高效、Ecology- 环保)，追求卓越，挑战自我。我们相信，我们能够持续开创新的高度。立邦汽车修补涂料产品 NAX (耐可施) 完全融合全新的 E3 概念，在调色性、施工性、遮盖力、环保性等问题上为客户提供一系列的解决方案。面对质量要求高、品质要求稳定的高端客户，NAX 产品均以其无与伦比的产品质量广受好评，其品质获得丰田、本田、日产等汽车制造商的认可。

After entering the Chinese market in 2003, Nippon Paint's auto refinishing paint has always been among the best due to its concept of environmental protection, professional technology and dedicated service. Currently, Nippon Paint's Auto Refinishing Coating Division has its own production plant, color R&D base, four training centers, nationwide sales network, professional after-sales service and marketing support.

NAX, a brand under Nippon Paint's auto refinishing paint, is one of Japan's best-selling auto refinishing paint products. It has a history of more than 30 years. NAX represents Nippon Paint Auto-refinish X (unlimited possibilities). Nippon Paint is committed to sustainable development and environmental protection, persists in E3 philosophy (Easy, Exciting and Ecology), pursues excellence, and challenges itself. We believe that we can continuously reach new levels of development. The NAX products of the Auto Refinish Coating Division have complied with the novel E3 philosophy, offering a series of solutions to customers in terms of toning, easiness to execute, strong hiding power and eco-friendliness. According to high-end customers demanding high and stable quality, NAX products have been widely acclaimed owing to superior quality. The product has also gained recognition from Toyota, Honda, Nissan and other automakers.





## ▶ 引领工业迈向 21 世纪的绿色环保革命 — 一般工业涂料事业部

Environmental Revolution of Industrial Colors in the 21st Century – Industrial Coating Division



立邦一般工业涂料事业部主要从事工程机械、风力发电机、机车、摩托、氟碳、电泳、3C 用涂料及防腐涂料的生产、销售、研发、售后服务等工作。

在致力于给各行业客户提供优质产品和服务的同时，努力发挥技术优势，研发、推广、应用水性涂料和低 VOC 涂料。满足客户美观和性能需求的同时，希望能为环保出一份绵薄之力，让我们的天更蓝、水更清。

Nippon Paint's Industrial Coating Division engages in production, sales, research and development, and after-sales coating services for engineering machineries, wind power generators, locomotives, motorbikes, fluorocarbon, electrophoresis, 3C and heavy duty coating.

We are committed to providing customers in the industry with quality products and services. Meanwhile, we give full play to the advantages of technology, research, development, promotion and apply waterborne paint and low VOC paint. In addition to meeting customers' demand for aesthetics and performance, we hope that we can contribute to environmental protection, making the sky bluer and the water clearer.

## ▶ 立邦，是家电和建筑最时髦的外衣 — 卷材涂料事业部

Nippon Paint, the Most Trendy Dressing for Home Appliances and Buildings – Coil Coating Division

立邦卷材涂料事业部，是目前中国唯一全面供应卷材产品的专业供货商，产品包括脱脂剂、钝化液、底漆、背漆、面漆，所涉及领域包含家电、建材及各种功能涂料，完整的中、低、高档次产品能满足客户的不同需求。

立邦卷材涂料事业部随中国卷材市场的增长形成稳定的产品体系、专业的技术服务队伍、及时的供货管道。多年来，中国日益成长的市场需求，使立邦卷材生产线以倍数增长，产品种类也趋于多样化。

Nippon Paint China Coil Coating Division is the only professional supplier for complete range coil coating products in China. The products include degreaser, passivation liquid, primer, back paint and finish paint that are applied in home appliance, building materials and functional paint products. The portfolio is complete and may cater to the needs of mid-range, entry level and high end customers.

As China's coil market grows, the Coil Coating Division has developed a stable product portfolio, a professional technical service team and an efficient supply chain. Thanks to the continued increase of market demand, the coil coating production increases by multiple times, and product portfolio also diversifies.





## ▶ 能通过最严苛环境条件考验的涂料，才能叫做立邦漆 – 防护涂料事业部

Nippon Paint Stands Out for the Most Rigorous Test – Protecting Coating Division

立邦防护涂料产品销售已有一百多年的历史。1996年在上海设立了研发中心，通过对涂料基础理论、生产工艺、应用工艺的研究，不断研发“高固含、低VOC、性能优良、绿色环保”的高品质产品，以满足中国市场和客户需求。立邦防护涂料事业部针对桥梁、港机、石化、电力、海洋石油工程、冶金钢结构等专业防腐市场，应用醇酸、锌粉、环氧、聚氨酯、氟碳、丙烯酸、聚硅氧烷、耐热、防火等一系列优质产品，为您提供“量身定做的、专业的解决方案”。

Nippon Paint's protecting coating products have been sold for more than a century. In 1996, the R&D center was established in Shanghai. Through the study of paint's basic theory, production technology and application process, the center continuously developed quality products with high solid content, low VOC, high performance and eco-friendliness, thus meeting the needs of Chinese market and customers. Nippon Paint Protecting Coating Division aims at professional anti-corrosion markets such as bridge, port machinery, petrochemical, power, offshore oil engineering and metallurgical steel structure, provides a series of quality products including alcohol acid, zinc powder, epoxy, polyurethane, fluorocarbon, acrylic acid, polysiloxane, heat resistant and fire protection products, and offers customized and professional solutions.



## ▶ 立邦粉末涂料事业部

Nippon Paint Powder Coating Division

立邦粉末涂料事业部专业从事粉末涂料开发、生产、销售，目前拥有天津、苏州、佛山和成都四个生产基地，引进瑞士、德国、英国、美国进口的全套检测仪器和生产设备，拥有现代化的生产线100多条，年产能达6万吨。

立邦涂料事业部与国际知名原料供应商建立了战略合作伙伴关系，如荷兰DSM、瑞士汽巴、美国杜邦、德国巴斯夫等，保证了为所服务的客户提供最卓越的粉末喷涂表面处理产品。

立邦粉末涂料产品应用范围广泛，包括建筑型材、一般工业、汽车、家电、电子消费品、管道及工业防腐，其他功能性涂料等行业，在诸多行业的卓越表现使立邦粉末涂料事业部成为中国粉末涂料行业的佼佼者，并被指定为建筑行业表面处理国家标准的编写方之一。

立邦粉末涂料事业部秉承质量卓越、顾客至上的原则，拥有高端的技术人才进行产品的研发，以提供给客户适应市场需求的多样化产品，并以完善的技术服务、专业的解决方案，为不同的客户提供满意的服务。



Nippon Paint Powder Coating Division is engaged in the development, production and sales of powder coatings. Currently leveraging test instruments and manufacturing equipment imported from Switzerland, Germany, the United Kingdom and the United States. It operates more than 100 modernized production lines with annual capacity of 60,000 tons in the four production centers in Tianjin, Suzhou, Foshan and Chengdu.

Nippon Paint Powder Coating Division has established strategic partnership with major international material suppliers such as DSM, Ciba, DuPont and BASF, and provides a variety of best powder coating products for our clients.

Powder coating products of Nippon Paint can be applied in various fields, including architecture profiles, general industry uses, automobiles, home appliances, electronic consumer goods, pipelines, industrial anti-corrosion and other functional paints. Having achieved outstanding outcomes in many fields, Nippon Paint Powder Coating Division has become the leader in the powder coating industry as well as one of the framers of national architectural coating standards.

Constantly pushing for excellent quality and customer-oriented principle, elite technologic talents in Nippon Paint Powder Coating Division spares no effort in researching and developing diversified products tailored to the market needs for our clients. At the same time, it also offers all-round technical services and professional solutions to serve different clients well.

# 2014 年立邦中国 CSR 成果

CSR achievements of Nippon Paint China in 2014

## 2014 年，我们共创精彩世界

Working together for a better world in 2014

## 2014 立邦人共创了属于我们的精彩，交出绿色与爱的成绩单

In 2014, the staff of Nippon Paint China jointly achieved successes of our own and submitted a green and caring report card to the society.

2014 年超过 **12,000,000,000**  
的业绩中，有 **7,500** 名立邦人共同的努力

The 12 billion revenues in 2014 were the result of joint efforts of all the 7,500 employees in Nippon Paint China.



2014 年立邦 15 个主要厂区，实施安全高层诊断，

整改完成率达到 **85%** 以上，

全员安全考试通过率达 **100%**

In 2014, Nippon Paint China implemented a senior leader safety diagnosis program throughout its 15 major plants. The completion rate for rectification reached 85% and the pass rate for safety tests was 100%.



2014 年乳胶漆研发团队共获得 **21** 项专利授权，

全产品 **100%** 达到国家绿色标准

Nippon Paint China's R&D team for emulsion paints obtained 21 patent licenses in 2014, with all of their products meeting national green standards.



2014 年低 VOC (挥发性有机化合物) 产品在乳胶漆

所有系列中都已达到 **100%** 低 VOC

Low-VOC (Volatile Organic Compounds) products in the portfolio of emulsion paints have all met low-VOC standards in 2014.



2014 年二氧化碳排放量相较于 2013 年

下降了 **20.4%**

Carbon dioxide emissions in 2014 decreased by 20.4% as compared with 2013.



2014 年节电 **827,129** 度 / 年

The annual power savings in 2014 reached 827,129 kWh.



2014 年节气 **170,900** 立方米 / 年

The annual gas savings in 2014 reached 170,900 m<sup>3</sup>.




2014 年单吨产品能源消耗下降 **17%**,

节省费用 **2,346,000** 元

The fuels and energy costs has been saved about 17% and the reduced expenses worth of 2,346,000 RMB in 2014.



2014 年共推动了 **15** 项社区关怀项目, 

覆盖上海、广州、杭州、郑州、温州、苏州、廊坊、天津、

成都 **9** 个城市, 共计有 **1,000** 名员工志愿者

参与, 受助的人数超过 **1,500** 人

Nippon Paint China pushed forward a total of 15 Society Care programs in 2014, covering Shanghai, Guangzhou, Hangzhou, Zhengzhou, Wenzhou, Suzhou, Langfang, Tianjin and Chengdu. A total of 1,000 employees have participated in the programs and more than 1,500 people were aided.

2014 年持续向中国人民大学教育基金会捐赠

人民币 **2,000,000** 元, 

持续资助人民大学及其附属中学家境困难的学生们。

立邦基金设立迄今, 已帮助超过 **230** 名贫困学生。

In 2014, Nippon Paint continued to donate to the Education Foundation of Renmin University of China and offer financial assistance through the Nippon Paint Scholarship to students with financial difficulties in the university and its affiliated high school. Since the establishment of the Nippon Paint Scholarship, more than 230 students were granted the scholarship.

2014 年向中国青少年发展基金会、

上海联劝公益基金会、

中华仁人家园、中国扶贫基金会、

上海市慈善基金会朱常青关爱渐冻人专项基金

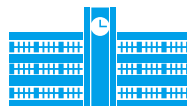
共捐赠 **3,000,000** 元,

对希望小学及弱势群体进行适切的关怀行动。

In 2014, Nippon Paint China donated a total amount of 3,000,000 RMB to multiple charitable foundations, including China Youth Development Foundation, Shanghai United Foundation, Habitat China, China Foundation for Poverty Alleviation, and the Zhu Changqing Special Foundation for People with ALS under the Shanghai Charity Foundation, dedicated to offer appropriate assistance to Hope Schools and local vulnerable groups.



2014 年「为爱上色」计划覆盖全国

24 个省、2 个直辖市、5 个自治区, 

超过 100 个城市、乡镇, 累计

投入超过 **50,000,000** 基金,

完成 **204** 所希望小学的外墙涂刷,

捐建完成 **195** 所立邦快乐美术教室,

**35** 所立邦希望小学建设, 携手 **28** 个伙伴,

共帮助超过 **80,000** 名孩童改善校园环境

In 2014, Nippon Paint China continued its "Color, Way of Love" program initiated in 2009, together with 28 partners by investing more than RMB 50,000,000 in wall-painting for more than 204 Hope Schools, donating 195 happy art classrooms, and building of 35 Hope Schools, helping more than 80,000 children with an improved school environment in over 100 cities, towns, and villages in 24 Provinces, 2 Province-level Municipalities, and 5 autonomous regions.





# 2014 年立邦企业社会责任概览

Nippon Paint CSR Overview in 2014

## 核心精神

Core Values

可持续发展是立邦恪守的企业战略。立邦以“永续大地精‘彩’”(ECO+COLOR)作为立邦企业社会责任的最高指导原则，它代表了公司对企业自身、对员工与家人以及所有利益相关者的承诺。为此，立邦将实现企业责任的活动以经济、自然和责任三大循环进行分类，通过1+3计划、员工关怀、绿色行动、为爱上色、社区关怀等五大责任项目，使立邦从自身经济活动层面，对自然环境直接起到保护、减损的环保层面以及对社会中需要照顾的群体给予支持的关怀层面，一步一步地实现身为企业对于社会的责任。

作为立邦商业战略中的重要组成部分，立邦更协同战略合作伙伴一起开展企业社会责任的相关活动，并把其衍生至全社会及所有的利益相关者，共同实现保护环境，实现绿色生活的最终承诺。

Nippon Paint has committed itself to sustainable development by integrating environmental protection into ECO+COLOR, its guiding principle for Corporate Social Responsibility (CSR), which represents its commitment to employees and their families, and other stakeholders. Taking Economy, Nature and Responsibility as the principles of its CSR and through its "1+3" project, Employee Care, Green Movements, Color, Way of Love and Society Care projects, Nippon Paint fulfill its commitment to the environmental protection, the concern to the needy people and the scale of is continually expanding.

Nippon Paint has also invited strategic cooperative partners to join its CSR projects as a vital part of business strategy. The CSR projects, having connected all the stakeholders in the whole society, are pooling efforts to protect environment to realize a sustainable development.

## 宗旨与五大责任项目

Principles & Five Responsibility Projects



ECOLOR, “ECO (绿色、生态)”和“COLOR (色彩)”相结合  
ECOLOR stands for the integration of ECO and COLOR

## 立邦承诺

立邦涂料中国集团各公司以谋求全集团的共同繁荣为基本理念，通过企业事业致力于社会公共利益以保护环境、促进社会和谐。立邦通过在市场开发、产品设计、生产制造、销售及服务等各环节创新与合作，实现企业社会责任的提升，建立良好市场环境与社会经济关系，推动企业可持续发展，确保员工和相关方的职业健康安全，为立邦与消费者及环境创造一个美好的未来。

为此，对于所有的业务活动，特制订以下方针：

- 作为提供有价值涂膜的专业化工企业谋求全球性的发展。
- 遵守法律法规及其他要求，以顾客为导向
- 降低能耗、节约资源。以降低企业生产成本、保护资源 and 环境为最高指导原则，从环境保护与降低能耗做贡献的绿色企业发展为信得过企业。
- 通过基于经营理念的各种事业活动，以与国内外的客户、贸易方、区域社会、员工、股东等利害关系方之间的信赖关系为基本，以期实现经营构想，并将立邦的社会责任加以延伸，关注慈善及公益事业，履行作为企业公民的社会责任。
- 整合内部与外部资源，落实企业社会责任的循环目标，分享平台，充分实现互帮互助效应。
- 在研发减轻环境负担的产品与技术的同时，从产品研发到报废的所有阶段中，切实考虑环境、安全、健康、关怀等方面的问题，并根据国际动向，实施化学品的管理，以赢得社会对于企业的信任。
- 通过提供色彩丰富、品质稳定的产品和优质的服务，不断增强顾客满意，为持续发展立邦事业、保护生存环境而努力。
- 提供具有竞争性的薪酬与成长计划；创造良好的工作环境与安全保护；增进各部门团队合作；关爱员工、合作油漆工等利益相关方的家人；密切与工会的合作与互助。
- 以人为本，全员参与，促进沟通与理解，实施自主管理。

立邦中国企业社会责任（CSR）委员会主席  
（立时集团首席执行官）



立邦中国企业社会责任（CSR）委员会副主席  
（立邦中国区总裁兼建筑涂料事业群总裁）



立邦中国区工业涂料事业群总裁





## Nippon Paint Commitment

In pursuit of common prosperity for the whole group, Nippon Paint China is dedicated to a better environment and a more harmonious society by implementing CSR projects. Through innovation and cooperation in marketing development, product design, production and manufacturing, sales and service, Nippon Paint strives to enhance CSR, market-economy relationship, corporate sustainable development and occupational health and safety of employees and other parties, and eventually builds a brighter future for consumers, environment and ourselves.

To this end, the following strategies were stipulated to guide all business activities:

- Press ahead toward global development as a specialized chemical enterprise capable of providing quality paints.
- Abide by laws and regulations and other requirements. Driven by needs of consumers.
- Reduce energy and resource consumption. Prioritize environmental and resource protection when lowering production costs so as to evolve from a green enterprise that contributes to environmental protection and energy consumption to a trustworthy giant.
- Realize corporate operation blueprint and fulfill our CSR by committing to charity work with a basis of corporate value-oriented business activities as well as trusting relationships among stakeholders including clients, trading partners, communities, employees and shareholders from both home and abroad.
- Integrate internal and external resources and fulfill cycle targets of CSR. Set up a sharing platform to advance synergy.
- Bear in mind issues in environment protection, safety, health and caring and exercise chemical management in accordance with international trends from R&D to disposal, so as to gain social trust during environmental friendly product and technology R&D process.
- Enhance consumer satisfaction rate and contribute sustainable development and environmental protection by providing a great variety of quality products and services.
- Offer competitive packages, career development programs, a better working environment and safety protection for employees. Strengthen cooperation and relationship among divisions and with labor union. Care for employees, cooperative painters and their families.
- Adhere to people-oriented concept while including all members into the self-management with good communication and understanding.

Chairman of the CSR Committee of Nippon Paint China  
(CEO of Nipsea Group)



Vice Chairman of the CSR Committee of Nippon Paint China  
(President of Nippon Paint China and Trade Use Unit)



President of Nippon Paint China Industry Use Unit



# 立邦中国 CSR 委员会架构

CSR Committee Structure of Nippon Paint China

立邦将企业社会责任作为市场经营中与相关利益者的沟通方式，更是企业管理过程中的重要管理方式。为了确保 CSR 工作更有效推行，立邦中国在 2011 成立 CSR 委员会，建立两年以来，以每季度一次的理事会议、每年至少一次的全员会议，来履行其推动企业全面履行社会责任、落实五大责任项目的重任。并在践行过程中建立起自己独特的运作模式：

- 管理层的承诺（CSR 项目的基础保障）
- 系统的运行以及推行（CSR 项目的推动剂）
- 立邦中国全体员工的推行（CSR 项目的催化剂）
- 主席与副主席  
立时集团首席执行官黄守金先生担任立邦中国 CSR 委员会主席，立邦中国区总裁兼建筑涂料事业群总裁钟中林先生担任副主席。
- CSR 事务局  
立邦中国 CSR 委员会的事务常设机构以公关中心（对内、外宣传和对外社区关怀与公益活动）和 RHQ、QHSE 部门（内部推动和对内协调）为中心，人事部门负责员工关怀项目推动。其他相关延伸职能由主席与委员会决定。
- 常务委员  
承担五大项目之一或活动的全局策划、引领、推动，引领各自区域 CSR 活动的开展，并且具有影响力。参加 CSR 常务委员会议，对 CSR 方向和项目的提议，对专项 CSR 项目或议题进行讨论、决策。负责担当项目或相关领域的横向、纵向的沟通和推动。
- 委员  
集团内各事业群总裁、地区总经理、各功能本部、各事业部、RHQ 内各部门最高负责人担任委员。
- 区域安全委员会主席同时担任立邦集团安全委员会委员。

Nippon Paint regards CSR a way to communicate with relevant stakeholders in market operation as well embracing responsibility for corporate action. To ensure better result of CSR work, Nippon Paint China set up a CSR committee in 2011. During the past two years, the committee pushed for a comprehensive implementation of CSR and the five major projects by convening quarterly board meetings and annual plenary meeting. It has also established a unique operational mode:

- The commitment of the managerial level.  
(The basis of CSR projects)
- The operation and implementation of the system.  
(The driving force of CSR projects)
- The supports from Nippon Paint employees.  
(The catalyst of CSR projects)
- Chairman and Vice Chairman  
Mr. Wee Siew Kim, CEO of the Nipsea Group, serves as Chairman of Nippon Paint China CSR Committee while Mr. Eric Chung, President of Nippon Paint China and President of Trade Use Unit, as Vice Chairman.
- CSR Executive Bureau  
The operation of the standing executive institutions of Nippon Paint CSR committee centers around PR Center that is in charge of internal and external communications and society care and charity activities, and RHQ and QHSE Division that is in charge of the internal push and internal coordination, while HR Department facilitates Employee Care project. Other functions shall be determined by Chairman and the committee.
- Standing Committee Members  
The Standing Committee shall undertake the responsibility and exert influence on the planning, leading and facilitating of CSR activities and one of the five major projects. The members shall participate in the standing committee meetings, provide proposals in terms of the orientation and projects of CSR, and discuss and make decisions on specific CSR projects or issues. They are also responsible for transverse and vertical communication and facilitation of their projects.
- Committee Members  
Committee members comprise Presidents of business units, General Managers of regions, and people in charge of the functions, Divisions and the departments in RHQ.
- Chairman of the regional safety committee shall serve as the member of the Nippon Paint safety committee at the same time.




# 立邦中国 CSR 委员会架构图

CSR Committee Structure of Nippon Paint China







立邦无法将自然环境与企业本身的商业运营完全分离，我们将世界的色彩以及保护环境融入到“立邦，永续大地精‘彩’” (ECO+COLOR) 中，作为立邦企业社会责任的最高指导原则。

We cannot separate out considerations and care for the environment. We encapsulate our world of colors and the environment into Eco Color, as the guiding banner for our CSR effort.

——立邦企业社会责任委员会主席 黄守金  
Wee Siew Kim, Chairman of the CSR Committee of Nippon Paint China



# 经济循环

## Economy Cycle

立邦要求自身在运营过程中，在市场开拓、技术研发、产品制造、销售及服务等领域全面实施超过行业平均水平的“绿色”安全与环保标准，创造正向循环；对于行业上游供应商和下游客户，立邦通过与之建立协同合作机制，组建“CSR战略联盟”，携手共同参与“1+3”计划，提升立邦及合作企业的社会影响力以及品牌价值，进一步带动企业的效益提升，从而在行业内形成良性的经济循环、实现行业可持续发展。

Nippon Paint should fully implement “green” safety and environmental standards which exceed the average level of the industry in the areas of operation, market development, technology R&D, product manufacturing, sales and service. For upstream suppliers and downstream customers, Nippon Paint works with them to establish a collaborative mechanism, form “CSR Strategic Alliances”, jointly participate in the “1+3” Project, enhance the social influence and brand value of Nippon Paint and cooperative enterprises, and further promote the improvement of corporate profitability. This helps to form a positive economic cycle in the industry and achieve sustainable development.



# 安全是立邦日常的基础 “1+3” 计划

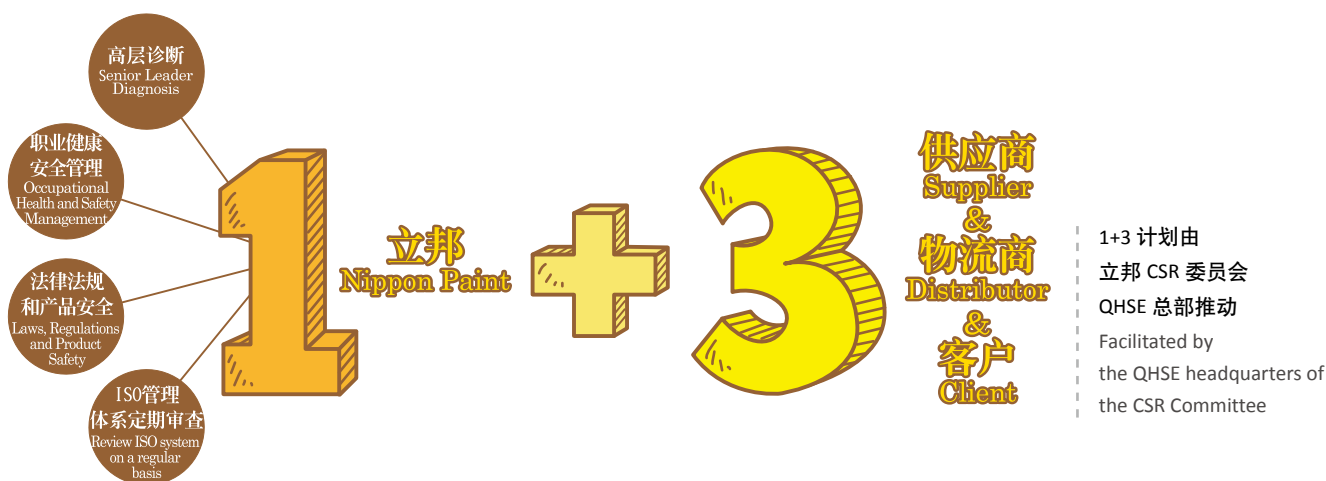
Safety is the foundation for daily operations  
"1+3" Project

立邦相信所有的日常工作都必须“安全第一”。安全是立邦的日常运营基础。除了立邦员工，我们更以立邦为主体，拉动整条供应链上的企业，甚至是整个行业对质量、健康、安全、环境都尽到最大的责任，土壤、空气、水质甚至行走的人们，一定能够感受到改变。

以立邦公司为“1”，自上而下从立邦的管理团队到所有员工，携手行业内上下游企业为“3”，包含供应商、物流商与客户，搭建全供应链质量、健康、安全、环境（QHSE）的专业队伍。不但将安全责任逐级分解落实到全员，同时建立与相关方共赢安全的概念，向先进的上下游供应链上的企业学习，把立邦的安全、企业社会责任（CSR）理念传递给相关方，带领供应链上的企业持续改善，共同实现在环保、安全与健康领域现状的社会责任承诺。

Safety is our top priority, and the foundation for daily operations. Poised to serve a major driving force, Nippon Paint, along with all its employees, strives to propel all the enterprises in the supply chain, or even the whole industry, to make maximum efforts for quality, health, safety and environmental protection. There are bound to be changes in the quality of earth, air, and water, and such changes are bound to be felt by people.

Nippon Paint, from the management team to all employees, is referred to as “1”, and its upstream and downstream business partners including suppliers, distributors and clients, are referred to as “3”. They are all actively involved in the improvement of QHSE (Quality, Health, Safety and Environment) for the supply chain. Not only does Nippon Paint hierarchically break down and assign the safety responsibility to its entire personnel, but it has also established a win-win safety concept with its partners. We learn from the advanced enterprises on the upstream and downstream supply chain and at the same time we pass our safety and CSR concepts to our partners. We urge companies on the supply chain to share the social responsibility commitment by continuously improving the status quo of environmental protection, safety and health.







## “1”：立邦

“1”：Nippon Paint

### ► 高层诊断

Senior Leader Diagnosis



“安全是最基本的要求，重在诊断不在评分，引导主动安全意识”是 2014 年高层诊断的主要方针，其核心思想是引导全员主动安全意识。

2014 年度，立邦 15 家工厂，主要在 HSE(健康、安全、环境)规划监督与指导、环境与职业卫生、化学品安全、消防及防灾、工程项目安全、静电与设备安全、物流安全、事故纠正与预防等 8 个方面实施诊断，针对每家工厂存在的中高度问题项，给予专业性评价，同时针对每家工厂，进行高层诊断后的跟进和现场辅导检查工作。

持续 3 年的一年一度的高层诊断，对整个立邦 HSE 的发展具有深远的影响，很大程度上促进了立邦在 CSR 上的长足进步。

The idea of “With safety as our top prerequisite, the program highlights diagnosis rather than performance scoring, and attempts to enhance staff safety awareness” was adopted as the leading principle of 2014 Senior Leader Diagnose, putting safety awareness raising of all Nippon Paint employees as its primary objective.

In 2014, Nippon Paint China implemented Senior Leader Diagnosis in 15 plants, which mainly covered 8 areas, including HSE (Health, safety, Environment) supervision and guidance, environment and occupational health, chemical management, fire drill and disaster prevention, engineering project safety, static electric and device safety, logistic safety, and corrections and accident prevention. The diagnosis team provided specialized evaluations to the problems of medium severity level or above in each plant, and also offered follow-up instructions and on-site assistance to each plant.

The Senior Leader Diagnosis has been implemented for three consecutive years. The annual program has exerted extensive influence on the HSE development of Nippon Paint, and helps bring long-term benefits to the entire group's CSR endeavor.

## • 现场安全管理 Site Safety Management

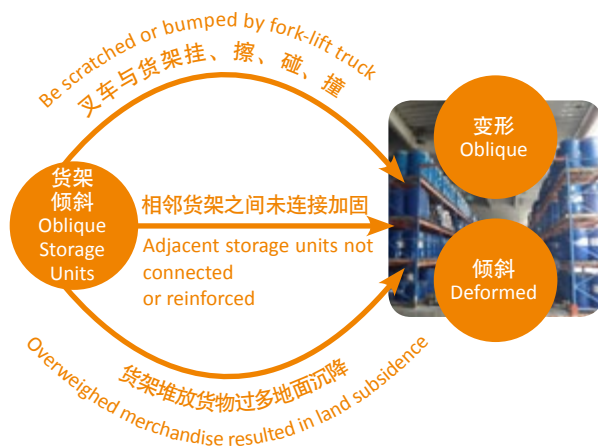
安全生产直接关系到员工的生命安全和身心健康，关系着企业的发展。因此立邦加强了作业现场安全管理，防止事故的发生，促进企业安全文化建设。2014年，立邦在落实《安全检查制度》和《虚惊报告》的基础上，推进 LFG（精益成长）项目，鼓励员工积极提报现场安全改善合理化建议，提高了作业现场的安全性，也增强了员工对安全的信心。

Production safety exerts direct influence on the physical and mental health of employees, and also determines to a certain extent the success of corporate development. Thus, Nippon Paint has strengthened its site safety management to prevent accidents and to promote corporate safety culture. In 2014, based on the implementation of "Safety Check Regulations" and "Near Miss" report, Nippon Paint China facilitated the LFG (Lean for Growth) Program and encouraged employees to actively offer their suggestions and comments on site safety management, which greatly contributed to site safety improvement and enhanced the employees' confidence of safety.

### 改善案例 1: 铲车擦痕管理 (IU-NPZ) Case 1: Truck Scratch Management (IU-NPZ)



## 改善案例 2: 货架防倾斜校验方法改善 (TU-NPCD) Case 2: Improvement of the Calibration Method of Anti-Oblique Storage Units



### 检测方法 - 垂直观察法:

Test Method-Vertical Observation:

一端固定于货架立柱上端，将细线垂直延长至立柱下端并与铅锤连接，待铅锤静止时，观测铅锤锥部所指刻度标尺读数，确定货架顶端与底端倾斜的距离

Attach one end of a threadlet to the top of the storage unit frame, and link another end to a plumb to the bottom of the storage unit, which indicates a number that shows the slant distance between the top and the bottom of the storage unit.



使所有货架都处于有效检测中

All the storage units are in well monitoring in case of potential hazards, and immediate precautions will be conducted in case any risk is detected.

## • “虚惊报告” “Near Miss” Report

“虚惊”，是指未发生的潜在危险。立邦推行虚惊报告的目的是让员工主动发现身边的潜在危险，在危险发生前进行预防。今年是虚惊报告推行的第4个年度，经过3年多的运行，目前整个立邦合计有36,542份虚惊报告。虚惊报告对HSE的体系建设产生了深远的影响，同时也在立邦形成了一种将安全融入工作的文化。

“Near Miss” refers to a potential hazard that does not occur. The purpose of implementing the “Near Miss” report is to allow employees proactively find potential risks around them, and conduct precautionary measures in a timely manner. This year is the fourth year since Nippon Paint first launched the “Near Miss” report mechanism. Running for more than three years, it has enclosed 36,542 reports altogether. “Near Miss” report system has extended a tremendous influence on the construction of HSE management system in Nippon Paint, which has also cultivated the culture of integrating safety into workplace.

## • CO<sub>2</sub> 核算管理和危废物减量

Carbon Emission Control and Reduction  
in Hazardous Waste

2014 年立邦建立了 CO<sub>2</sub> 排放管理制度，以 2013 年为基准年，制定 CO<sub>2</sub> 减排目标，根据国家标准，在立邦各工厂开展 CO<sub>2</sub> 排放统计核算。立邦还将把 CO<sub>2</sub> 减排目标纳入集团 KPI，持续推行碳减排，计划每年实现单吨产品碳减排 5% 的目标。

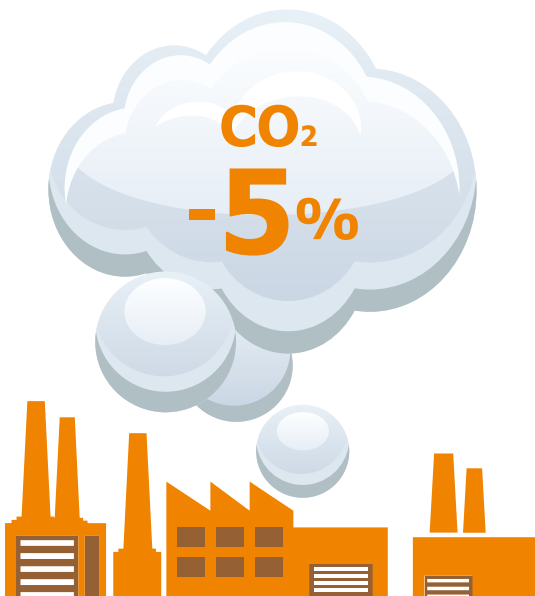
立邦与中国环境科学院同步开展水性涂料生产过程中固体废物环境管理技术研究，实现立邦危险废物减量化。今后立邦将进一步开展废物再利用、废物自行回收处置等方面的研究。

立邦前瞻性地开展涂料行业挥发性有机物治理研究，并在大型工厂推行废气治理项目，力图实现减少 VOCs (挥发性有机化合物) 排放，以改善员工的职业健康环境，并履行立邦的环保责任。

In the year of 2014, Nippon Paint China established a system on carbon dioxide emissions management. Based on national standards, Nippon Paint has established targets to reduce carbon dioxide emissions setting 2013 as the baseline year, and began to assess the carbon dioxide emissions within plants. Meanwhile, Nippon Paint plans to include the reduction targets into KPI and strives to achieve the goal of a 5% decrease in carbon emission per ton.

Together with Chinese Research Academy of Environmental Sciences, Nippon Paint China is undertaking research into solid waste technology and management during waterborne coatings production process to achieve reduction in hazardous waste. In the future, Nippon Paint China will extend its research efforts on waste recycling and recovery.

Nippon Paint China has initiated the research on volatile organic compound (VOC) management in the coating industry and facilitated waste gas control program in large factories to achieve the reduction of VOCs emissions, which helps improve employee's working environment and fulfill Nippon Paint's responsibility of environmental protection.



## • 职业健康管理

Occupational Health Management

本着对所有员工的职业健康负责的态度，立邦积极地努力减少工作场所的职业病危害因素。QHSE 部门为立邦使用的 PPE (个人防护装备) 编制了培训教材，帮助新老员工强化职业健康防护意识。同时，立邦推动各工厂按照《职业卫生档案管理规范》的要求结合具体管理制度，健全职业卫生档案。



Nippon Paint is responsible for the occupational health of all employees and strives to eliminate any possible hazardous elements leading to occupational diseases. The QHSE (Quality, Health, Safety, and Environmental) Department has developed training materials on using PPE (personal protective equipment) to help all employees raise the awareness of occupational health and safety. Meanwhile, all Nippon Paint plants have been required to establish occupational health archives in accordance with the provisions of *Regulations on Occupation Health Archives Management*.

## ► 法律法规和产品安全

Laws, Regulations and Product Safety

### • 法律法规管理

Legal and Regulatory Management

随着国家对 HSE (健康、安全、环境) 法律法规要求的收紧，政府执法力度日趋严格。为推动法律法规管理的建设和规范，降低企业经营风险，2014 年立邦积极采取了以下的措施：

With increasing regulatory requirements imposed on HSE (Health, Safety and Environment) operations, the Chinese government has considerably increased related law enforcement. In order to promote compliance with relevant applicable laws and regulations, and to reduce business risks, Nippon Paint China has taken the following measures in 2014:

- 完善立邦 HSE 法律法规收集识别和评价流程，修订立邦评价管理要求规范；  
Improve the collection, identification and evaluation process of Nippon Paint HSE laws and regulations, and amend the Nippon Paint management evaluation requirements;
- 引入外部 HSE 法律法规管理平台，优化资源，提升信息及时性、正确性、全面性；  
Introduce management platform of external HSE laws and regulations, and improve information timeliness, accuracy and comprehensiveness;
- 优化信息管理，利用平台资源的案例和法规速递信息，内部定期发送《环境 / 健康 / 安全 - 每周快递》。  
Optimize information management, utilize law cases and regulations on the platform, and send internal newsletters of Weekly Express of Environment, Health, and Security on a regular basis.



## ● 产品安全管理 Product Safety Management

为推动化学品管理的系统和规范,降低企业经营风险,2014 年立邦积极采取了以下的措施:

To promote the chemicals management and regulatory compliance and to reduce business risks, Nippon Paint China has proactively taken the following measures in 2014:

- 结合新法规和指南要求,编制并发布《立邦中国集团非药品类易制毒化学品管理规范》、《化学品安全技术说明书管理制度》和编制指南、《立邦中国集团安全标签管理制度》和编制指南、应用指南。

In accordance with the provisions new regulations and guidelines, prepare and publish the Nippon Paint China Management of Non-pharmaceutical Precursor Chemicals, Guidance on the Safety Data Sheet for Chemical Products, Nippon Paint China Rules for Security Labeling, and related guidelines and applications.

- 应对 2014 年 1 月国家发布的《化学品安全技术说明书编写指南 (GB/T 17519-2013)》和 2014 年 11 月 1 日实施的《GB 30000.2~29-2013 化学品分类和标签规范》要求,联合信息总部积极进行技术开发,利用 SAP-HSE 系统平台可系统出具合规的 SDS (安全数据表) 报告。

According to the provisions in the Guidance on the Compilation of Safety Data Sheet for Chemical Products (GB/T 17519-2013) published in January 2014 and the GB 30000.2~29-2013 Rules for Classification and Labeling of Chemical enacted on November 1, 2014, cooperate with the Information Head Office to develop technology and introduce the platform of SAP-EHS program to produce SDS (Safety Date Sheet) compliance reports.

- 搭建了 SDS 系统审核流和发布平台。在审核流程中引入了包材设计、标签应用的相关担当部门,建立起与产品的包装管理活动业务流程的衔接,推进化学品管理的一体化。

Construct the SDS evaluation and publish platform. Encompass relevant departments responsible for packaging designs, labeling and converge into the review process, creating links among these business activities and promoting integrated management of chemicals products.

- 加强原料 SDS 的管理,原料引入和原料变更流程中增加化学品的 SDS 审核和危险性识别,并与立邦的原料安全主数据对接。

Enhance SDS management of raw materials, introduce SDS inspection and hazard identification of chemicals in process of raw material entering and exchange, and create connections with the safety data of raw materials in Nippon Paint.



## ► ISO 管理体系定期审查

Review ISO system on a regular basis

立邦一贯注重管理体系的标准化,根据不同产品线的客户要求及国家标准要求,分别在建筑涂料事业群推行 ISO9001、ISO14001、OHSAS18001 管理体系认证,以及环境标志和 3C 的产品认证;在工业涂料事业群推行 ISO9001、ISO14001、OHS18001、RoHS、TS16949 管理体系;在粉末涂料事业部推行 ISO9001、ISO14001、OHS18001 管理体系。2014 年度的管理体系内审,覆盖了总部、所有工厂和本部,促进了集团层面在体系策划和制度建设方面的规范性,确保了立邦整体管理体系的有效性。

Nippon Paint consistently focuses on the standardization of its management system. Based on the requirements of clients for different product lines and in accordance with national standards, Nippon Paint China has implemented a wide range of management systems within its divisions: the ISO9001, ISO14001, OHSAS18001, environmental labels, and 3C (China Compulsory Certificate) marks in the Trade Use Unit; the ISO9001, ISO14001, OHS18001, RoHS and TS16949 systems in Industrial Use Unit; and the ISO9001, ISO14001 and OHS18001 systems in Nippon Paint Powder Coating Division. In the year of 2014, the internal audit has covered the headquarters, all Nippon Paint China plants and divisions, helping promote the standardization in system planning and regulatory construction and ensuring the overall effectiveness of management systems of Nippon Paint China.



## “3”：上下游供应链企业

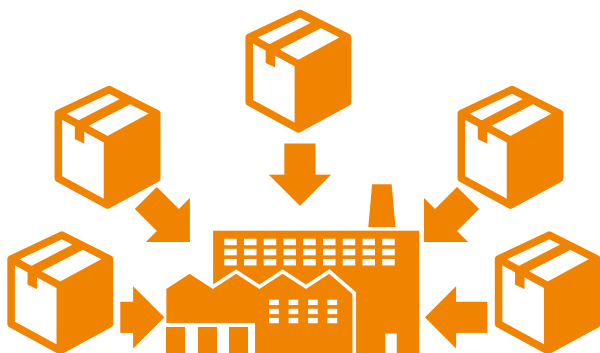
“3”: Businesses on the Upstream and Downstream Supply Chain

在自身不断提高的同时，立邦也不断地通过沟通、培训、演习等方式对上下游供应链上的供应商、物流商、客户施行严苛的评估和选择，进行全面的安全意识的影响和灌输，以期共同实现企业社会责任的承诺。

In addition to constantly improving itself, Nippon Paint China has implemented the most stringent evaluation and selection process on its suppliers, distributors and clients via communication, trainings, drills, etc. and guided them with safety consciousness in an effort to fulfill CSR commitments together.

### ► 供应商

Supplier



作为一个优秀的生产企业，必须有稳定的供应商提供优质的产品或服务，才能使企业稳定发展，同供应商一起实现双赢。

在供应商管理方面，立邦加强了供应商 HSE（健康、安全、环境）相关资质的收集与管理，提高供应商的 HSE 意识，与供应商一起成长。

对于化学品供应商而言，首先还必须满足 SDS（安全数据表）的评审条件，需要向立邦提供每个新原料的 SDS。

与此同时，立邦积极开展与多家化学品供应商的沟通和交流，对原有的原料 SDS 进行更新与完善。

As an outstanding manufacturer, Nippon Paint China must have reliable suppliers to provide quality products or service, so as to achieve stable business growth and develop a win-win relationship with suppliers.

Nippon Paint China has improved the collection and management of suppliers HSE (Health, Safety and Environment) information to raise the HSE awareness among suppliers and grow together with suppliers.

Chemical suppliers should also meet the selection criteria of SDS (Safety Data Sheet) and provide Nippon Paint China with SDS for each new kind of raw materials.

Meanwhile, Nippon Paint China has conducted active contact and exchange with a number of chemical suppliers, and has updated and improved the former SDS review.

### ► 物流商

Logistics



伴随立邦快速增长，立邦的物流承包商也随之高速增长，和立邦合作的物流承包商已经接近 100 多家。为了更好地管理日渐庞大的物流队伍，2014 年立邦在 QHSE 总部设立了物流安全专业岗位，初步开始物流安全规划，进行专业化管理。立邦首先对物流承包商在合同条款，HSE 管理要素方面，进行了统一规范，同时，将逐步对物流承包商进行系统化管理，提供更加专业性的指导。

Nippon Paint China has cooperated with nearly 100 different logistics companies, all growing rapidly together with Nippon Paint. In order to better manage this expanding team of distributors, Nippon Paint China has set up a logistics safety position in the QHSE Headquarters in 2014, and started logistic security planning for specialized management. Nippon Paint China has adopted unified requirements on logistics contract terms and HSE management elements, and will gradually build a systematic management system of all the logistic distributors for more specialized guidance.

### ► 客户


Client



立邦严格执行代理商专卖店的标准化，举办客户涂料施工中的 HSE 培训及消费者环保理念宣导等活动。

Nippon Paint China strictly implements standardized management of dealers, organizes HSE training during clients' coating operations and promotes the concept of environmental protection to customers.





# 自然，是世间万千色彩的来源， 立邦承诺“永续大地精‘彩’”

We commit to protect our nature and to preserve  
the colors in the world. Mother nature is the source of all  
the colors in this world.






# 自然循环

## Nature Segment

立邦在生产与产品生命周期的各个环节为保护环境做出了方方面面的努力：降低能耗、节约资源、减少浪费、提高效益，全面保护有限的资源和我们赖以生存的自然环境。

Nippon Paint has been contributing to environmental protection through attending details in every process of production and product cycle. From the beginning till the end, Nippon Paint spares no effort in reducing energy consumption, saving resources, cutting wastes and enhancing efficiency so as to protect limited resources and our natural environment.



从各环节实现环保，  
绿色行动是我们的日常生活实践

# 绿色行动

Implementation of environmental protection from each link,  
Green Movements is practical in our daily life  
Green Movements

立邦绿色行动，从绿色研发、绿色采购、绿色生产和绿色推广全面打造可持续发展的绿色平台。一直以来，立邦关注绿色环保，坚持在节能降耗上的投入及研发；凭借行业内首屈一指的先进技术，不断开发环境友善的产品；在采购过程对供应商坚持严格的评估管理；在生产环节做到减少浪费、提高效益，全面实行绿色理念；借由绿色推广活动，将立邦的绿色理念传递给每一个与立邦相关的利益关系人。

From Green R&D to Green Purchasing, from Green Production to Green Education, Nippon Paint has been implementing Green Movements in all areas to establish a green platform for sustainable development. With close attention to environmental protection, Nippon Paint strives to go green and has jumped into the green movement full swing with efforts such as maintaining investments in R&D on energy-saving and cost-reducing, continuously developing environmental-friendly products with advanced technology second to none in the industry, insisting on strict assessment and management of suppliers, as well as cutting cost and improving efficiency of production. Green Education is designed to impart the concept to every stakeholder.

## 绿色研发

Green R&D

立邦坚持创新精神，妥善平衡好涂料功能和环保要求，将绿色基因根植于令人惊叹的新产品中。立邦未来技术发展方向是期望成为绿色技术的绿色企业，提供更多的水性涂料而不是油性涂料；能够在生产过程中使用更少的资源、物料及能源；确保生产的涂料产品都符合环保、节能需求。

In the spirit of bolstering innovation and balance between function and environmental protection, Nippon Paint incepts the green concept into fantastic new products. In terms of technological development, we are marching towards the concepts of Green Company with green technology by tilting towards water paint rather than oil paint, and less consumption of resources, materials and energy during production. New products shall be environmentally friendly as well as energy saving.

绿色研发由  
立邦 CSR 委员会  
TU\IU 技术本部共同推动  
Facilitated by  
Corporate Technical Departments of TU and  
IU of the CSR Committee

### ► 立邦技术研发优势及跨区域技术合作

R&D Strengths and Cross-regional Technical Cooperation

华东理工大学与立邦中国透过双方在中国化工与涂料行业的领先优势，两者通过“产学研”联合，进行长期稳定的合作，以提升技术研发能力并加速科技成果转化，最终将实现令人满意的经济效益和社会效益。

双方合作项目的研究成果，将对提高内外墙乳胶漆的性能以及生产工艺和使用过程中的创新和改善起到指导性作用，助力立邦全新的绿色产品的开发和推广，确保立邦的技术研发能力能长期位列国内外市场的前列。

Nippon Paint China has built a stable and long-term cooperative relationship with East China University of Science and Technology (ECUST), both playing a leading role in China's chemical and coating industry. Nippon Paint's joint efforts with the ECUST are aimed at strengthening its R&D ability and facilitating the transformation of R&D results into satisfactory economical benefit and social benefit.

Achievements from the cooperation program will provide guidance and help Nippon Paint improve the performance of interior and exterior emulsion paint. It will also supply Nippon Paint with sufficient momentum in R&D and promotion of "brand new green products", which, in turn, will ensure that Nippon Paint's R&D ability remains ranked among the first in the world.



## ► 立邦在各领域内研发的技术成果

Technologic Breakthrough in various fields

### ● CyGlaz 技术 CyGlaz



CyGlaz 是一种提高涂料耐用性能的配方技术，其成功研发对于高性能涂料而言是一个极大的技术突破。目前，立时集团已经对这项突破性技术在美国、英国、世界 (PCT)，中国及亚洲区共申请了 10 项专利，并已有 2 项获得美国的专利权。立邦期望能通过 CyGlaz

技术的不断创新、开发和运用，以美观、实用和耐用的绿色产品，满足客户的个性化需求。

2014 年立邦的 CyGlaz 技术在产品的开发及应用范围上得到进一步拓宽，目前市场上的产品主要为立邦汽车原厂漆、汽车部件及一般工业漆产品。

未来，在凡是需要使用涂层的工业制造领域，如汽车整车、汽车修补、汽车内饰，还有手机，机电制造，卫浴，运动器械，航空设备，船舶，户外家具，家电等行业，CyGlaz 技术都能发挥极大的作用，有效解决旧式的涂料粘连、涂层过厚、不够美观等问题。

The invention of CyGlaz, a formula technique to enhance the durability of paints, marked a technologic breakthrough for high performance paints. Currently, Nipsea Group has applied ten patents in the US, the UK, PCT and Asia for this breakthrough technology, among which 2 have succeeded in US. Hopefully through the development and utilization of CyGlaz, Nippon Paint can expand the innovative application of industrial use paints and fulfill individual requirement by providing beautiful, practical and durable green products.

In 2014, the CyGlaz technology of Nippon Paint was expanded both in product development and application scope. At present, products in market mainly contain the original automobile paint, auto parts and general industrial paint.

In the future, CyGlaz technology will play an important role in any industry manufacture area which need paint including automobile, mobile phone, home appliance, bathroom facility, sport machine, ships, aircraft equipment and so on to solve questions in too thick, ugly and adhesion.

### ● “3 wet” 汽车涂料市场的高科技 “3 wet” – High-Tech in Auto Coating Market

“3 wet” 是一种特殊的车用烤漆。立邦涂料的创新之处在于让车厂们一次性完成对车体的三次喷涂后，只需要进一次烤箱即可，减少了两次烘烤的时间，大幅节约了成本与作业流程，提高了生产效率。

“3 wet” is a special coating for auto baking finish. Our coating allows the manufacturers to apply all the three wet coat of paints and then bake once. It saves time, costs and process, which increased the production efficiency.

### ● “反射隔热”和“低碳节能” 两大高新环保涂料技术

Two environmental friendly coating technologies  
– “Reflective Insulation” coating technology and  
“Low Carbon and Energy Saving” coating technology

立邦工程涂料事业部两大高新涂料技术“反射隔热”和“低碳节能”有效利用自然资源，最大程度地降低和节约日常生活中的能源消耗，让使用者真正体验到环保技术在日常生活中的最真实的回馈。

The two cutting-edge coating technologies, namely “Reflective Insulation” coating technology and “Low Carbon and Energy Saving” coating technology introduced by Project Coating Division, can efficiently utilize natural resources and substantially reduce the energy consumption in daily life. Users can truly experience the benefit of environmental protection technology in their daily life.

#### ● “反射隔热”涂料技术 “Reflective Insulation” coating technology

采用最新技术，通过提高可见光的反射率，使可见光反射率提高 10%，节约照明电能 20% 左右。除此之外，含有此项技术的涂料能有效地降低了光线的漫反射效应，特别适宜作为投影幕，且维护方便，对追求品质生活的家庭来讲，极具吸引力。

This new technology can save electricity used in lighting by 20% through raising the reflection rate of visible light by 10%. Besides, the surface applied with this paint can diffusing less light effectively, can be used as projection. The wall is easier to maintain. It is highly appealing for families that pursue high quality living standard.

#### ● “低碳节能”涂料技术 “Low Carbon and Energy Saving” coating technology

夏热冬暖地区，长年气温高而且湿度大，温差较小，太阳辐射强烈，不能简单地采用降低墙体、屋面、窗户的传热系数，增加保温材料厚度来达到节约能耗的目的。而使用制冷设备所产生的能耗通常是采暖能耗的三倍以上，起到建筑节能的效果。

In regions of hot summers and warm winters, summer is long and winter is short. It is hot all year round and high in humidity. The temperature difference is small while the solar radiation is strong. It cannot save energy simply by reducing the heat conduction capacity of walls, roof and windows and using thicker insulation materials. The energy consumed by cooling devices is usually three times more than that of heating devices. reduce energy consumption hence save energy.



## ● 自清洁涂料技术

Self Clean Paint

立邦自清洁涂料以创新技术解决了环境污染物在影响涂膜美观性和持久性上的难题。大气中的污染物，降雨后会在漆膜的表面形成黑色的“雨痕”。立邦自清洁涂料技术使涂膜的表面形成亲水性，让漆膜表面再也无法形成“雨痕”状的污染带。

With its innovative technology, Self Clean Paint protects paint film from environmental pollutants, which pose a great threat to its beauty and durability. Pollutants in the air leaves black "rain print" on the surface after the rainwater has evaporated. Nippon Paint Self Clean paint makes the surface of paint film hydrophilic, pollutants will no longer form a black "rain print" on the surface.



普通涂料与自清洁涂料降雨后“雨痕”对比  
The rain print comparison between the surface using normal coatings and that of using self clean paint

## ● 无锡电泳

Tin-free Electrophoresis

随着对环保和健康的重视，作为铅替代物应用到电泳涂料中的有机锡化合物正得到广泛关注。由于有机锡化合物能损伤人体神经系统、抑制免疫系统功能，正在逐步受到使用限制，抑或是禁止。一般工业涂料事业部电泳开发人员终于取得突破，获得性能优良的电泳涂膜，干膜锡含量仅在 0.2ppm 以下，并且完成国内第一条全无锡电泳线的建浴。

With the attention increasingly given to environmental protection and health, organic tin compound (OTC), used in electrophoretic paint as an alternative to lead, has also aroused widespread concern. Because of its damage to human nervous system and immune system, OTC is being limited or even banned in its use. After years of study, electrophoresis researchers in Industrial Coating Division have finally made great breakthroughs, get quality electrophoretic paint products whose dried tin content is under only 0.2 ppm, and Nippon Paint China has delivered an order of initial makeup of the first electrolytic bath with 100% tin-free electrophoretic lines.



## ● 立邦瓷净净味全效内墙乳胶漆

Nippon Paint Spot-Less Interior Emulsion Paint



立邦携手杜邦，采用高科技的特富龙® 表面保护技术，结合立邦涂料领域百余年的制造经验和大力度的资金投入，成就全新的“立邦瓷净系列”内墙乳胶漆产品。立邦瓷净净味全效内墙乳胶漆具有水油双疏的涂层使水性及油性污渍均难停留墙面，降低了清洁的难度，提升了涂膜的使用寿命。

Cooperating with DuPont, Nippon Paint has combined high-tech Teflon® surface conservation technology with Nippon Paint's experience of more than 100 years in paint production, together with huge capital investments, to create brand new Spot-Less Interior Paint. With hydrophobic, oleophobic paint film, Nippon Paint Spot-Less Interior Paint makes it difficult for water-based, oil-based or even stubborn stains to stick to the wall so that reduce the difficulty of cleaning and prolong its life.

## ● 立邦木器漆擦色宝

Nippon Paint scrubbing colorant for wood coating

传统的木器漆上色工艺是在清漆中添加色精后进行喷涂，存在施工现场漆雾大、VOC（挥发性有机化合物）排放高的问题。立邦木器漆擦色宝颠覆了传统的喷涂上色工艺，通过在底涂上刷涂之后进行擦拭收色，既适用于结构复杂的对象，且着色效果均匀，又降低了施工现场的油漆飞溅，提高了物料的利用率，减少了对油工的健康危害。

Traditional wood coating adopts spray painting technique after blending color essence with varnish, featuring high paint mist concentration and VOC (Volatile Organic Compounds) release during operation. Nippon Paint scrubbing colorant for wood coating employs a subversive technique—first apply underlying painting using a brush and then spread coating using scrubbing colorant, a real breakthrough of traditional coating method. The scrubbing colorant can be applied to complicated objects in an ideally even distribution, and ultimately eliminate any possibility of liquid spills; therefore, it remarkably improves material efficiency and reduces health hazards associated with painting operations.

## ● 立邦水性木器漆

Nippon Paint Waterborne Wood Paints

水性木器漆在工艺进步过程中越来越显示出环保性能上的优势。立邦商装水性木器漆主要品种为第二代核壳自交联水性木器漆以及水性双组份羟基丙烯酸木器漆。具有良好的性能，在干燥速度、硬度、丰满度，以及耐水性、耐热性、抗黄变性等方面，完全超越 NC 产品，可以媲美常规的油性 PU 漆。适用于各类木制品涂装要求。

Waterborne wood paints show advantages in environment protection capability more and more with technology developing. Nippon Paint Commercial Furniture waterborne paints' main kind is second-generation core-shell self-crosslinking waterborne wood paint and bicomponent hydroxyl acrylic waterborne wood paint. It shows great capability in outstanding properties including drying rate, hardness, fullness, water proof, thermal stability, and anti-yellow property, beyond NC product completely and contact with common PU paint which is appropriate for any woods' requirements.

## ● 立邦商装木器漆环保工艺

The Environment-Friendly Process of Nippon Paint Commercial Furniture Paints

立邦商装木器漆事业部擅长以最优化的油漆组合方案，满足木器制造行业节能减排和自动化涂装日益增长的需要。零典工艺、欧典工艺、菲朗工艺、洛斯工艺、钢琴工艺、格林木色等六种工艺方案，依据不同树脂体系产品的固有特性，扬长避短，分别运用了PU产品和水性产品组合、UV产品和水性产品组合、PE产品和水性产品组合、单组份水性底漆和双组份水性面漆组合、UV产品和PU产品组合、PE产品和PU产品组合等组合方案，全面保证最终产品品质的同时提升涂装效率，顺应了社会节能环保的发展潮流。

Nippon Paint Commercial Furniture Division is good at using the optimized production combination to satisfy requirements for wood production industry reduce resource as well as pollution and automatic paint development. Six schemes, Zero Classic, European Classic, Feilang, Luosi, Piano and Green wood, are all designed basing on different resin products' characters advantages through using PU + water borne, UV + water borne, PE + water borne, one-component waterborne primer + bicomponent waterborne finish paint, UV+PU, PE+PU combination to ensure final product quality, improve paint efficiency and follow social tendency in reducing resource waste and environment production.

## ● 水性聚脲树脂

Water-soluble Polyurea Resin

立邦树脂本部发明了聚脲树脂水溶性的功能合成技术。经测量，其VOC(挥发性有机化合物)含量低于4%；在160度的高温烘烤下可以实现快干的效果，并且拥有优异的耐水、耐溶剂的特性，并提高产品环保性。该产品已被成功应用于不锈钢表面和玻璃制品上。

Nippon Paint Resin Production Department invented a synthesis technology to synthesize water-soluble polyurea resin. Tests show that its VOC (volatile organic compounds) content is below 4% and its fast-drying capability is under the temperature of 160 °C. In addition, its outstanding water-resistance and solvent-resistance have dramatically improved its application for environmental protection. So far, the product has been successfully applied on the surface of stainless steel and on glassware.

## ● 国内第一条融汇三大技术汽车涂装生产线

The First Domestic Automotive Painting Line with the Three Technologies Blended

中国第一条同时融汇PN1400系列高泳透性电泳、IPP免中涂、2K三代清漆技术等三大技术的整车涂装生产线在立邦正式投产，这条主要由凯柏立邦汽车涂料公司提供产品及配套服务的生产线，初步预计年涂装整车30万辆。

Nippon Paint China created its first automotive painting line blending three green technologies including PN1400 electrophoresis with high electrophoretic penetrability, IPP primerless paint and 2K III varnish and it has been officially put into operation. It is estimated that the line, whose products and supporting services are mainly supplied by BK & NP Automotive Coatings (Shanghai) Co., Ltd., will paint 300,000 automobiles per year.

## ● UV 紫外光固化木器漆

UV curing wood coating

立邦商装UV木器漆采用第二代引发剂和聚酯丙烯酸技术，特色产品主要有水性UV漆和第二代净味辊涂底漆、淋涂面漆、无溶剂型喷涂UV漆等。产品不添加有机挥发性溶剂，所有的成份全部固化成膜，VOC含量为0，是真正意义上绿色环保的油性涂料。可完全实现全自动化涂装，提高喷涂效率，并避免油工的职业危害。采用高效的中压汞灯进行固化，固化速度在1s以内，高效节能。产品固化后无引发剂碎片及残留单体，漆膜无气味，也不存在残留的化学危害。

Nippon Paint UV curing wood coating employs the second-generation initiator and polyester acrylic acid technology, offering a wide range of products such as waterborne UV paint, second-generation odor-less underlying roll coating, surface flow coating, and solvent-free UV spray coating. The wood coating does not contain any volatile organic solvents, with each constituting substance being able to transit into solidified membranes. By restricting VOC concentration downright to zero, Nippon Paint creates the real green and eco-friendly oily coatings. Besides, the UV curing wood coating supports complete application of automated painting systems, greatly increasing the spray coating efficiency and protecting workers from any health hazards. It is noteworthy that Nippon Paint limits the solidification process to less than 1 second by encompassing medium pressure mercury vapor lamp into operation, realizing considerable efficiency gains and energy savings. There is no initiator fragment or remnant monomer left after solidification, neither is any odor released from the coating membranes or does any harm of chemicals still remain.

## ● 一站式涂装服务

One-Stop Painting Service

从单纯销售涂料产品的制造商到提供“一站式”墙面涂刷解决方案的服务商，立邦聚焦于各种环保涂料产品的研发并搭配专业的辅料与工具，用“专业、环保、快速、可靠”的墙面“刷新服务”在短短几天时间内将消费者的旧舍焕然一新，让消费者体验到刷新的乐趣。

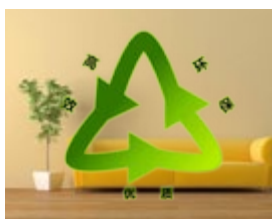
From a manufacturer merely selling paint products to a provider of One-Stop wall paint solutions, Nippon Paint combines their environment-friendly paint products, professional accessories and tools along with a painting service. The professional, environmental-friendly, fast, reliable "refreshing service" can renew the old houses for consumers in just a few days.





## • 无胶水涂装体系

Non-adhesive Paint System



立邦是行业内第一个提出底材全程无胶水体系的企业。全程无胶水涂装体系能够最大程度地避免劣质胶水给人体带来的伤害，保证客户在涂装过程中的安全性。全程无胶水涂装体系应用非常广泛，可应用到内墙、外墙、阳台、厨卫等涂装位置。

到内墙、外墙、阳台、厨卫等涂装位置。

Nippon Paint takes the lead in building a substrate non-adhesive paint system. Construction adhesives contain formaldehyde so a non adhesive paint system can minimize the harm of inferior adhesives to human bodies and ensure the security of customers during the painting process. The non adhesive paint can be widely applied in various places, from interior walls to exterior walls, from balconies to kitchens & bathrooms.

## • 立邦开发创意卷材涂料

Nippon Paint research and produce creative coil coating



2014 年立邦卷材涂料事业部开发了“黑板漆”系列和彩石雕技术，显示立邦用优质产品服务市场和时代的决心。立邦卷材涂料事业部是目前国内唯一全面供应卷材产品的专业供应商，以满足消费者多样化的需求为己任。

2014, Nippon Paint China Coil Coating Division researches and produces “blackboard paint” series. Applying the “epoxy underlying coating + acrylic acid surface coating” technique, the product not only meets increasing demands for a wider variety of color, but integrates superior performance with health protection efforts by means of adding special particles into the coating. It encompasses quite a number of outstanding properties such as smooth writing surface, easy-clean layer, scratch-resistance, and durability, making writing boards available for truly dust-free teaching environment; besides, its innovative matt paint works to protect eyes of teachers and students, bringing real health benefits.

## • 全新升级版陶覆乐

New Upgrading porcelain putty

2014 年，立邦全新推出升级版陶覆乐多功能找平腻子，这款全新升级产品针对消费者越来越高的旧墙翻新需求，采用独特的“瓷固”技术，兼具修补翻新和高效防水二合一的功能，是市面上少见的在内墙外墙均能完美使用的新一代绿色环保型翻新腻子产品。

In 2014, Nippon Paint China released an upgraded porcelain putty. This product is poised to satisfy consumers' higher demand of refreshing old walls. Featuring unique “porcelain stable” technology, the new eco-friendly product integrates both refreshing function and efficient waterproof property, which is rarely seen in the market and constitutes an ideal solution for refreshing both exterior and interior walls.

## • 打造环保 1COAT 彩色电泳产品

Research environment friendly 1 COAT colorful Electrophoresis products

基于绿色环保理念，立邦也在电泳涂料的开发应用方面不断革新产品，以实现真正意义上的 1COAT 彩色电泳产品。未来，1COAT 产品还将在建筑设备、农装设备及家电应用方面得到更为广泛的应用，达到对社会责任、客户涂装工艺及成本方案的多重优化。



Nippon Paint China renews products in electrophoresis' researching and using depending on green environment friendly vision to achieve real 1 COAT colorful electrophoresis products. In the future, 1COAT product will be used more in architecture manufacture, agricultural manufacture and home appliances so that completing social responsibility, client paint technology and cost's optimization.

## • 秀珀聚脲技术

Supe Polyurea Technology

聚脲是一种由异氰酸酯组份（A 组份）与氨基化合物组份（R 组份或 B 组份）反应生成的弹性体物质。除了防腐、防水、耐磨等特性外，聚脲还拥有固化快、热稳定性高、附着力好、性价比高等优点。聚脲技术可广泛应用于防水工程、防腐工程、耐磨工程、海洋工程、工业、体育工程及其他特殊领域。



Polyurea is a type of elastomer that is derived from the reaction product of an isocyanate component and a synthetic resin blend component through step-growth polymerization. Apart from super anti-corrosion, water-repellent and wear-resistant elements, Polyurea coating also encompasses quite a number of outstanding properties such as quick cure time, high thermal stability, excellent adhesion, and commercial availability. Polyurea technologies can be used in a wide variety of fields, including waterproof projects, anti-corrosion projects, wear-resistant projects, maritime engineering, industry engineering, sports engineering and other special areas.

## • 创新研发广受肯定

Innovation and R&D Receive Widespread Acknowledgement

立邦始终坚持研发绿色环保的产品和技术，在涂料行业获得了良好的声誉和肯定，并多次参与行业标准和国家标准的制定。作为中国建筑材料联合会生态环境建材分会的理事，立邦将会把绿色产品的理念更好的贯彻下去。

With its continuous R&D of green, environmental friendly products and technology, Nippon Paint has received acknowledgement and gained a well-deserved reputation. Nippon Paint has participated in the development of several industry standards and national standards. As a member of Ecological Building Materials Branch, CBM COUNCIL, Nippon Paint China will fully implement the concept of green products.

## ► 丰硕的研发成果

Abundant achievements

立邦的研发团队一直致力于新技术的研发，将环保、安全、健康贯穿于整个设计开发过程中，不断的将新技术新材料、新工艺充分应用于绿色产品的开发。2014 年绿色产品开发的表现不俗，使立邦的乳胶漆产品种类变得更为多样化：

The R&D team of Nippon Paint has been devoted to exploring new technologies, and environment protection, safety and health values are running through the process of designing as well as developing. Nippon Paint is always applying new technology and new materials to green products' development fully. Nippon Paint has scored brilliant achievements in 2014. The portfolio of emulsion paints is diversified:

净味产品	由 25 种 → 66 种
无甲醛产品	由 9 种 → 29 种
吸附和分解有害有机气体产品	由 9 种 → 11 种
低 VOC (挥发性有机化合物) 产品	由 15 种 → 全系列所有产品
低挥发性产品	由 2 种 → 3 种
高抗污产品增加	由 0 种 → 3 种
DIY 产品	全线
商店用调色色浆	全线
Odor-less product portfolio	from 25 to 66
Non-methanal product portfolio	from 9 to 29,
Hazardous gas capture product portfolio	from 9 to 11
Low-VOC product portfolio	from 15 to all
Low volatile product portfolio	from 2 to 3
High stain-resistant product portfolio	from 0 to 3
DIY products	APEO FREE
Store refreshing toning paste product portfolio	APEO FREE

## 绿色采购

Green Purchasing

绿色采购的理念始终贯穿在立邦的整个采购实践中，在供应商的选择、评估和管理过程中，时刻以环境保护和实现企业的持续发展为目标，凭借诚实为本进行公正的物料采购。在日常的管理中注重效率的提升和环境的改善，逐年提高散装原料的使用比例，原料包装桶与原料包装袋尽可能循环使用，绿色采购的理念已植入到每个采购人员的日常工作中，同时关注供应商环境限量物质的管控，以帮助其更好地理解与配合立邦的绿色采购理念。

Green procurement has been the guidance for the whole purchasing process. When selecting, assessing and managing suppliers, Nippon Paint sticks to the principle of fairness, honesty, environmental protection and sustainability development. Nippon Paint China emphasizes on enhancement of efficiency and environment by improving the proportion of bulk ingredients year by year and trying to use raw material pack barrels and pockets circularly as most as we can while follow closely to the limited substances control by suppliers. By doing this, Nippon Paint help suppliers understand and implement our green procurement concept.

绿色研发由  
立邦 CSR 委员会  
采购本部推动  
Facilitated by  
Corporate Purchasing Departments of  
the CSR Committee

## ► 采购流程与管理

Purchasing Process and Management

立邦的采购遵循一套完整的制度流程，这套制度流程与立时集团总部所发布的作业流程相符。立邦对于供应商的日常评估将贯穿于整个合作周期，通过 SRM7.0 供应商关系管理操作平台，对采购的过程进行严格管控，并且通过对采购制度的完善和平台的建设，努力为实现环境保护和企业的可持续发展做出贡献。

Nippon Paint China follows a complete set of systems and processes for purchasing, which comply with the work processes published by Nipsea Group. Nippon Paint works closely with suppliers during the whole business cycle. Nippon Paint China is using the SRM7.0 supplier relationship management operation platform, maintaining strict control of the purchasing processes, perfecting operation systems and building the platform so as to realize its green purchasing concept.



## ► 材料供应商准入制度

Material Supplier Admission System

立邦对于供应商的选择十分严格和谨慎。根据集团发布的《立邦供应商管理程序》，在潜在供应商成为合格供应商之前，立邦相关的业务部门都会对供应商的品质、安全、环保等各个方面进行综合评估并打分，必要时还会进行实地考察，发现问题还会要求限期整改。只有经过审批并完全合格才会正式成为立邦的供应商。

Nippon Paint has been strict and prudent in selecting suppliers. According to the "Procedure on the Management of Suppliers" for Nippon Paint China, in order for a prospective supplier to become qualified, all relevant departments of Nippon Paint China will participate in the review process. If necessary, a site visit is conducted for comprehensive evaluation and scoring of the suppliers in terms of quality, safety and environmental protection; any problem detected shall be rectified within a specified term. A supplier can become qualified supplier for Nippon Paint China only after it passes all evaluations and reviews.

## ► 包装技术创新

Package technology Creation

由《包装经理人》杂志举办的 2014 年包装技术创新和可持续发展论坛，立邦被评为“2014 中国可持续发展包装榜样大奖”。立邦采购总部代表立邦集团领取了该项殊荣，这次技术创新是在立邦的支持下由供应商完成的，新产品使用 PP 材质，回收后可以 100% 循环再利用，减少了对原材料（铁矿石和石油）的消耗，总体减少碳排放。这次技术的推广充分体现了立邦一直倡导的绿色采购理念。



Nippon Paint China got grand prize "2014 China constant development package model" on 2014 package technology creation and constant development forum held by "Package Managers" magazine. Nippon Paint Purchasing accepted the prize representing Nippon Paint China. This technology creation was accomplished by suppliers with Nippon's supporting. New product use PP material so that can be used circularly 100% to reduce raw material (Iron and oil) and carbon quantity. This technology's spreading shows Nippon Green Purchasing vision.

## ► 环境限量物质管控

The Control of Environmental Limit Material

企业社会责任，尤其是安全环保，一直以来都是立邦最为重视的部分。为了有效地管控环境限量物质，立邦从一开始就对供应商的准入做出规范。目前凡是涉及到环境限量的新原料申请，立邦都会要求供应商提供相关的检验报告，否则该原料和供应商都无法成功进入立邦合格供应商体系。截至目前，立邦已经获得超过 350 个原材料提交的 ROHS 报告，极大地推广了安全环保理念，与供应商一起为爱护环境做贡献。

CSR, in particular safety and environmental protection, has always been a priority for Nippon Paint. To effectively control the substances dangerous for the environment, Nippon Paint China has regulated supplier's emissions since the very beginning. The purchasers of Nippon Paint China not only disseminate such philosophy, but also strictly implement it. When a product involves a new, restricted raw material, Nippon Paint requires the supplier to provide relevant test reports, otherwise, the material and the supplier cannot be admitted to be a qualified supplier of Nippon Paint China. By now, Nippon Paint has gained more than 350 raw materials ROHS reports so that spread safety environmental protection theme while contributing to protect environment together with the suppliers.

## ► 整合平台展现成果

Integration of Platforms to Present Achievements

经过多年的努力，立邦已经建立起了自己的采购体系，并且通过使用 SRM7.0 供应商关系管理平台整合了原本分散的供应商管理体系。在供应商的评估体系中，对供应商安全环保方面的表现赋予 10% 的权重，安全环保单项表现不佳的供应商可被直接降级，通过三年的实践，供应商的环保意识显著提升，取得了明显的社会效益。

Through many years of efforts, Nippon Paint has established the purchasing system and integrated decentralized supplier management systems with the SRM7.0 platform. In supplier evaluation system, safety and environment protection occupied 10% proportion and supplier who gives bad action will be downgrade. After 3 years, suppliers' awareness of safety and environment improve and gain social benefits obviously.



# 绿色生产

Green Production

立邦关注生产运营过程中的每一个细节，产品的生产过程，工人的作业环境以及废弃物的排放等方面以确保符合环保的相关政策。立邦采取一切必要管理措施，提高资源（原材料、能源）利用率，减少有害废弃物排放，改善员工作业环境，实现资源节约、环境友好、安全生产的目标。

Nippon Paint ensures that the operation process, including production, operational environment and waste discharge, conforms to relevant safety and environmental protection policies. In order to realize the target of resource conservation, environmental protection and safe production, Nippon Paint pledges to take necessary measures to enhance utilization rate of resources, such as raw materials and energy, reduce hazardous waste discharge and improve working conditions.

绿色生产由  
立邦 CSR 委员会  
TU\IU 生产本部共同推动  
Facilitated by Corporate  
Production Departments of TU  
and IU of the CSR Committee



2014 年，立邦绿色生产年度节能量就可满足上万户一线城市普通家庭一个月的能源消耗。

In 2014, the amount of energy conserved by Nippon Paint China through their environmentally friendly production processes is the equivalent of the monthly energy demand of ten thousand average families in China's first-tier cities.

## ▶ 绿色生产策略

Strategy

立邦对于不同管理对象采取了不同的管理策略，力求最佳平衡，实现综合效益最大化。

对于新建工程，立邦已开发出了完整的“绿色生产”标准；对于运营中的工程，立邦通过专案或系列改善活动来逐步实现更高的节能减排环保目标。

同时为了实现“绿色生产”，立邦建立了科学的综合监测统计方法和指标来加强日常数据的积累，实现精益管理，以进行持续改善。

Nippon Paint takes different measures towards different subjects to strive for a balance and the maximum of comprehensive output.

For new engineering project, Nippon has integral "Green Production" standard; for engineering project operating, Nippon try to achieve higher environment protection goal gradually through individual case or series of activities.

At the same time, to achieve "Green Production", Nippon constructed scientific composite statistical method and goals to strengthen daily data's accumulation, complete lean management and improve condition constantly.

## ▶ 绿色生产组织架构

Organization

为了实现“绿色生产”的各项目标，立邦建立了实施绿色生产的组织架构，各司其职开展能源管理和环境管理。

In order to achieve Green Production, Nippon Paint sets up a framework to coordinate different departments in energy saving and environment control.

## ▶ 能源管理组织

Energy Control Organization

立邦在总部层面成立了节能领导小组；各子公司建立了三级能源管理网络组织体系。节能领导小组负责统筹节能的管理规划，建立符合工业用能管理要求的制度条例，查核能源使用状况。

Nippon Paint set up an energy conservation panel in the head quarter and a network of three levels in the subsidiaries. The panel coordinates the control planning, draws up regulations that conform to the industrial energy usage standards and verifies the energy consumption.

## ▶ 环境管理体系

Environment Control System

立邦集团各公司建立完善安全环境管理体系，并通过 ISO14000、OHSAS18000 的体系认证。其人员由生产本部安全组和各公司安全环保部门以及相关职能部门人员构成，确保环保设施的正常运行、固体废弃物的分类管理和处置、危险废弃物的分类管理和委外处置、环境指标的监测、确保在安全、环境、能源使用方面达到法律法规的要求。

Companies under the Nippon Group established safety and environment control system and passed the system certifications of ISO14000 and OHSAS18000. The personnel comprise of employees from the safety team of the production department, the safety and environment departments of the companies and other relevant departments. The purpose of the system is to ensure the safe operation of environmental protection facilities, the distribution and disposal of solid wastes and hazardous wastes, the monitoring of environment indicators so reach laws and regulations' requirements in safety, environment and power source using.

## ► 2014 年节能减排成果

Achievements in Energy Conservation & Emission Reduction in 2014

### • 节能 Energy Conservation

立邦通过内部节能减排、生产设备改造、使用节能环保设备、生产结构调整，来实现企业能耗的有效降低。与去年相比，2014 年单吨产品能源消耗大幅下降，单吨燃料动力费下降 17.48%，累计节约燃料动力费 234.6 万元。

Through energy conservation & emission reduction, retrofit of production equipment and adjustment of production structure, Nippon Paint effectively reduced enterprise energy consumption. In 2014, product resource quantity per ton declined obviously, saved expenses for fuel and power 2346 thousand RMB taken 17.48% in total cost.

2014 年度节电成果  
Electricity conservation in 2014



>827,129 度  
degrees

2014 年度节气成果  
Gas conservation in 2014



>170,900 立方米  
m<sup>3</sup>

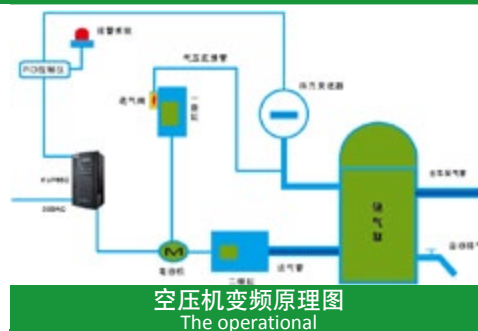
## 相关案例分享 Relevant cases

### 空压机站变频改造案例

Variable frequency of the air compressors

立邦建筑涂料事业群针对旺季的空压不足问题，各工厂通过在主要用气设备的加设空气储罐，缓解设备启动时造成用气紧张局面。同时，通过将各种不同型号的空压机进行整合，设立主要空压机及备用空压机，将不同型号的空压机并联，利用输出空气的压力和流量参数控制主机的变频运转，减少空压机空载时间，从而节约用电。目前区域总厂及部分腻子粉厂已经实施。

节能成效：2014 年节约用电 350,416 度



Nippon Paint Trade Use Unit employs additional air storage tanks to support major air consuming equipments, so as to address the shortage of air pressure in the start-up operation phase during peak season. In the meantime, Nippon Paint plants adopted an integrated gas supply program, which consists of main compressors and backup compressors. Connecting different models of air compressors into one network, the integrated system can control the variable frequency operation of the main machine with the pressure and flow of the output air, thereby reducing no-load operation time of air compressors and saving electricity (See Chart 1 for variable frequency of the air compressors). So far, the unified gas supply program has been put into operation in all regional plants and part of putty powder plants.

Achievement in electricity conservation: conservation of 350,416 degrees in 2014

### 立邦苏州雅士利工厂空压机余热交换案例

Residual heat exchange of the air compressors in Nippon Paint YSL plant

空压机在运行过程中会产生大量的热量。为了使这些热量得到充分利用，在空压机和水箱间增设了余热回收设备，回收到的余热可用于对冷水的加热，从而提高了热能的利用率，同时又降低了热能对厂区环境的污染。

节能成效：2014 年产生的热量转换成热水，满足 280 人洗澡用水，相当于节约用电 124,265 度

Air compressors generate a great amount of heat during operation. To make full use of such heat, residual heat recovery equipment has been arranged between the air compressor and the water tank. Recovered heat may be used to heat cold water, thus improving the utilization rate of thermal energy and reducing pollution of thermal energy to factory environment.

Achievement in energy conservation: With air compressors operating, water can be heated for 280 people to have a bath, equal to save 124,465 degrees

### LED 灯项目的推广使用

Wide Application of LED lamps in Nippon Paint plant

LED 灯的使用最开始在立邦苏州工厂的车间内使用，将原有照明用金卤灯逐步更换成 LED 灯。由于 LED 光源具有不含汞、无有害射线和电磁干扰的优点，因此在保证发光效率的同时，减少了对员工的伤害，同时将光源对于环境的污染降低到最低。同时，由于 LED 灯的节能优势，通过在车间使用，有效地降低了车间的用电量，达到了降低能耗的要求。在此之后，对 LED 灯的使用进行推广，目前各地非车间已经逐步开始更换为 LED 灯，后续将在稳步的在仓库、车间进行推广。

LED lighting was first introduced to Nippon Paint Suzhou Plant, replacing original metal halide lamps. LED lamps neither contain mercury, nor give out harmful ray or electromagnetic interference; therefore, while ensuring the same amount of lighting, the lamps help reduce injury to employees and minimize lighting pollution released to the environment. At the same time, with its outstanding energy-saving property, the application of LED lighting effectively cuts down electricity consumption, meeting the requirement of energy consumption reduction. After adopting LED in Suzhou Plant, Nippon Paint China has facilitated its wide application in other plants. Up to now, quite a few plants in various regions have adopted LED lighting in their non-workshops areas and will continue to promote its application in their warehouses and workshops.

## ● 减排 Emission Reduction

通过在各工厂对污水处理系统的扩容、对现有污水处理系统进行升级改造，并加大对相关设备的投入，以提高污水的处理能力和效率，提高回收利用率，2014 年立邦在车间粉尘除尘、污泥减排以及减少碳排放上收效显著。

By increasing the number of treatment systems, input in equipment, strengthening of recovery and recycle in factories, in 2014, Nippon Paint China significantly reduced their emissions of dust, sludge and carbon.

### ● 粉尘 Dust

通过在水性车间、质感车间内增加除尘系统，将反应釜、及空气中的粉料收集起来，用于相应产品的生产，既减少了空气中粉尘的含量、保护了员工的安全，降低了环境污染，又减少了粉尘的浪费。2014 年回收粉料 97.7 吨，累计节约原料金额 71 万元。

A dust removal system has been installed in the water paint workshop and texture paint workshops. Excessive dust is collected for related production processes. In this way, the dust in the air is decreased, the employees are protected, and environmental pollution and waste of dust are reduced. A total of 97.7 tons of dust was saved and totally reach 710 hundred RMB in 2014.

### ● 腻子粉除尘 Power Dust Removal

2014 年立邦成立新的基材与辅材事业部，大力发展与涂料配套的基材产品，其中的粉料产品快速发展，在企业快速发展的同时，立邦也对生产现场存在的粉尘危害进行集中整治，建立健全粉料除尘系统，通过在车间设立集尘罩、吸风管道，统一收集含有粉尘的空气，进行集中处理，并由原来的无组织排放改为处理后的统一高空排放，达到排放标准，并定期进行清理，做到有序发展，永续经营。

In 2014, Nippon Paint China established the Accessories and Substrate Material Division, which is poised to provide support to coating products. Along with the rapid development of powder products promoted by the division, a complete dust removal system has also been set up, including the inclusion of dust covers and air suction pipes. Excessive dust is then collected for integrated disposal, transforming unstructured emission to organized high-altitude release and striving to meet emission standards. Besides, cleaning efforts have been undertaken on a regular basis, so as to realize sustainable development and operation.

### ● 碳排放控制 Carbon Emission Control

立邦通过制定废弃物减量指标来降低 CO<sub>2</sub> 的排放。同时对废弃物实施严格的管控，将车间、办公楼里产生的废弃物进行分类，通过厂家回收、废品回收和委外第三方处理等方式，对每一种垃圾都进行适当的处理。2014 年度立邦的二氧化碳排放量相较于 2013 年下降了 20.4%。

Nippon Paint China makes rubbish reducing goal to control CO<sub>2</sub> emission. At the same time, control rubbish strictly to divide workshops and offices into different kinds and dispose them all appropriately through methods such as factories, recycling center and the third institution. In 2014, Nippon Paint China reduced carbon emission 20.4% compared with 2013.

### ● 设备投料自动化 Automatic Feeding System



储罐 tanks

立邦于 2013 年 12 月引进德国全新设备，实现粉料储存 / 输送 / 投料管道自动化，改善现场环境，减少粉尘含量，保证了员工的身体健康，提高一线员工满意度。2014 年 3 月在上海工厂投入使用后，车间粉尘含量下降 75%，粉尘含量由 6.0mg/m<sup>3</sup>，降至 1.5mg/m<sup>3</sup>。通过自动化实施，大部分的吨包粉料、小包粉料进入储罐，减少了粉尘泄露及物流搬运的工作，同时在车间的投料工作也由人工投料改为自动投料，整个车间的生产现场整洁干净，同时减少了车间员工的劳动强度，提高了员工的满意度。



车间外观 on-site workshops

2015 年将在廊坊、广州、成都工厂完成此项目，使得立邦的生产车间的环境得到大大改善，自动化程度在同行业处于领先水平。

In December, 2013, Nippon Paint China introduced the brand-new tube-feeding and material handling equipments from Germany, encompassing automatic powder storage, transport and dosing into its production process. Having efficiently reduced dust air concentrations to which frontline workers are exposed, the efforts have helped create a healthy working environment and increase employee satisfaction. Since it was put into operation at Shanghai Plant in March, 2014, dust concentration in workshops has been cut down by 75% from 6.0mg/m<sup>3</sup> to 1.5mg/m<sup>3</sup>. Through automatic process, most tons packages of dust and small packages of dust go into the tanks, which reduces dust leak and logistic carrying workload. In addition, automatic feeding has replaced manual feeding, which helps keep the entire workshop clean and tidy, reduce labor intensity of workers in the workshops, and improve job satisfaction.

The automatic feeding equipments are expected to be introduced to Langfang Plant, Guangzhou Plant, and Chengdu Plant in 2015 to improve working environment in Nippon Paint workshops in a remarkably effectively manner, thus leading automatic production for the entire sector.



车间现场 workshop



## • 污泥 Sludge

对生产工艺进行局部调整,增加水的循环利用率,减少污水的产生,从而减少污泥的产生;从计划源头上对产品结构进行优化调整,同时对生产设备进行改进,对污水处理系统升级改造,再到对污泥脱水压滤布清洗频率的增加,立邦在生产链的各个环节实施一系列的污泥减排措施,从源头上减少污泥的产生,从而实现对污泥的减排。

Part of the production process has been adjusted to improve water circular efficiency and reduce the release of dirty water and sludge at the source. Nippon Paint China has already undertaken a series of measures to ensure the achievement of the above objectives, which include optimizing and adjusting product structure in plan, improving production equipments, retrofitting the sewage treatment system, and increasing the frequency of cleaning sludge dehydration filter press cloth.

## • 尾气减排 Tail Gas Reduction

### 立邦柴油叉车改电动叉车项目：

立邦的区域工厂都含有油性产品,工厂安全永远是最重要的。为了更好的推行清洁生产和安全生产,立邦建筑涂料事业群对叉车进行了整合,分为柴油叉车和电瓶叉车。从员工作业环境及车间、仓库环境考虑,将油性区域的叉车全部切换为防暴电瓶叉车,水性区域车间的叉车切换为电瓶叉车,减少柴油叉车在室内操作,减少尾气排放在生产车间内,保证生产车间内空气质量,有力的保障了生产车间员工的职业健康安全,同时减少了柴油的储存量,最大可能的降低了危险源。

### *Diesel Oil Forklifts Upgraded to Electric Forklifts:*

Nippon Paint regional plants all generate oil products, making production safety the first priority during daily operation. To facilitate clean and safe production, Nippon Paint Trade Use Unit introduced electric forklifts into its original group of diesel oil forklifts. Taking into account multiple aspects including operating environment, workshops, and warehousing conditions, Nippon Paint classified its plant area into two categories: oil-borne area and water-borne area. Oil-borne areas all adopted anti-explosive forklifts. Water-borne workshops also employed these electric vehicles, so as to reduce the tail gas of diesel oil forklifts during indoor operation and ensure air quality within workshops. The improvement not only contributes to the occupational health of employees in the workshops, but also helps cut down diesel oil storage, minimizing the volume of potentially hazardous sources.



## 绿色推广

Green Education

立邦不断通过员工推广、店铺宣传、油漆工绿色培训等多样化的形式,建立由内而外的正向循环沟通,强化立邦绿色理念,也同时将绿色的消费、生活理念和态度,由小至大传播给整个市场。

Through such diversified forms as staff promotion, in-store publicity and green training for painters, Nippon Paint is strengthening its green concept, and is spreading the ideas and attitudes of green consumption and life across the whole market.

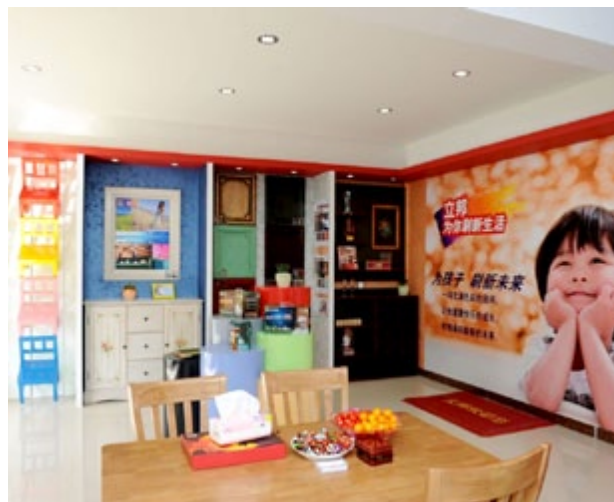
绿色推广由  
立邦 CSR 委员会  
公关中心以及市场本部共同推动  
Facilitated by  
PR Center and  
Corporate Marketing Department of the  
CSR Committee

## ▶ 立邦专卖店

Nippon Paint Stores

立邦将绿色环保理念融入到各专卖店的设计中。在立邦专卖店内,所有墙面装饰和陈列都采用了立邦的环保绿色涂料,而为了体现绿色节能的理念,照明采用了 LED 节能灯。专卖店内展示立邦企业社会责任展示墙,拉动到店消费者共同关注公益与环保。

The concept of environmental protection is applied in the designs of all Nippon Paint stores. Environmental friendly Nippon Paint coating and LED energy-saving lights are used. A display wall is also installed to display Nippon Paint's corporate social responsibility endeavors in every store, sharing the group's social charity work and environmental protection efforts to encourage consumers.



## ▶ 立邦 iColor 未来之星青年设计师大赛

Nippon Paint iColor future star young designers match

2014 年 4 月至 6 月，第二届“立邦 iColor 未来之星青年设计师大赛”正式启动。本次大赛以“再思考 再创新”为主题。活动承接了立邦一直倡导的绿色理念，同时参赛设计师通过自己的创新进一步打造创意的绿色环境，扩大了活动影响，在业内广受好评。

From April to June, 2014, second “Nippon Paint iColor future star young designers match” launched formally. This match's theme is “Re-think, Re-create. The activity carried on Nippon's Green spirit, designers designed creative green space through personal understanding and this expanded influence so that got great comments in area.



## ▶ “刷新服务”渠道加速拓展，为绿色城市可持续发展添彩

“Refresh Service” Channel develop faster for sustainable development



“刷新服务”打造立邦的全涂装体系产品，生产从底到面，包括工具、遮蔽材料等完全环保的“无胶水涂装体系”。自 2011 年推出“刷新服务”以来，涂料界领军品牌立邦在全国范围内已经帮助近 2 万户家庭从底到面彻底解决了墙面问题，改善了居住环境。目前“刷新服务”已经开通了北京、上海等 36 个大中型城市。2014 年，立邦计划进一步拓展“刷新服务”的范围，推广立邦绿色理念，进军二三线城市，为绿色城市可持续发展添彩。

Nippon Paint takes the lead in building a non-adhesive paint system through the “Refresh Service”, a complete environmental friendly coating solution ranging from substrate to surface painting and covering the entire painting process such as usage of painting tools and masking materials. From “Refresh Service” came out in 2011, Nippon Paint China, leader brand in paint industry has helped more than 20 thousand families solve wall questions exhaustively to improve living conditions. Now the service has 36 different goal cities including Beijing, Shanghai and other big to medium cities. Nippon Paint plans to extend the range of “Refresh Service” and spread green attitude to more second-tier and third-tier cities, making its contribution to sustainable development in urban areas.

## ▶ 整合产品涂装双体系，向绿色环保一站式服务专家迈进

Integrating Product Portfolio and Coating System, green painting service expert

立邦正在通过整合涂装体系与产品体系达到绿色环保，在推广立邦绿色理念的同时，全面推动城市的可持续发展。2014 年，立邦在产品体系方面推出“反射隔热涂料（冷墙面技术）”“自清洁建筑涂料”“立邦瓷净净味全效”；在涂装体系方面，为不同的产品配套了相应的施工工艺。通过打造各种环保涂料产品与专业的涂装体系，立邦正向绿色环保一站式服务专家的目标迈进。

Integrating coating system with product portfolio, Nippon Paint China strives to provide the most green and eco-friendly solution and to contribute to urban sustainable development. In 2014, Nippon Paint released “Reflective Insulation” coating technology, “Self Clean Paint” and “Nippon Odor-less Spot-less Interior Paint”, an enrichment in its product portfolio, and highlighted differentiated painting techniques for different products in its coating system. Through creating various kinds of eco-friendly paint products and building a professional coating system, Nippon Paint China aims to become a green painting service expert for customers.

## ▶ 携手东方卫视《梦想改造家》，为爱刷新美好生活

Sponsor “Dream House Renovation” TV Show, Refresh for Love and beautiful life

2014 年 7 月 30 日，立邦独家冠名重磅家装改造真人秀节目《梦想改造家》在东方卫视登场，打造绿色家居空间，将“立邦为你刷新生活”的品牌主张传递给全国观众。同时立邦推出“为爱刷新”活动，《梦想改造家》节目从“为爱刷新”活动中征集精彩的案例，揭示绿色家居给予人的意义，见证家装改造给予人的幸福。

July 30, 2014, Nippon Paint brand exclusive named decoration reality show “Dream House Renovation” broadcasted on Dragon TV and disseminates Nippon Paint brand theme “Refreshing Service” through decorating environment friendly house to audience. At the same time, Nippon Paint “Refresh for Love” activity were on going and “Dream House Renovation” program levied great cases from this activity to reveal green house's connotation and witness happiness which decorating brings to people.





## ▶ 绿色生活，从我做起

Begin from myself for a green life

立邦在员工中间倡导“绿色生活，从我做起”的绿色推广活动，宣传和督促员工参与节能行动。通过各类细小习惯的培养，将节能的理念深入到员工工作和生活的每个细节中。

Nippon Paint China launched the campaign “begin from myself for a green life” among employees, which urged the employees to save energy. Nippon Paint China helps the employees to cultivate good habits, thus saving energy in their daily lives.

### • 节电 Electricity Conservation



不使用的用电设备，需及时关闭电源；在自然光充足或无人办公的区域，应及时关灯，养成随手关灯的习惯。

Idling power consumers shall be switched off. Lights should be turned off when leaving the room. The lamps in areas with sufficient natural light should be kept off.

合理使用空调设备，在春秋季节天气晴好的情况下，在办公区域应尽量保持通风，减少空调的使用。使用空调时，温度应尽量保持在 26 度。

Use air conditioning devices in a reasonable manner. During the spring, fall or on other moderate temperature days, office zones shall be well ventilated to reduce the use of air conditioning. When using air conditioning, keep the temperature at 26 degrees as often as possible.

### • 节能 Energy Conservation



复印纸、打印纸双面使用。

Both sides of a piece of duplicating paper or printing paper shall be used.

洗手后尽量减少对擦手纸的使用。

Minimize the use of paper for drying hands after hand washing.

减少一次性用品的使用，例如在食堂内尽量不使用一次性餐具，尽量减少或不使用一次性纸杯。

Minimize the use of disposable articles. For instance, minimize the use of disposable tableware in cafeterias and minimize the use of disposable paper cups.

### • 节水 Water Conservation



在水喉处张贴节水标语，提醒及时关紧水龙头。

Place water saving slogans at the water hose, don't leave faucets running.







# 创造有温度的色彩，实践我们的责任

Creating warmth, doing our part



A large mural of a rainbow with children in front of it. The mural features a blue sky with white clouds, a red mountain range, and a green field. In the foreground, four children are standing and smiling, with one child raising their hand. The children are wearing casual clothing, including a blue plaid shirt, a red sweater, and an orange vest.

# 责任循环

Responsibility Segment

通过员工关怀、「为爱上色」以及社区关怀等责任项目，坚定不移地提升立邦企业操行成绩单，希望通过不懈的努力，在全社会形成各群体共同参与、深化社区关怀的良好氛围，将企业社会责任真正转变为可持续发展的推动力。

“Employee Care”, “Color, Way of Love” and “Society Care” demonstrates the social commitments of Nippon Paint. Nippon Paint hopes that, through unceasing efforts, it can help creating an all-inclusive environment of society care that covers the whole society, and eventually transform CSR into a driving force for sustainable development.

# 以人为本，共创精彩 员工关怀

Adhere to people-oriented concept, and create excellence together  
Employee Care

“快乐的员工更具效率和生产力。好好对待员工这一良好的商业理念能够推动公司走向成功。  
*Happy employees are more effective and more productive. The business notion of caring for employees will help our business run successfully.*”

——立时集团总裁 黄守金  
Nipsea Group CEO Wee SiewKim

立邦相信，每一位员工都是立邦创造不同精彩背后最为重要的财富与支持者。员工参与可以让员工成为企业的代言人。

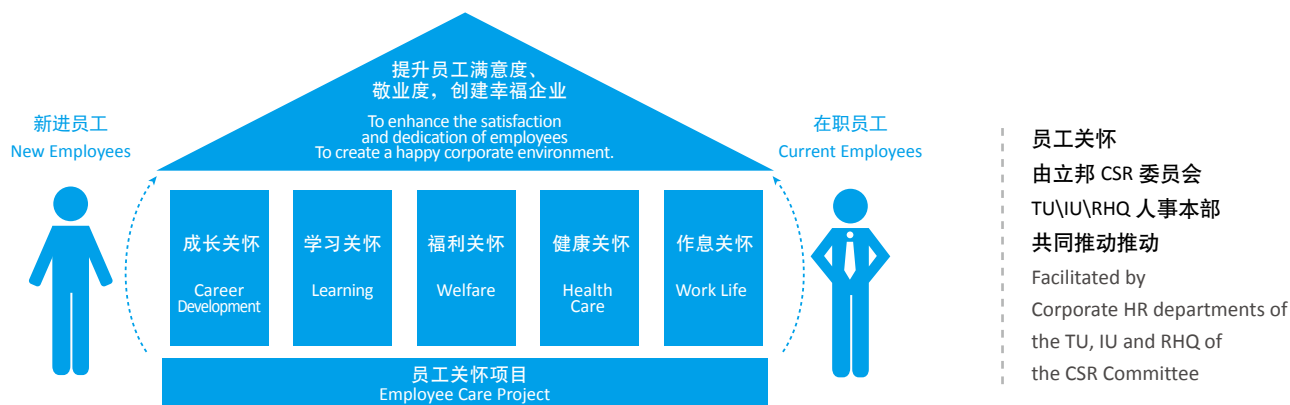
“我们的核心企业资产每天晚上都会走出办公室，我们有责任确保这些资产，第二天都能身心充满活力地重返办公室。”

不论在哪个岗位上，每一位员工都是立邦创造不同精彩背后最为重要的财富与支持者。立邦坚信，给员工提供最适切的关怀和照顾，提升员工积极性、满意度、敬业度和职业忠诚度，进而享受在职业舞台上的挑战并收获成就，是立邦对每一位员工应尽的责任。2014 年立邦持续从成长关怀、学习关怀、福利关怀、健康关怀和作息关怀五个方面开展员工关怀活动，关心员工的成长。通过绩效要素测评，立邦员工满意度稳中有进，员工主动离职率下降，立邦员工关怀计划也得到了员工的广泛认可。

What Nippon Paint believes is that every employee is our greatest asset and a strong supporter of our various achievements. Therefore, our employees can be the spokesmen of the company by involvement.

“Our core corporate assets walk out of the office every evening. And it is our duty to make sure that our assets will return to the workplace with full mental and physical vitality in the next morning.”

Every employee, regardless of the post, is the most valuable asset and support behind the many achievements Nippon Paint has made. Nippon Paint believes that it is its due responsibility to provide employees with proper care and help, and to promote their motivation, satisfaction, devotion, and loyalty, so that they will enjoy rewards as well as challenges at their work. While creating enormous value in 2014, Nippon Paint has also continued to promote and expand the scale of the Employee Care from five aspects: Career Development, Learning, Welfare, Health Care and Work Life. From the evaluation of performance factors, we are pleased to find a dramatic increase in employee satisfaction and a decrease in voluntary turnover rate for this year, which is an indication of the remarkable progress that Employee Care project have made.





## 成长关怀

Career Development

立邦秉承以人为本的理念，积极实施人才强企战略，不断建立和完善人才培养、选拔和储备制度。向新入职的员工和资深的优秀员工，提供更加完善的培训计划，创造更多的机会，为公司不断输送新鲜血液和经理级后备人才，推动公司的蓬勃发展。

With human resources as the most important assets, Nippon Paint has established a talent mechanism to cultivate, select and retain talents. To inject new energy to promote prosperity for the enterprise, new employees and prospective management talents are provided with comprehensive training scheme and opportunities to grow in the company, which in turn, promotes the prosperity of the company.

## 总经理有约

Invited by General Manager

立邦工业涂料事业群以区域为单位，每月开展“总经理有约”活动。截至目前，累计 119 名员工近距离向总经理袒露自己的心声，同时在总经理的帮助下，更清晰地理解公司管理层的工作理念。

Nippon Paint Industry Use Unit hosts a monthly “Invited by General Manager” on a regional basis. Up to now, altogether 119 employees have let their general managers know what they are thinking, and with the guidance of their general managers, they have been able to develop a better understanding of the leadership concepts of the management.



## 《员工职业发展白皮书》发布

White Papers: Employee Career Development Released

立邦建筑涂料事业群发布《员工职业发展白皮书》明确了在员工职业发展的道路上公司承担的责任，致力于表达立邦对于员工发展的关注、支持与尊重，倡导以“合”为中心的人力资源管理理念，以“众”为核心的人才价值观，培养优秀员工。

The *White Papers: Employee Career Development* released by Nippon Paint Trade Use Unit has outlined the duties that Nippon Paint shall duly perform with respect to employee career development. Dedicated to the support of employee growth with care and respect, the Guidance encompasses a unity-driven philosophy of human resource management and a people-centered perspective on the value of talents, facilitating the training of outstanding employees.

## 员工《情绪压力管理手册》发布

Employee Guide to Stress Management Released



为了帮助广大同事了解、管理好情绪、压力，立邦建筑涂料事业群编辑了《情绪压力管理手册》，这本“手册”能帮助广大同事管理、利用好自己和别人的情绪压力，从而达成“工作与生活的平衡”。

Compiled by Nippon Paint Trade Use Unit, the *Employee Guide to Stress Management* is aimed to assist our employees to develop a deep understanding and make proper use of the emotions and stress of their own and others, so as to help them achieve balance between work and other realms of their lives.

## 领导力培训

Leadership Training

2014 年，共有 18 位副总监、高级经理参加了年度立时集团领导力培训——Nipsea Leadership Program，并在 6 月和 9 月分别完成了第一、二阶段的培训。通过阶段性的培训拓宽学员思路，有效提升领导者的综合管理能力。

In 2014, a total number of 18 vice presidents and senior managers have attended the annual Nipsea Leadership Program, and completed their Phase I and Phase II training sessions in June and September respectively. By means of broadening their thinking, the program aims to enhance their comprehensive management capabilities in an effective manner.



## 银河计划

Milky Way Project

“银河计划”是为工业涂料事业群生产供应链中层管理人员量身定制的系列课程，2014 年共有 24 位员工通过层层推荐参加了银河课程培训。

The Milky Way Project is a series of courses designed specially for mid-level production supply chain managers of Industry Use Unit. In 2014, it trained altogether 24 carefully selected employees.



## 学习关怀

Learning

立邦时刻关注员工在不同发展阶段的客观需求，把促进员工的全面发展作为公司发展的重要目标之一。有鉴于此，立邦成功启动了一系列综合“员工学习关怀计划”，通过线上学习平台和线下课程培训的形式，让每个员工都能够得到及时、有效、个性化的培训，同时强化在岗学习的理念，创建立邦“学习成长”的文化氛围。

Nippon Paint pays close attention to the employees' needs for the sake of integrating the individual development into the development targets of the whole enterprise. For this purpose, Nippon Paint has successfully implemented a series of "Education Care" projects, which allow every employee to receive effective and customized training in a timely manner through online learning platforms and offline training courses. By doing so, Nippon Paint strengthened the idea of on-the job learning and created a "Grow by learning" atmosphere.

## 核计划

Core Project

核计划培训是一项着力于培养公司核心人才，提升经理级人员核心竞争力的培训。2014 年建筑涂料事业群的集训主题为“讚”由新生，今年共有 142 位经理参加了本年度的 5 期集训，培养了自身持续创新意识的。

Core Project is intended to cultivate core talents and enhance core competitiveness of the managerial personnel. The training of Nippon Paint Trade Use Unit is themed with "Zan Culture Inspired by Innovation" in 2014. This year altogether 142 managers have attended 5 training sessions, which help raise their awareness of and engagement in continuous innovation efforts.





## ▶ 菁英计划

Elite Project



菁英培训是一项面向全体前线主管的培训。除完成2013年度结项汇报之外，2014年度，菁英计划开设了两期装饰涂料事业部销售菁英及一期销售功能菁英培训；并增设了两期进阶培训。各事业部前线主管共计233人参加。

Elite Project is a training for all frontline supervisors. Apart from submitting the summary annual report of 2013, the Elite Project has offered two "DIY Sales Elite" and one "Sales Elite" sessions, as well as two additional advanced training sessions in the year of 2014. A total number of 233 frontline supervisors from different divisions attended the courses.

## ▶ 蒲公英计划

Dandelion Project



蒲公英计划是针对全体职员的培训项目，分线上学习和线下课堂两种形式，分享产品策略，提升员工通识技能。截止2014年底，蒲公英培训共计开展21场，参与人次达438人。

Dandelion Project is a training program which prepares for all employees. With training sessions accessible on both online and offline platforms, it aims to share information on product strategy and enhance comprehensive skills of employees. By the end of 2014, the Dandelion Project has offered 21 training sessions, with a participation number amounting to 438.

## ▶ 销售人员 SE 计划

Sales Personnel Service Engineer Project

SE (Service Engineer) 培训的目的是培养在涂料销售、应用技术和技能全面发展的新型销售人才。SE 项目从2012年启动，截止2014年底，已经为公司培养了优秀SE人员800多人。2015年公司将对课程再次升级和深化，以期为公司输送更多的优秀销售人才。

The Service Engineer Project is targeted at potential top personnel encompassing expertise and skills in paint sales, practical techniques, and service support. Since the end of 2012, a total number of 800 employees have completed their Service Engineer Project training sessions. And in 2015, the courses will be updated and further developed, so as to provide stronger support in sales personnel training.

摄影人：梁岩  
摄影单位：东北鲁豫公司河南大区  
摄影内容：河南销售部门  
2014年突破3亿纪念  
摄影时间：2014年10月24日

此时此刻  
我们做到了  
我们成功了  
那些过往的艰辛困苦都已匿迹  
我们脸上流露的是灿烂的笑容  
眼中也会涌出如水般的温柔  
起始如春  
承续似夏  
转变若秋  
合拢为冬  
这起、承、转、合之间  
又是一个完整的轮回  
涨落的抄袭冲撞着生命的堤坝  
跌宕的怒浪咆哮出岁月的音律  
今天在我们身上  
有一种明亮而不刺眼的光辉  
有一种圆润而不腻耳的声响  
有一种洗刷了偏激的淡定  
有一种无须声张的厚实  
有一种无以言表的荣耀  
因为，我们是立邦人





## ▶ 实习生计划

Internship Project

2014 年立邦通过招聘网站、校园 EDM( 电子邮件 ) 投递等方式从全国高校招收实习生, 61 名学生脱颖而出。他们都将参加由立邦专门制定的各种培训进行实际能力的培养, 此外还为实习生安排导师指导毕业论文。后续实习生们还将参加考核, 希望他们最终能成为立邦大家庭的一份子。

In 2014, Nippon Paint China has recruited student interns across the country through job search websites, campus EDM (Email Direct Marketing) and other channels. So far, 61 students have received offers from Nippon Paint. They are expected to participate in various trainings to develop their competencies followed by evaluation afterwards, and embrace the instructions from a designated supervisor on their thesis. Hopefully, they will successfully join the Nippon Paint family.

## ▶ E-Learning 网上学习平台

E-Learning Platform

2012 年立邦面向全体员工开放 E-Learning 在线学习平台, 2014 年 10 月起, “学学学” 平台和 LMS 平台正式整合, 员工可以同时进行公司内部课程 & 外部通用课程的学习。平台整合之后, 除了维持原有 AST 平台 (47 门), 及迁移到 “学学学” 平台上的公司自有内容 (301 门) 之外, 还新增了 140 门职场通用技能课程。

The open E-Learning Platform was launched by Nippon Paint China for all the employees in 2012. The “On-the-job Learning” platform was officially integrated with LMS in October, 2014, where employees are provided access to both internal and external courses, including the original 47 courses offered on AST platform, the 301 internal courses demonstrated on “On-the-job Learning” platform, and 140 new courses introducing general skills for career development.

## ▶ 采购综合管理技能提升培训

Training Sessions for Improving Comprehensive Purchasing Management Skills



2014 年 9 月来自采购总部和全国各地区域采购部的 55 位采购人员参与了采购综合管理技能提升培训。通过此次培训, 使采购从业人员了解了现代采购、供应商管理、采购成本控制、采购谈判等新理念, 把握最先进的采购管理方式, 从而降低采购成本和风险, 促进企业可持续发展。

In September 2014, 55 personnel from Purchasing Headquarter and regional purchasing divisions in China participated into the training program aimed at enhancing comprehensive purchasing management skills. Through this program, employees developed a deeper understanding of new purchasing concepts in modern purchasing, supplier management, purchasing cost control, purchasing negotiation, and obtained advanced purchasing management skills, which can help reduce purchasing costs and risks and facilitate corporate sustainable development.

## ▶ L&D Newsletter 学习与发展内刊

Learning & Development Newsletter

2014 年 8 月中旬, 建筑涂料事业群 (TU) 首推属于立邦人自己的学习与发展内刊 “L&D Newsletter”, 旨在向 TU 全员推送公司各培训项目与部门培训花絮、外部学习活动信息与员工训后心得反馈、公司培训与员工发展资源、蒲公英计划课程推荐、职场短文及分享创新的学习资讯。迄今已经发布了 6 期。

In the Mid-August of 2014, Nippon Paint Trade Use Unit initiated an internal reference, “L&D Newsletter”. Up to now, it has launched 6 issues, encompassing information on training tidbits, external learning activities, employee feedbacks, internal training and employee development resources, recommended Dandelion Project courses, career review, and shared innovative approach.

“漆彩立邦, 快乐成长”—— NP 在我心中, 让大家一起说“讚”!  
——TU 人事本部 朱健婷



2014 年 7 月 25 日, 立邦 NPZ 汽车漆工厂组织全体员工参加户外拓展项目体验。通过为期两天户外活动, 让成员们都深刻的体会到团队协作在任务执行过程中的重要性。“团队、分享、合作、信任和担当”这些理念和精神贯穿于整个活动的各个环节, 大家的萎靡一扫而光, 激情澎湃地闯过一关又一关。

——IU-NPZ 汽车涂料事业部 张彤

## 员工拓展

Employee Outward Bound Program

在 LFG (精益成长) 持续深入的当下, 立邦工业涂料事业群组织了员工拓展活动。活动秉承 LFG 的理念, 紧密连接了 LFG、学习、关怀三个部分。

As LFG Program has been further implemented, the Nippon Paint Industry Use Unit has organized employee outward bound activities. The program honors the spirit of LFG and closely connects LFG, education and care.



2014 年新年伊始, 立邦工程涂料事业部组织了西南大区年会拓展活动, 活动激发了大家用富有创意、新颖的方式完成任务, 并鼓励大家将心得运用到学习、工作及生活中。通过这次拓展活动, 大家坚信, 只要以发挥自身年轻优势, 发扬艰苦创业的精神, 一定会创造出一条属于自己的梦想之路。

——工程事业部西南大区运营服务部 王婷



## 福利关怀

Welfare

立邦一直致力于提供周到全面的员工福利, 涉及员工工作生活的方方面面, 让员工感受到无微不至的关怀。除固有的员工及立邦油漆师傅子女助学金、班车服务、员工购漆优惠政策之外, 员工年度健康体检、员工健康早午餐的提供, 以及部门旅游活动, 让员工时刻感受到公司对于员工的关爱。

Nippon Paint has been providing meticulous care to its employees by offering comprehensive welfare to cover all aspects of their personal and professional work life. In addition to the existing welfare programs, such as the student grant for children of employees and painters, shuttle bus service, and discount policies, Nippon Paint China also provides such benefits as annual health checkup, healthy breakfast and lunch, and trips organized by departments to ensure that the employees always feel cared.

### 节日关怀

Holiday Care

除了继续在各大节日为员工制作精良的礼物进行节日关怀外, 2014 年还特别制作了话语温馨的节日问候短信, 发送至每个员工的手机, 感谢员工平日在工作中的努力和辛劳。



Nippon Paint China continues to provide exquisite gifts for employees during major holidays. Besides in 2014, we also sent warm greeting messages to the mobile phone of every employee, so as to express our appreciation for their hard-work and dedication.

### 改善员工健康饮食 & 高温慰问

Improvement for a healthier diet for employees & High-temperature subsidies

**改善员工健康饮食:** 为丰富员工的饮食结构、提供更为健康的早午餐, 立邦为每位员工增加午餐的餐后水果或酸奶, 让员工吃得健康, 真正实现“关注员工健康从饮食做起”。

**Improvement for a healthier diet for employees:** To provide nutritionally balanced meals and healthier food choices, Nippon Paint China supplies additional fruits and yogurts after lunch, showing deep concern for employees' healthy eating.

**高温慰问:** 适逢夏季高温天气, 各工厂总经理都带着工会及各部门的主管前往车间进行高温慰问, 并为员工送去解暑的饮品和慰问礼品。2014 年累计慰问人次达 2000 人, 慰问金额 20 万余元。

**High-temperature subsidies:** During boiling hot days in summer, the general managers of Nippon production plants will take trade unions leaders and department supervisors to visit employees at workshops, and bring them cool summer drinks and little gifts. In 2014, general managers have visited over 2,000 employees and offered a total subsidy up to over 200,000 RMB.



## ▶ 跨部门员工旅游

Cross-department Employee Tourism

立邦组织员工进行跨部门的旅游活动，除了加强各部门员工之间的沟通外，还将旅游线路规划得越来越长，让员工越走越远，感受自然、享受人文的同时也能在工作之余也能感受到公司的关怀。

Nippon Paint China has organized various cross-department outings and trips for employees, which help facilitate communication among different departments. What's more, Nippon Paint China encourages the choice of longer tourist routes and more remote destinations, offering employees ideal opportunities to enjoy the beauty of nature and culture and feel Nippon Paint's care after work.

## ▶ KPI 公示

KPI Notice

2014 年，立邦将各地工厂各操作岗位的 KPI 考核进行公示，并在年终考评期间，通过 HR 邮箱及时向员工传达相关信息，帮助大家理解考评的目的。做到公开、透明，打消员工的疑虑，鼓励员工积极工作，从而提高员工工作效率。

In 2014, Nippon Paint China publicized KPI of every operating job in each production plants across China. During the annual evaluation period, HR of Nippon Paint China sent emails to employees, informing them of related information in a timely manner and helping them understand the objectives of evaluation and assessment. Making the evaluation open and transparent, the notice of KPI reduces employees' confusion and boost up their morale, thus improving the working efficiency of employees.



销售工作平日压力大，工作节奏又快，所以为了缓解工作的疲劳，立邦深圳销售部经常组织集体出游活动帮助大家缓解压力。2014 年 9 月 22 日，部门组织了清远 2 日游活动，通过在大山里徒步，呼吸着周遭清新的空气，倾听身边潺潺的流水声，让人在流淌汗水的同时也释放了工作的压力。

——深圳销售部 蔡锦远

## 健康关怀

Health Care

立邦重视对员工的健康关怀，时刻关注员工的身体健康。不但关注员工的工作作息，更通过健康讲座普及健康知识，将健康关怀涉及面拓展到员工们的生活中，让员工们感受到了公司对他们全方位的健康关怀。

Nippon Paint China has always attached great importance to employees' health. Nippon Paint China cares about not only employees' work pace, but also extends the care to their life off work by offering series of health and wellness lectures.

### ▶ 年度健康体检

Annual Health Examination

立邦关爱员工身体健康，每年都会为员工进行年度体检。2014 年立邦各地的部门已完成所有在职员工的体检工作，同时对有异常指标的员工已及时安排复查及治疗，力求为员工提供更为全面和体贴的健康关怀。

Nippon Paint China puts great attention on employees' health and provides annual health examination every year. In 2014, all the departments around China have ensured that every employee has received regular health check. In addition, for the employees with abnormal results, Nippon Paint China has arranged re-check and treatment promptly, ensuring more comprehensive and considerate health care to employees.



### ▶ 员工商业保险

Employee Commercial Insurance

2014 年住院医疗费额的保额提高至 5 万元。同时特别推出《员工家属商业保险》方案，让员工同家属一起，享受公司团体商业保险的理赔服务。

In 2014, the insurance coverage of hospital fees has increased to 50,000 RMB. Nippon Paint China has also provided the "Employee Family Members Commercial Insurance" Program, enabling employees as well as their family members to enjoy claim settlement services offered by corporate group commercial insurance.

### ▶ 《员工关爱期刊》和健康讲座

Employee Care periodicals and health lectures

员工关爱期刊是一份通过电子邮件发送的月刊，其内容包括安全关爱和生活关爱两大部分，并且会将实时社会热点问题收录在内，让员工在工作之余也得到健康关怀和生活便利。2014 年累计发布关爱期刊 12 期，举办健康讲座 4 次。

Employee Care periodicals is a monthly journal addresses care for safety and for life. It also updates timely on the most current hot issues in the society. Besides, doctors are invited to give lectures on health care for employees. In 2014, 12 issues of Employee Care periodicals were issued and 4 health lectures were held.



# 作息关怀

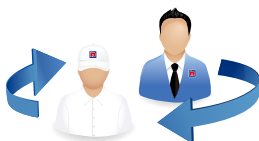
Work Life

立邦倡导的作息关怀从未局限在员工的工作上，更通过各式各样的活动，将作息关怀的触角衍生至员工生活的方方面面，让员工们真切感受到了公司所给予的全方位的关怀。

Nippon Paint believes that lifestyle care should not be confined to the workplace. Diverse extra curriculum activities are provided to reach all aspects of employees' work life.

## 企业内部招聘 & 内部调岗

Internal Recruitment & Transfer



立邦建筑涂料事业群为实现公司内部人力资源的合理和优化配置，为员工的职业发展提供更多的机会，2014 年至今共发布了内部招聘岗位 20 个。同时公司还鼓励员工内部调岗，使员工有更多的工作机会和工作经验提升，截止目前，已有 760 人完成内部调岗。

Since 2014, Nippon Paint Trade Use Unit has posted 20 internal recruitment positions to optimize the internal human resources and provide the employees with more opportunities in the path of career development. Meanwhile, Nippon Paint China has encouraged its employees to apply for internal transfer to learn more about working opportunities and obtain enriched working experience. Up to now, there have been 760 employees who have successfully completed their internal transfer.

## 有奖竞猜

Quiz Activities

各地工厂每年在中秋节前，都会组织以“安全生产、职业健康及各类规章制度”为知识点的有奖竞猜。形式独特的活动，让原本枯燥的知识点学习充满了乐趣，每次都吸引工厂中近 9 成的员工参加。

Before the Mid-Autumn Day each year, the production plants in China organize quiz activities focused on in production safety, occupational safety and other rules and regulations. In this way, what used to be boring turns out to be a great fun, and each year the event attracts nearly 90 percent of workers to participate.

## 员工全面沟通

Internal Communication

为了促进员工之间的沟通和交流，提高工作效率和合作能力，立邦建筑涂料事业群开展了新员工沟通会，促进新进员工之间的沟通，快速融入公司工作环境和氛围。同时，建筑涂料事业群每年也会召开退休员工欢送会以及生产供应链员工恳谈会，感谢退休员工为立邦做出的无私奉献，并倾听在职员工声音，帮助改进员工工作环境。此外，立邦工业涂料事业群也召开了全员沟通会，进一步加强沟通。

Nippon Paint Trade Use Unit has made various endeavors to facilitate communication and exchange among employees and enhance their working efficiency and teamwork competencies, such as hosting welcome meetings to help new staffs quickly fit into the company environment, and annual retirement parties to express sincere gratitude towards the retirees for their great dedication, and production supply chain meetings to hear the voice of the staffs and improve their working environment. Moreover, Nippon Paint Industry Use Unit has also gathered all its staff for better communication.

## 体育活动

Sports and Exercise

只有健康的身体，才能进行高效率的工作。立邦在各地的工厂积极组织丰富多彩的各类体育活动。每一场活动都是员工发挥能量的舞台，而在这个关爱舞台，每一个员工都是最棒的！

A fit and healthy body is the prerequisite for effective work. Through proactively organizing various kinds of sports activities in the production plants all around China, Nippon Paint China has provided all employees the most dynamic platforms to show their talents and have fun.



跑步不仅是一项运动，也是传递正能量的一种非常轻松、有效的方式。10 月 18 日，鲁东工程部联合青岛 DIY 销售部以及代理商青岛恒辉一行 40 人参加的青岛万科城市乐跑活动。在活动当天立邦队员们一路高举着大旗，喊着整齐的口号，笑容洋溢，一路向前，更好诠释了：快乐化动力，健康是终点的精神。

——鲁东工程销售部 何国祥

“运动时舒缓工作压力的最好方法”，2014 年立邦工业涂料事业群组织了一场投篮比赛，别看供应链员工们平时文质彬彬，一到赛场上就如同“脱胎换骨”一般，随手一投就是三分进球，更有不少队员大秀球技，引得现场笑声连连。赛后员工说这是最 High，笑得最开心的一次比赛，工作压力一扫而光。

——IU-NPLF 人事部 杨洁斯



你知道公司节假日的福利吗？你知道员工每年有几次体检机会吗？近日，立邦工业涂料事业群人事部组织大家参与了人事制度竞猜活动，现场通过丰富多样的有奖竞猜为大家普及了考勤及福利类知识，唤起员工对于自身职业健康保护的重视。大家都异常踊跃答题参与活动，不仅收获了知识更是抱得“大奖”而归。

——IU-NPLF 人事部 杨洁斯

## 员工活动

Staff Activities

### “讚”开双臂，拥抱大自然，“六一”儿童节活动

2014年6月1日，立邦为员工子女们组织了一个不一样的“六一”儿童节。让小朋友们能在大自然中认识自然、体验自然，与平时工作繁忙的爸爸妈妈来一次亲密接触。

#### Embrace the Nature With Open Arms on Children's Day

A special parent-child event was held on the Children's Day in 2014. Accompanied with parents who are usually occupied by work, children had a great time enjoying intimate contact with nature and learning the beauty of it.



### 2014 圣诞嘉年华

2014年12月24日，在这个属于冬天的节日中，立邦人们聚在一起，用自己的双手和智慧创作出一棵棵独一无二的圣诞树。让这个节日充满了温暖和友爱。

#### 2014 Christmas Carnival

December 24, 2014, the Nippon Paint China employees gathered together to create unique Christmas trees with their hands and wisdom, which filled the festival with great warmth and love.



2014年7月，一群充满活力、热情的伙伴们带着格外愉悦欢乐的心情，共赴崇明东滩湿地公园，他们有一个共同的名字——《立邦人》编委。这是第一届立邦人编委户外拓展活动，我们一起分享编委工作中的心得，一起互动，彼此之间也有了更多了解，每个人心中都充满感恩和欢乐！2015年，我们也将继续欢乐的发挥我们的功能，让更受大家欢迎的《立邦人》期刊展现在大家面前~

——江南通路企划部 林慰

2014年12月，来自立邦各个事业部及功能部门的品牌沟通大使（BC）欢聚一堂，完成了BC年度最后一课。大家不仅真刀真枪地参与了知识抢答、情景演练、简报，还贡献了各自工作领域的金点子，轻松欢乐的气氛也增进了彼此间的感情。你看，红红火火的BC团队像不像一个朝气蓬勃、热情积极的大家庭？

——CHC-RHQ 公关中心 鲁仪诗





## ► 多元内部沟通平台

Diversified Internal Communication Platform

### • 立邦人内刊

Nippon Paint China Group Magazine

《立邦人》创刊于 2009 年，是一本员工专属季刊，在整个公司中起着促进各个事业部良好沟通、增进员工向心力与共同情感的作用。除了传递最新最及时的立邦大事记和立邦新闻外，更是一个为员工打造的专属沟通分享交流的平台。2014 年共发布 3 期《立邦人》，累计收到员工稿件 300 余篇。

Nippon Paint China Group Magazine, founded in 2009, is a quarterly publication exclusively for employees, facilitating the communications among various business departments in the company and improving the employees' love for the company. In addition to conveying the company's latest and most timely events and news, the publication is also an exclusive platform for the communication and sharing among employees. In 2014, 3 issues of "Li Bang Ren" magazines were issued and received more than 300 articles from employees.



### • 立邦企业社会责任专刊

Nippon Paint China CSR Newsletter

《立邦企业社会责任专刊》于 2013 年春开始发布，是一本双月刊的电子刊物，记载了立邦践行企业社会责任项目、实践“永续大地精‘彩’”承诺的点滴。2014 年共计发布 5 期 CSR News letter，总计发布 10 期。

Nippon Paint China CSR Newsletter, first published in the spring of 2013, is a bimonthly E-journal to record the efforts made by Nippon Paint China to implement CSR projects and live up to its commitment of ECOLOR. In 2014, 5 issues of CSR News Letters were issued and up to 10 issues from 2013.



### • 立邦员工服务微信号

Nippon Paint China Employee Service WeChat Account

2014 年 4 月，立邦开通【立邦员工服务】微信号，它是一个供立邦人交流学习的全新公众服务平台。立邦员工服务微信号采用纯文字、图文、音频或视频的形式将立邦相关讯息及时有效的传递给大家。主要内容有：分享公司最新动态、新闻报道、课程学习通知、CSR Newsletter 分享、企业社会责任活动分享、行业资讯等。截止 2014 年底平台已有 6000 位立邦人关注，累计分享发布微信 160 余篇。

"ImLibangren", a WeChat service account, was set up by Nippon Paint China in April 2014, which is poised to be a public service platform open to all employees for sharing ideas and information. Combining the demonstration of texts, pictures, sound tracks, and videos, it mainly presents the latest company news, press release, E-Learning notice, CSR Newsletter and activities sharing, and most updated industrial information etc. By the end of 2014, the service account has already attracted 6,000 followers and issued more than 160 pieces of news in total.



### • 立邦员工志愿者网站

Nippon Paint China Volunteer Work Website

2014 年 9 月，立邦员工志愿者网站 <http://volunteer.nipponpaint.com.cn/> 正式上线，它是一个面向所有立邦人的志愿者服务平台，每位立邦人都可以注册申请成为立邦人志愿者。立邦希望能够通过这个平台，引起员工对身边的弱势群体的关注，并透过身体劳动及社区服务等不同的行动来帮助与关注这些人群。

In September 2014, the Nippon Paint China Volunteer Work Website was officially launched and became accessible to all employees at Nippon Paint China, where each one can sign up and apply for registration as a volunteer. With this platform, Nippon Paint China hopes that people could pay more attention to vulnerable groups in their daily life and make more efforts to assist these people in need by offering labor and community services, etc.







# 为爱上色

## 为世界带去爱、色彩与欢乐

Color, Way of LOVE  
Bring the world love, color and joy



世界上第一颗灯泡，第一辆汽车，第一架飞机，甚至第一部电脑……再伟大的创造，都来自最微小的想像；立邦相信，只有拥有一个快乐而又充满色彩的童年，才能够拥有创造出伟大发明的想象力。

2009 年，立邦「为爱上色」计划迈出第一步，持续为中国偏远地区的学童美化、修复和改善校园学习环境；同时，更与中国青少年发展基金会、上海联劝公益基金会成立为爱上色专项基金，捐建立邦快乐美术教室、发起乡村美术老师培训、美院大学生支教等美术教育支持行动。

我们为儿童的想像力，注入缤纷色彩，建立良好环境，带来专业的美术教育，致力于为孩子们创造快乐的童年，培育未来伟大的梦想家。

The greatest creation in the world, be it the first light bulb, the first car, the first airplane or the first computer, started with the tiniest imagination. And we believe, before imagination creates anything great, it creates the happiest childhood.

In 2009, Nippon Paint "Color, way of love" CSR Project set its first step to help school children in remote area to decorate, rebuild, and improve their campus and study environment. At the same time, "Color, way of love" Fund was established together with China Youth Development Foundation and Shanghai United Foundation, with the sponsor of which, Nippon Paint established its Happy Art Classroom and initiated rural art teacher training program, art college student volunteering program and other activities.

We inject splendid colors to children's imagination, build friendly environment, introduce professional art education, dedicate to create a happy childhood and cultivate future's greatest creators.

为爱上色项目  
由立邦 CSR 委员会  
公关中心推动  
Facilitated by  
PR Center of  
the CSR Committee

# 2014 年成果

Fruits in 2014

回顾 2014 年,「为爱上色」项目完成涂刷 **29** 所希望小学,完成 **11** 场落地活动,增加了 **5** 个美术教育支持,并对 **34** 所立邦小学送出关怀,有 **6** 家合作企业新加入,并增加 **6** 支 **16** 个版本影像记录。

Looking back to 2014, "Color, way of love" Project has implemented the painting for 29 Hope Schools, conducted 11 practical activities, added five painting education projects and supported 34 Nippon Paint Primary Schools. Six new corporations have joined the program. In addition, six videos with 16 editions have been created.

## 「为爱上色」六周年成果

Six-Year Anniversary of "Color, Way of Love"

至 2014 年,立邦「为爱上色」已覆盖中国百余个城市、乡镇,完成超过 200 所美化校园工程;创办 195 所快乐美术教室;并获得 28 家企业团体联名支持;200 余名教师与志工参与;3.5 亿社区网站点击关注;让超过 6 万位偏远地区学童获益。「为爱上色」发起至今一直受到媒体的广泛关注,截止至 2014 年,主流媒体上相关「为爱上色」的报道已累计超过 3703 篇,64 家覆盖电视,2 家电台,平面 727 家,网络 1372 家,网络转载 1428 家;百度 Google「为爱上色」获得约 2000 万条结果;可估算的媒体总价值逾亿元。

By 2014, Nippon Paint "Color, way of love" has covered more than 100 Chinese cities, towns and villages; more than 200 campus improvement projects will be completed; 195 art classrooms are set up. The project has gained joint support from 28 enterprises, and attracted more than 200 teachers and volunteers. The online community has collected 350 million clicks of attention and more than 60,000 school children from remote area benefited from the project. Since the launch of "Color, way of love", the project has been attracting media attention. By 2014, the project was reported 3703 times in mainstream media, including 64 times on TV, twice on radio, 727 times on newspaper and magazines, 1372 times on internet and 1428 times through internet reposting. Baidu and Google have more than 20 million search results for "Color, way of love" and the estimated media value shall exceed 100 million RMB.

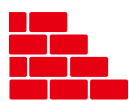


涂刷完成

**204** 所

希望小学

Finished wall-painting for  
204 Hope Schools



捐建

**35** 所

希望小学

Built 35 Hope Schools



捐建

**195** 所

立邦快乐美术教室

Donated 195 happy art classrooms



# 「为爱上色」公益开放式平台的良性发展

Healthy Development of the "Color, Way of Love" Open Public Welfare Platform

## ► 企业汇聚一同「为爱上色」

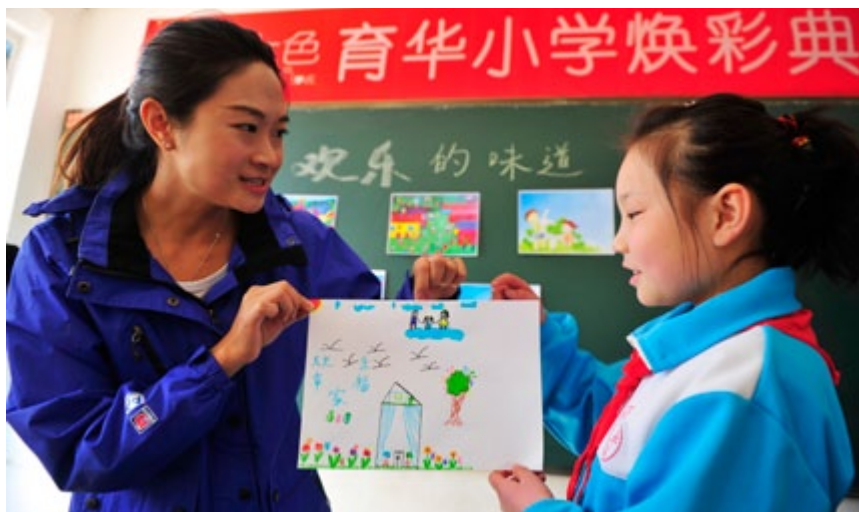
Corporate Get Together in the "Color, Way of Love"

经过六年的发展,「为爱上色」已成为一个可持续发展的开放式公益平台,成为独具影响力的公益品牌。如今,「为爱上色」公益平台至今已汇集了青基会、中国下一代教育基金会、佳能、杜邦、陶氏、波音等超过 28 个 NGO、企业以及媒体,通过导入更多社会资源、全面利用企业的产品特性与渠道优势,开展多元的项目内容,将平台影响力做大,照顾更多孩子的需求。「为爱上色」的可持续发展已成为整个项目的重要目标。

After six-year's development, the "Color, Way of Love" project has become a sustainable public welfare platform and an influential welfare brand. Up to now, "Color, Way of Love" has congregated more than 28 NGOs, enterprises and media including China Youth Development Foundation, China Next Generation Education Foundation, Canon, Dupont, Dow and Boeing, and will further attract more social resources and diversified programs to expand its influence and meet the increasing demands of more children. Sustainable development has become an essential objective of the entire "Color, Way of Love" project.

## ► 2014 立邦和合作伙伴间的故事

The stories of Nippon Paint China and its partners



### ◀ 「为爱上色」 新浪育华小学探访活动

"Color, Way of Love"—Visiting  
Yuhua Primary School with Sina and  
Yihai Kerry Kellogg

2014 年 3 月 20 日立邦「为爱上色」与全球知名谷物早餐和零食制造商——益海嘉里家乐氏以及新浪公益集聚于色彩斑斓的北京育华小学,举办焕彩典礼。立邦还将支持该学校的美术教育支持,捐赠立邦快乐美术教室。



On March 30, 2014, together with Yihai Kerry Kellogg's, a world-known cereal and convenience foods producer, and Sina Charity, Nippon Paint China organized a coloring ceremony in the colorful Beijing Yuhua Primary School. Besides, Nippon Paint China also donated a Nippon Paint happy art classroom to support its art education.





▲ **「为爱上色」携手糖果计划走进河南吕庄留守儿童中心**  
 “Color, Way of Love”—Visiting Left-behind Children’s Community Center in Lvzhuang Village, Henan Province with Candy Project

2014 年 8 月 2 日，在立邦中国区生产本部副总裁邢荣华、东北鲁豫销售公司总经理侯俊峰的带领之下，来自廊坊立邦涂料、东北鲁豫销售公司和立邦涂料（郑州）的 53 名立邦员工志愿者前往糖果计划吕庄儿童小区中心，探访了那里的 150 余名留守儿童。他们通过手把手教孩子们如何进行自由绘画创作的方式，陪伴孩子度过一个美好的周末。

On August 2, 2014, 53 staff volunteers from the Nippon Paint China “Color, Way of Love” team, Langfang Nippon Paint, Nippon Paint Sales Company (serving the three Northeastern Provinces, Shandong Province, and Henan Province) and Nippon Paint (Zhengzhou) visited over 150 left-behind children at the Children’s Community Center in Lvzhuang initiated by the Candy Project. They taught children how to create paintings in a free style and spent a wonderful weekend with them.

▶ **「为爱上色」云南平安寨第一财经小学探访**  
 “Color, Way of Love”—Visiting Pingan Zhai Primary School with China Business News in Yunnan

2013 年，立邦「为爱上色」为云南省怒江州泸水县上江乡平安寨添富小学涂刷。2014 年 3 月 29 日立邦为爱上色团队，与《第一财经日报》、养乐多公司共同回访了学校。立邦还将支持学校的美术教育支持，捐赠立邦快乐美术教室。

In 2013, “Color, Way of Love” of Nippon Paint China facilitated the refreshing of Tianfu Primary School in Pingan Zhai, Shangjiang Township, Hushui County, Nujiang Prefecture, Yunnan Province. On March 29, 2014, Nippon Paint China “Color, Way of Love” team, together with China Business News and Yakult Corporation, paid a return visit to the school. Besides, Nippon Paint China also donated a Nippon Paint happy art classroom to support its art education.







## ◀ 立邦携手陶氏化学共贺徐州培智学校 25 周年庆典

Nippon Paint China and Dow Chemical attended the 25th Anniversary Ceremony of Peizhi School in Xuzhou

9月19日，已连续合作三年的陶氏化学与立邦「为爱上色」项目一同走进江苏省徐州市彭城培智学校探访智障儿童和自闭症儿童。在培智学校建校25周年之际，两家企业不仅粉刷了校园，还通过精彩互动激发了孩子们的潜能，给智障儿童多一些关爱和陪伴。

On September 19, "Color, Way of Love" Project of Nippon Paint China and Dow Chemical, which have been in cooperation for three consecutive years, visited children with intellectual disability and autistic children in Peizhi School in Pengcheng City, Jiangsu Province. On the occasion of 25th anniversary of the school, Nippon Paint China and Dow Chemical not only painted the school, but also organized interesting interactive activities to inspire children's potential, giving more care and love to these children with intellectual disability.



## ◀ 立邦携手冠洲集团山东冠县梁堂乡小学探访活动

Nippon Paint China and Guanzhou Corporation Visited Liangtang Village Primary School in Guan County, Shandong Province

10月21日，在立邦与冠洲合作十周年之际，冠洲股份有限公司与立邦中国区工业涂料事业群的志愿者们来到山东冠县梁堂乡中心小学探访，原本破旧斑驳的教学楼经过两家企业的涂刷后旧貌换新颜，孩子们还通过立邦快乐美术课程，开启了对美好生活的探索之路。

October 21 marked the 10th anniversary of cooperation between Nippon Paint China and Guanzhou Corporation. Staff volunteers from Guanzhou Corporation and Nippon Paint China Industry Use Unit visited Liangtang Village Primary School in Guan County, Shandong Province. With the help of the two groups, the previously shabby teaching buildings became refreshed and beautiful. In addition, children were offered an opportunity to explore a whole new world of art and color through the Nippon Paint China's happy art class program.





### 「为爱上色」巴斯夫重庆文庙小学焕彩典礼 “Color, Way of Love”—Organizing Coloring Ceremony in Wenmiao Primary School in Chongqing Province with BASF

2014 年巴斯夫加入立邦「为爱上色」计划，立邦为爱上色为巴斯夫涂刷四川重庆文庙小学，8 月 24 日，两家企业共同探访学校，「为爱上色」和 BASF “小小化学家”项目的跨界合作，利用各自优势，给孩子们带去生动有趣的“快乐美术课堂”和“小小化学家课程”。

In 2014, BASF joined the “Color, Way of Love” project and worked with Nippon Paint China to paint the Wenmiao Primary School in Chongqing Province. On August 8, staff volunteers from the two corporations visited the school together. By integrating “Color, Way of Love” and BASF’s “Little Chemists”, the volunteers made full use of their respective advantages and brought vivid and interesting “Happy Art Class” and “Little Chemist Class” to the children there.



### 2014 年新加入的合作伙伴 2014 new partners





“陶氏化学与立邦两家企业拥有共同的目标，那就是我们始终坚持履行企业公民责任，以‘环境、社会、人’为企业社会责任的核心，不断深入践行着企业的人文关怀。我们愿意持续帮助弱势群体，只要我们不放弃，孩子就有希望；只要我们心怀爱，孩子就有笑容。

Dow Chemical and Nippon Paint share common goals; that is, we are both committed to fulfilling corporate social responsibility. Considering “Environment, Society and People” as the core of corporate social responsibility, the two groups deliver care in a consistent manner. We are willing to continue to help vulnerable groups. If we don't give up, children will embrace more opportunities of hope. If we spread more love, we can see more smiling faces of them.



陶氏涂料材料业务部亚太区总经理 林育麟  
Lin Yulin, Head of Dow's Asia Pacific Coating Materials Department

“「为爱上色」，创造化学新作用，让涂料品质更出众，体现了我们支持社区发展的承诺。通过这一活动，巴斯夫希望和立邦一起提供一个清洁，健康的环境，这对下一代的发展至关重要。

“Color, Way of Love”—creating new chemical functions and displaying outstanding performance of coating materials delivers our promise for supporting community development. Through this involvement, BASF hopes to join hands with Nippon Paint to provide a clean and healthy environment, which is of utmost importance to our next generations.



巴斯夫大中华区分散体与颜料部门以及营养与健康部门  
业务管理资深总监 刘雅蓓  
Liu Yaqian, BASF Greater China Senior Marketing Management Director of  
Department of Dispersion and Coating and Nutrition and Health



“佳能坚持做公益，是希望用色彩和影像来传递这份感动，和立邦等合作企业共同给孩子们创造一个美丽的学习环境，让孩子们对美和爱学会认知和分享。

The reason why Canon always focuses on public welfare is that we hope to deliver affection through color and love. Joining hands with Nippon Paint and other corporations, we can help create a beautiful learning environment for children and guide them to recognize and share beauty and love.



佳能（中国）品牌沟通部总经理 鲁杰  
Lu Jie, General Manager of Enterprise Brand Communication Department  
of Canon China

“坚持公益项目的最终目的是希望启发孩子们的创新能力，动手能力，还有追求梦想的决心和信念。

The ultimate goal to insist on charity project is to inspire children's creative and practical skills and to encourage them to pursue their dreams with confidence and hope.



波音传播事业部经理 梅园霖  
Mei Yuanmei, Manager of Publicity Division of Boeing

## ▶ 「为爱上色」2014 学校探访活动

"Color, Way of Love"—Five-Year Anniversary Special Event

立邦不只是最好的涂料公司，更期望为世界带来更多的爱与色彩。我们真正从孩子们的需求出发，将爱、色彩与欢乐带去校园。彩绘校园，改善校园环境；带去美术教育支持，创建「为爱上色」可持续发展的开放式公益平台，并持续回访与关注，为孩子们的健康成长持续贡献力量。让「为爱上色」的足迹始于中国，踏遍亚洲，走向全球。

Nippon Paint is more than the best paint company. We also hope to bring the world more love and colors. We will start from children's demand to bring love, color and joy to campus. We paint campus and improve study environment, provide art education support, establish an open platform for "Color, way of love" sustainable development, continue to evaluate and review and give power to children's healthy development. The footprint of "Color, way of love" started off in China, and we hope to spread it all over Asia and cover the world.



### ◀ 「为爱上色」河北省蔚县第二完小开学典礼

"Color, Way of Love"  
—Opening Ceremony of No.2  
Primary School in Yu County,  
Hebei Province

2014年9月2日，立邦汽车涂料事业部利用自身资源优势为校园进行了涂刷，参与了孩子们的开学典礼，共同为小朋友带来开学第一堂美术课，用涂料绘画彩色小汽车，并给孩子们带去了中国下一代教育基金会特别赠送的“幸福礼包”，作为新学期的开学礼物。



On September 2, 2014, Nippon Paint Auto Coating Division made full use of its own resources to paint the campus of the school and attended opening ceremony of the new semester. They offered the first art class of this semester and taught the children how to draw colorful cars with paint. The volunteers also gave children the "Happy Gifts" supplied by China Next Generation Education Foundation as the new semester present.





## 「为爱上色」七彩云南 七彩亚洲 云南学校探访活动

“Color, Way of Love”—Colorful Yunnan, Colorful Asia, Visiting Yunnan Schools

2014年9月18-19日，立邦来自新加坡、马来西亚和中国三个国家近30名员工组成的「为爱上色」探访团与云南偏远山区的孩子们亲密互动，感受到了「为爱上色」爱的力量，并表示将这份的美好带到自己的国度，让为爱上色的彩色校园绽放在亚洲更多国家。

On September 18 and 19, 2014, about 30 Nippon Paint employees from Singapore, Malaysia and China formed a “Color, Way of Love” team and enjoyed happy time with children in remote mountainous areas of Yunnan Province, exploring the power of “Color, Way of Love”. These volunteers would also bring these unforgettable memories back to their own countries, spreading colors of love in more schools of different countries in Asia.





## 「为爱上色」山东淄博市沂源县南鲁山镇芝芳小学探访活动

“Color, Way of Love”—Visiting Zhifang Primary School in Nanlushan Town, Qiyuan County, Zibo City, Shandong Province

2014年10月9日立邦东北鲁豫销售公司8位「为爱上色」志愿者，来到山东淄博市沂源县南鲁山镇芝芳小学，为孩子们带去了色彩与欢笑。立邦销售部的同事们还自发筹集了篮球、足球、羽毛球等体育用品，希望孩子们能更健康更茁壮的成长成材，也希望立邦人能一直陪伴这所学校，将色彩与关怀一路传承。

On October 9, 2014, eight staff volunteers from Nippon Paint Sales Company (serving the three Northeastern Provinces, Shandong Province, and Henan Province) visited the Zhifang Primary School in Nanlushan Town, Yiyuan County, Zibo City, Shandong Province. Our sales employees also donated various kinds of sports items, such as basketball, football, and badminton, hoping to encourage and assist children to build up their body and mind through participating in some most popular sports.



## 「为爱上色」四川绵竹市土门小学探访活动

“Color, Way of Love”—Visiting Tumen Primary School in Mianzhu City, Sichuan Province

2014年11月28日来自装饰涂料事业部西区、成都工厂以及经销商共44名志愿者，来到了2011年立邦曾「为爱上色」的四川绵竹市土门小学，探访2008年地震灾区的孩子们，志愿者们为孩子们带去了有趣的课程，还为贫困的孩子们带去了暖和的围巾和手套，同时为全校18个班级都带去了篮球、乒乓球拍和羽毛球拍，学习用品等礼物，希望孩子们都在美丽、温暖、健康的环境中成长。

On November 28, 2014, 44 volunteers from DIY West China, Chengdu Plant and dealers visited the Tumen Primary School in Mianzhu, Sichuan. The school, situated in earthquake-struck area, received our painting supported by “Color, Way of Love” program in 2011. This time our volunteers offered interesting classes and brought scarves and gloves to the children there, and also donated basketballs, table tennis rackets, badminton rackets and study supplies to 18 classes, sending best wishes to create a healthy and warm living environment for the children.



## ► 美术教育支持

Art Teaching Support

### 大学生美术志愿者宣讲会

Briefing Sessions for  
University Student Volunteers

2014 年，“为爱上色，爱美术”支教计划正式走进上海大学美术学院和广州美术学院校园，开始了自 2012 年来第三期美术支教招募宣讲活动，在学校共征得 100 余名大学生踊跃报名，最终招募到 20 位来自上大美院和广州美院的学生进行 2014 年的美术支教活动。

Briefing sessions for volunteer teachers were launched in the Academy of Art & Design of Shanghai University and Guangzhou Academy of Fine Arts in 2014, a third round of recruitment since the first was initiated in 2012. About 100 university students registered for application, and 20 of them were selected to be volunteer teachers in the 2014 art teaching program.



### ◀ 乡村美术老师培训

Rural Art Teachers Training Program

2014 年 8 月 9 日，“立邦快乐美术教室”第三期美术教师培训计划正式启动。来自四川、陕西、湖北等地 40 名乡村教师齐聚西安，享受了充实而实用的美术培训“大餐”。迄今，“立邦快乐美术教室”教师培训计划已进行了第三期，目前已有 20 个省市的 120 名乡村美术老师参与到美术教师培训中来。

On August 9, 2014, the third rural art teachers training program of “Nippon Paint Happy Art Classroom” was officially launched, in which 40 rural art teachers from multiple provinces such as Sichuan, Shannxi and Hubei received practical training in Xi'an. Up to now, the rural art teachers training programs have delivered three rounds successfully, and altogether more than 120 rural art teachers from 20 provinces and municipalities have completed the training sessions.





## 大学生美术支教项目

Volunteer Art Teaching Programs of College Students

2014 年暑假，“为爱上色，爱美术”志愿者支教活动再次启程。来自上大美院和广州美院的近 20 名大学生志愿者，来到湖北赤壁绿色立邦小学和贵州西江镇白碧小学，为 200 多名学生带去了为期三天的专业美术教育。让志愿者与孩子们一起摸索色彩、一起探寻世界、一起尽情欢笑，收获生活与学习的乐趣。

In the summer holiday of 2014, 20 volunteers from the Academy of Art & Design of Shanghai University and Guangzhou Academy of Fine Arts visited Nippon Paint Green School in Chibi City, Hubei Province and Baibi Primary School in Xijiang Township, Guizhou Province, and offered interesting painting classes to more than 200 children there. Within the three days' color classes, these volunteers guided the children through an inspiring and joyous learning experience, and opened a wonderful new world of color and art to them.





## ▶ 立邦志愿者

Nippon Paint China volunteers

6年来，立邦员工志愿者都自发加入到「为爱上色」项目中来，大家在忙碌的工作之余，抽出时间，了解孩子们的需求，自发到学校去探望孩子。一些员工还带着自己的家人和朋友一起参与，通过实际的探访活动，持续关怀孩子们，给他们带去更多的欢乐。

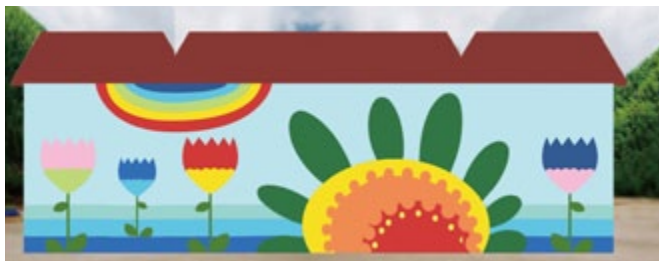
For the past 6 years, a large number of Nippon Paint employees have proactively participated into the "Color, Way of Love" program. Our volunteers take time out of their busy schedule to visit children in Hope Schools. Some employees also take their family and friends to visit children. Our visiting events show our consistent care and send our best wishes for a happy life for the children.

### 「为爱上色」彩色希望小学墙画征集活动

"Color, Way of Love"—Paintings Collection Activities

2014年的彩色小学墙画首次向内部员工征集，并且由员工参与作品的票选活动，选出最终上墙涂刷的作品。来自于NPZ/NPLF/NPGZ/NPCD共20个部门，102名员工及家人积极参与外墙设计，最终选出5幅创意无限的彩色小学外墙设计作品。

For the wall paintings on Nippon Paint Hope Primary Schools, proposed drawings were first collected from Nippon Paint China employees, and then the best ones were selected through online vote within the group. Altogether 102 employees, along with their families, from 20 divisions and units such as NPZ, NPLF, NPGZ, and NPCD participated into the selection process, and five most inspiring and innovative designs would be finally painted on the exterior walls Nippon Paint schools.

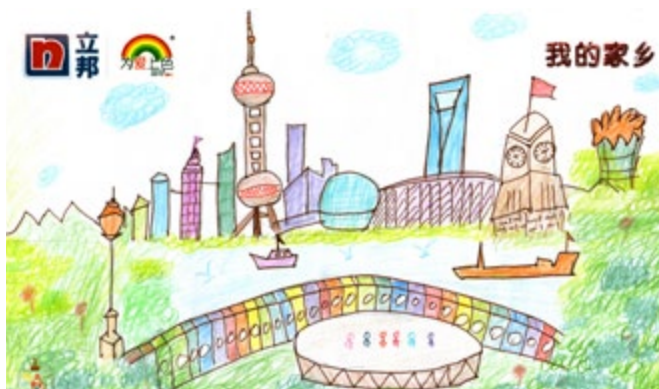


### 六一儿童节关怀活动 - 童心童画，让爱行动

Nippon Paint Hope Primary School Caring Event on Children's Day

2014年的六一儿童节，立邦的员工志愿者花了一个多月的时间给孩子们准备惊喜，以部门为小组认养全国34所立邦希望小学，为孩子们送上儿童节礼物。此外，立邦更为34所立邦希望小学1.4万余名孩子都送上了一本彩色日记本和一套画笔，同时也邀请他们以“我的家乡”为主题绘制画作。希望小学的孩子和员工的子女们把画作一对一互换，让生活在不同城市、不同环境里的两个孩子，可以通过色彩分享彼此眼中的世界，收到彼此的祝福。

In 2014, Nippon Paint staff volunteers brought Children's Day gifts, which were all carefully prepared for more than a month, to about 14,000 children in 34 Nippon Paint Hope Primary Schools based on Nippon Paint teams and departments. In addition, each student in the Nippon Paint schools also received a colorful diary notebook and a paint brush set and was invited to draw a picture about "hometown". The Nippon Paint school students exchanged their drawings with the children of Nippon Paint China employees on a one-to-one basis, helping children growing up in different living environments share their world with each other and send out their best wishes through splendid colors.







### ◀ 希望小学探访活动志愿者 Hope School Visiting

2014 年「为爱上色」的每一场学校探访活动，都少不了员工志愿者和经销商的身影，数百名员工志愿者在忙碌的工作之余，抽出自己的时间，到学校探望孩子，甚至还自发志愿美术、摄影、表演工作，给孩子们带去更多的陪伴和欢乐。

The charity events of "Color, Way of Love" program attracted a large number of staff volunteers from Nippon Paint China and from our dealers this year. Hundreds of volunteers visited Hope Schools and offered the children there a wide range of extra-curriculum art classes such as painting, photograph and performance, bringing interesting learning experience in the lives of the children.

# 与员工一起关注身边的公益 身体力行带去爱与温暖 社区关怀

Participated with Employees  
Society Care



“

我相信，每一个立邦人，都有一颗温暖的心，去爱与关怀别人，2014 立邦员工志愿者用自己的身体力行，走出工厂与家，成为小太阳去照亮和温暖着别人，同时也被人温暖和照亮。

*I believe that every Nippon Paint employee has a warm heart to love and care for others. In the year of 2014, our Nippon Paint staff volunteers make changes with their own hands, walk out of their plants and homes, offer help to others like warm sunshine, and at the same time, be warmed by others in return.*

”

—— 立邦企业社会责任总监 吴佳伦  
Ariel Wu, Director of Nippon Paint CSR

一年 365 天之间，有超过 1,000 名的员工志愿者为了爱，走出来关怀身边需要帮助的人群。属于立邦人的爱与温暖，开始在中国各地温暖不同的人群。

社区关怀是立邦企业社会责任三大循环之一责任循环中另一重要项目，主要是以立邦的工厂及办事处为据点，关怀扶助生活在周遭的弱势群体，比如低收入老人家庭、残疾人群、贫困学生，或是重大灾害急难援助等。2014 年立邦启动「为爱刷新」社区关怀活动，在全国 9 大城市，共推动了 15 项社区关怀项目，来自立邦中国的 7 个事业部，共计超过 1,000 名员工志愿者参与其中，身体力行地为身边的弱势群体带去温暖与帮助，用实际行动传达自己的公益理念。

During the past 365 days in a whole year, more than 1000 staff volunteers offered their help to people in need, acting out of love and spreading their warmth to different groups of people in various parts of China.

As another essential CSR project constituting the “Responsibility Segment” of Nippon Paint, society care mainly offers timely and appropriate help to local vulnerable groups residing near Nippon Paint plants and offices, especially those who are in cities but are easily neglected, such as low-income elderly families, disabled people and poverty-stricken students. It also provides aid in the event of severe disasters and urgent emergencies. Since undertaking society care activities, “Refresh for Love”, in 2014, Nippon Paint China has launched altogether 15 society care projects covering 9 cities. More than 1,000 employees from 7 different divisions took part in the events, offering warmth and help people in need with their own hands and promoting the society care philosophy through their solid actions.

社区关怀项目  
由立邦 CSR 委员会  
公关中心推动  
Facilitated by  
PR Center of  
the CSR Committee



## 立邦人为爱再次暴走

Walking for Kids

2014 年立邦成为「一个鸡蛋的暴走」公益活动官方赞助伙伴,并于4月19日清晨,组成「为爱暴走」队伍参与活动。除以行动支持,立邦还为50千米徒步沿墙进行彩绘,描绘希望的种子发芽成长,象征美好愿望继续传递。从清晨至夜幕降临,历时13小时长途跋涉,立邦参与者陆续抵达终点,共筹善款148,742.85元,也为响应立邦为爱上色,写下辉煌一页。

On April 19, 2014, staff members participated in "Walking for Kids", a charitable activity sponsored by Nippon Paint China. Apart from taking part in walking, Nippon Paint China employees also painted walls along the 50-kilometer track, presenting the image of seed sprouting and growing and showing their most sincere wish to spread care and hope. After walking for 13 hours from early morning to late evening, Nippon Paint China staff members completed the whole journey and raised a total donation of 148,742.85 RMB, a remarkable contribution to our "Color, Way of Love" endeavor.



## 「为爱刷新」第一站·广州 小金雁社区公益服务中心

Refreshing for Love at Xiao Jinyan Charity Community Service Center in Guangzhou

小金雁社区公益服务中心坐落于广州市番禺区石碇镇石碇村文化公园内,是一家致力于关怀城市流动儿童,促进流动儿童城市融入的服务机构。2014年5月25日,近50名立邦广州员工志愿者们探访了这里,并通过改善中心环境的实际行动与孩子们互动交流,送上六一儿童节礼物。立邦志愿者不仅美化了孩子们的活动空间,更为立邦人参与社区关怀活动,关注弱势群体的善举再添一笔。

Xiao Jinyan Charity Community Service Center is dedicated to helping migrant children to fit into urban life, located in the Cultural Park of Shiqi Village, Shiqi County, Panyu District, Guangzhou City. On May 25, 2014, about 50 staff volunteers from Nippon Paint Guangzhou visited the charity center, sending presents for the Children's Day and having fun with the children there during refreshing activities. Their efforts have facilitated the improvement of children's living environment and constituted another contribution of Nippon Paint China to the support of vulnerable groups.





## ◀ 爱与色彩·温州洞头养老院

Love & Color at Rest Home in Dongtou County, Wenzhou City

温州洞头养老院由当地一幢旧厂房改建而成，但由于资金匮乏，斑驳老旧的内外墙一直未能得到修缮。2014年5月，立邦中区团队以融合当地渔村风土人情的墙画设计，为温州洞头养老院进行外墙涂刷，让养老院成为美丽色彩风景。6月14日，立邦志愿者们再次探访这群老人，一句简单嘘寒问暖，一张温情合影，立邦人的爱不仅绘于屋舍墙面，更将爱与温暖的种子种植在温州洞头岛小镇上。

The Rest Home in Dongtou County, Wenzhou City was rebuilt from a local factory building. Due to lack of funding, its aged interior and exterior walls had been neglected for years. In May of 2014, staff members from NPZ DIY Sales Department offered wall paintings for the Dongtou Rest Home, integrating local natural and cultural features and creating brilliant scenery of colors for the elderly there. On June 14, staff volunteers from Nippon Paint China visited the rest home again, sending warm greetings and taking group pictures with the elderly. Nippon Paint employees not only painted their love on the refreshed walls, but also spread warmth in this tiny township.





## 为古村添加爱的色彩·杭州桐庐翊岗村“老年乐园”

Add Color to "Senior Recreation Center" at Huigang Village, Tonglu County, Hangzhou City

位于杭州桐庐翊岗村的一座老年乐园，因年久失维而遭废弃，连带使当地的孤寡独居老人失去休闲场所。2014年5月，立邦中国区杭州刷新团队在与浙江理工大学吉研所的合作下，完成乐园墙画设计和刷新彩绘。6月24日，立邦上海总部与浙江销售部员工志愿者再次来到这座焕然一新的老年乐园，并在活动中心新栽种桂花树，希望老人们在色彩乐园里，享悠闲芬芳步调。

A senior recreation center located at Huigang Village, Tonglu County, Hangzhou City was dilapidated due to lack of renovation, and the local senior who are living alone and have no family thus lost access to their recreational place. In May 2014, making joint efforts with the research institute from Zhejiang Sci-Tech University, the refreshing team of NPZ DIY Sales Department painted the walls of the recreation center and created wall drawings there. On June 24, staff members from Nippon Paint Shanghai and Zhejiang Sales Department came to the ancient village again, and planted osmanthus trees in the center, hoping the local senior would enjoy a colorful and fragrant recreational environment.

## 用爱解冻心灵·持续关爱渐冻人行动

Consistent Care for people with ALS

从2010年起，立邦便开始了对渐冻人的关注，2014年立邦再次向上海市慈善基金会朱常青关爱渐冻人专项基金捐款6万元，以支持今年世界渐冻人日的关爱行动“假如我能行走三天”的全程活动。此外，立邦还与仁人家园合作，为6户渐冻人家庭的住房改造提供涂料赞助，并提供搬家和涂刷的关怀服务，以期拉动社会各界了解这样的疾病，并为更多需要帮助的人带去关怀。

Since 2010, Nippon Paint China has been paying close attention to the people with ALS. In 2014, Nippon Paint China donated another 60,000 RMB to the Zhu Changqing Special Foundation for People with ALS under the Shanghai Charity Foundation, so as to support the entire special care action – “If I could walk for three days” in honor of World ALS Day. In addition, working with Habitat China, Nippon Paint China also provided paintings for house renovation of six ALS families and offered support in moving home and wall painting. Such activities have helped the public deepen their understanding of ALS and have brought more care to people who are in need.



## 关爱盲童·探访北京济慈之家窦店中心

Care for Blind Children in Bethel China Doudian Center in Beijing

济慈之家是针对盲童孤儿进行免费救助及康复培训的非营利性机构。2014年6月28日，来自立邦廊坊、天津工厂和北区销售团队的近40位员工志愿者，来到北京济慈之家窦店中心探访孩子们。志愿者们将募集到的资金和贴心购置必需品与有声玩具赠送给孩子们，并为他们整理教室。探访中，志愿者通过视障体验感受视障儿童平日生活挑战，也经由多样有趣的互动，耐心打开了孩子们的心扉。

Bethel China is a non-profit organization offering free relief, rehabilitation and training for blind Chinese orphans. On June 28, 2014, 40 staff volunteers from Nippon Paint Langfang, Tianjin Plant and Sales Team of North China visited children in Bethel China Doudian Center in Beijing. Volunteers donated a sum of money that has been raised, gave carefully-chosen necessities and sound-producing toys as gifts, and helped them to tidy their classrooms. During the visit, volunteers personally experienced many challenges that blind children might face every day through simulation and opened the children's heart through various interesting interactions with great patience.



## 关注留守儿童·探访河南漯河吕庄儿童社区中心

Care for Left-behind Children at Children's Community Center in Lvzhuang Village, Luohe City, Henan Province

糖果计划是一家专注于为中国乡村留守儿童服务的公益机构。河南漯河吕庄儿童社区中心是糖果计划第一个中心，于2014年4月开放，由立邦进行墙面修复与涂刷，名为“筑梦”的外墙色彩图案，期盼在糖果计划支持下，为孩子们筑出甜美缤纷梦想。2014年8月2日，来自廊坊立邦东北鲁豫销售公司和立邦涂料（郑州）的53名员工志愿者，奔赴糖果计划河南漯河吕庄儿童社区中心探望儿童。正午烈日下，志愿者整顿废旧操场，供孩子们运动玩耍，并当起“临时老师”教导绘画创作，最后献上精心礼物让孩子们心甜如糖。

Candy Project is a charitable organization dedicated to helping left-behind children in China's rural areas. As the first center supported by the Candy Project, the Lvzhuang center, located in Luohe City, Henan Province, opened in April, 2014, whose walls were repaired and refreshed by Nippon Paint China. A drawing named "Building Hope" was painted on the exterior walls, illustrating the sincere hope of Nippon Paint China that children can pursue their rosy dreams with the help of the Candy Project. On August 2, 2014, 53 staff volunteers from Langfang-based Nippon Paint Sales Company (serving the three Northeastern Provinces, Shandong Province, and Henan Province) and from the Nippon Paint Zhengzhou visited Children's Community Center in Lvzhuang Village. Though the sun was burning in the sky at noon, volunteers cleaned the dilapidated playground so that children could have a proper place to have fun. Then, staff volunteers acted as temporary teachers on painting and presented exquisite gifts to make children happy.





## 来自星星的孩子·立邦与自闭症儿童欢度中秋

Care for Children with Autism during Mid-Autumn Festival

北斗星亲子苑是由教育局批准的特殊儿童教育康复幼儿园。2014年8月，立邦成都公司同仁为成都校区教室进行墙面彩色涂刷。9月16日，成都工厂和装饰涂料事业部西区市场部立邦志愿者，来到这个孤独症儿童训练基地，与星星的孩子们共度中秋。探访当天，志愿者们协助清洁窗户、整理露台，并在教室里贴上墙贴，为孩子们打造专属童话世界；在欢快歌声中，与孩子们跳起广场舞，看见星星的孩子们脸上绽放笑容，是活动中最闪耀的记忆。



Bei Dou Xing Parent and Children Center is a kindergarten for educating special children approved by education bureau. In August, 2014, employees from Nippon Paint Chengdu came to the Bei Dou Xing Chengdu campus to paint classrooms walls with beautiful colors. On September 16, staff volunteers from Chengdu Plant and NPCD DIY Marketing Department visited this training base for children with autism to enjoy mid-autumn festival together. On this special day, staff volunteers helped to clean windows and terrains and put pictures on the classroom walls, making an exclusive wonderful world for children. Volunteers also danced with children in joyous music. The bright smiles of children were the most unforgettable memories of this activity.







## 为爱善行·中国扶贫基金会 儿童发展计划

Walking for Love, Children Development Program of China Foundation for Poverty Alleviation

2014年9月13日，来自立邦廊坊、天津工厂、工程事业部、装饰涂料事业部北区销售部的员工组成的近200人的队伍，参加由中国扶贫基金会发起的“善行者”户外公益徒步50公里活动。以“每一步都会带来改变”的信念，身体力行支持“中国扶贫基金会儿童发展计划”。同时，作为中国扶贫基金会的合作伙伴，立邦也将捐赠20万元用于活动赞助及儿童公益，帮助贫困地区的孩子改善生活状况。

On September 13, 2014, about 200 employees from Nippon Paint Langfang, Tianjin Plant, Project Coating Division and NPLF DIY Sales Department participated in the 50-kilometer charity “One Step, One Change” initiated by China Foundation for Poverty Alleviation. With the guideline of “Every step makes changes”, employees supported “Children Development Program of China Foundation for Poverty Alleviation” with their own solid efforts. Meanwhile, as a cooperative partner of China Foundation for Poverty Alleviation, Nippon Paint China has donated 200,000 RMB to support this activity and other children charity initiatives, helping to improve the living condition of children in poverty-stricken areas.







## 用爱刷新家·上海仁人家园 无障碍乐居

Refreshing with Love, Joint House Renovation Program with Habitat For Humanity China in Shanghai

2014年9月20日与10月18日，立邦参与“仁人家园无障碍乐居项目”，并招募2批立邦志愿者，为居住环境充满不便与安全隐忧的渐冻女孩陈琛刷新旧居。立邦志愿者们的“爱心大改造”，使原本老化的旧居从里到外焕然一新，不仅实现房屋改造，更用爱的行动“温暖解冻”渐冻人的心。

In September 20 and on October 18, 2014, Nippon Paint China joined hands with Habitat China to perform the House Renovation Program in Shanghai. Nippon Paint China recruited two groups of staff volunteers and repainted the previously inconvenient and old looking room for the ALS girl, Chen Shen. The entire refreshment of the shabby house showed the deep and sincere care for the ALS girl retained by Nippon Paint China employees.

## 家有爱更新·广州仁人家园 适老性住房改造

Refreshing with Love, Age-Friendly Housing Project with Habitat For Humanity China in Guangzhou

2014年11月15日，立邦参与“仁人家园适老性住房改造项目”，来自广州立邦涂料有限公司和广州秀珀化工有限公司的24名员工志愿者，为广州市的两户独居老人粉刷墙壁、整理房屋，用实际行动“为爱刷新”。立邦中国自去年11月加入仁人家园社区共建项目以来，已捐赠价值18万余元的内外墙漆料，并捐款38万元支持20户四川贫困农户建房项目，用行动为弱势群体带去关爱。

On November 15, 2014, Nippon Paint China joined a community project “Age-Friendly Housing Project” initiated by Habitat China, a global non-profit housing charity organization. 24 staff volunteers from Nippon Paint Guangzhou and Guangzhou Supe Chemical Co., Ltd. offered assistance to two local elderly who were living alone by painting walls and doing housework with love. Nippon Paint China always cares about the vulnerable groups with solid efforts. Since last November as a member of the Habitat For Humanity project, Nippon Paint China has donated paintings for interior and exterior walls worth more than 180,000 RMB. In addition, Nippon Paint China has allocated more than 380,000 RMB to support house construction for 20 poverty-stricken rural families in Sichuan Province.







## 为老人送温暖·上海真如镇敬老院涂刷及探访

Warm Care to the Elderly, Renewing and Follow-up Visits of the Shanghai Zhenru Rest Home

真如镇敬老院创建于1987年，是一家致力于为老人提供优质服务的敬老院。2014年9月15日-10月5日，立邦工程事业部的同事们耗时21天，涂刷了敬老院2000平方米的墙面，为老人们提供了更舒适的生活环境。12月13日立邦的15位志愿者再次来到这里，不但为老人们带去了慰问礼物，还带去了精彩的节目表演，在寒冷的冬日，为老人们献上温暖的爱心。

Shanghai Zhenru Rest Home, founded in 1987, is dedicated to provide quality services to the elderly. In order to provide the elderly a better living environment, staff volunteers from Nippon Paint China Project Coating Division spent altogether 21 days in painting the 2,000 m<sup>2</sup> walls of the rest home building from September 15 to October 5 in 2014. On December 13, 15 Nippon Paint volunteers visited the rest home again with gifts and offered wonderful performance to the elderly, bringing them great warmth in the freezing winter.







## 叮叮当当过圣诞·苏州仁爱学校圣诞探访活动

Love and Joy of Christmas at Renai School of Suzhou Industrial Park

苏州工业园区仁爱学校于2012年9月开办，招收对象为中、重度智力障碍、自闭症、脑瘫及多种残疾的少年儿童。2014年12月19日，立邦和雅士利的志愿者们携手为仁爱学校的小朋友过圣诞节。志愿者装扮成圣诞老人，与孩子们一起合唱，并1对1地带领他们为圣诞储蓄罐上色；不但送上一台地板打蜡机，还为每个孩子都送去圣诞礼物，祝福他们健康成长。

Opened in September 2012, Renai School of Suzhou Industrial Park is a special school of moderate, severe and multiple learning difficulties for children with autism, cerebral palsy and other disabilities. On December 19, 2014, staff volunteers from Nippon Paint China and Nippon Paint YSL worked together to celebrate Christmas with the students at Renai School. Dressed up like Santa Clause, the volunteers gave each student a Christmas gift, sang songs together with them and color-painted the Christmas saving-box on a one-on-one basis, hoping these students could grow up happily and healthily. In addition, a floor waxing machine was also sent as a gift to the school.







## 腾讯生态博物馆捐赠

Donation to the Tencent Eco-Museum

腾讯公益慈善基金会“筑梦新乡村”项目于2009年启动，在贵州省黔东南州黎平县岩洞镇铜关小寨村捐建腾讯·铜关侗族大歌生态博物馆研究中心，利用互联网资源推动创新型公益帮扶。立邦与腾讯公益慈善基金会“筑梦新乡村”项目建立起良好的合作关系，并捐赠了50余万元立邦涂料，期望助力生态博物馆的建设，为民族传统古村落的保护和侗族民族建筑的传承贡献一份力量。

Tencent Foundation initiated the project of “Build Hope for New Rural Villages” in 2009 and made donations to establish the Eco-Museum Research Center of Kgal Laox (Kam Grand Choir), which is located in the Xiaozhai Community, Tongguan Village, Yandong County, Liping Town of southeastern Guizhou Province, promoting innovative charity by utilizing internet resources. Worked with Tencent Foundation in the project, Nippon Paint China has donated more than 500,000 RMB worth of environmentally friendly coatings to support the construction of the Eco-Museum and has made contributions to the protection of traditional ethnic ancient village and the heritage of the symbolic architecture of Dong ethnic group.



## “立邦人民大学优秀学生奖励基金”成立十周年暨 2014 为爱上色公益影像展

Tenth Anniversary of Nippon Paint Renmin University Scholarship and Experience and 2014 Public Photography Exhibition of “Color, Way of Love”

“立邦人民大学优秀学生奖励基金”由立邦公司创始人吴清亮先生出资设立，十年来已帮助超过230名优秀学生。2014年12月10日，为庆祝“立邦人民大学优秀学生奖励基金”成立十周年，立邦携手四家为爱上色合作伙伴一同走进人民大学，为优秀学子捐赠奖学金、开展公益分享；同时，以影像展方式展出立邦CSR项目及历程，希望以此号召更多人奉献一己之力，帮助学生们顺利完成学业。

Nippon Paint Scholarship was initiated by Mr. Goh Cheng Liang, founder of Nipsea Group. Since the establishment in 2005, the scholarship has helped more than 230 students with academic excellence. On December 10, 2014, Nippon Paint China stepped into the campus of Renmin University to celebrate the Tenth Anniversary of Nippon Paint Renmin University Scholarship by donating scholarship and sharing welfare experiences, together with other partners in the program of “Color, Way of Love”. Meanwhile, a public photography exhibition was on to reveal the progress of Nippon Paint China CSR programs, in hope that more people would join this program to contribute to assisting students in successfully completing their study.





# 立时集团中国成员

Members of the Nipsea Group in China

## 立邦涂料（中国）有限公司

成立时间：1992 年  
上海市浦东新区金桥出口加工区创业路 287 号  
邮编：201201  
总机：86-21-5838 4799  
传真：86-21-5838 4882

## 廊坊立邦涂料有限公司

成立时间：1995 年  
河北省廊坊经济技术开发区富中路 48 号  
邮编：065001  
电话：86-316-608 8535  
传真：86-316-608 7000

## 广州立邦涂料有限公司

成立时间：2001 年  
广东省广州经济开发区风华二路 1 号  
邮编：510530  
电话：86-20-2230 1888  
传真：86-20-2230 1666

## 雅士利涂料（苏州）有限公司

成立时间：2003 年  
江苏省苏州市工业园区东宏路 48 号  
邮编：215123  
电话：86-512-6593 1868  
传真：86-512-6593 0868

## 立邦涂料（成都）有限公司

成立时间：2005 年  
四川省成都经济技术开发区成龙大道 600 号  
邮编：610100  
电话：86-28-8843 8188  
传真：86-28-8843 2105

## 立邦涂料（佛山）有限公司

成立时间：2006 年  
广东省佛山市三水区范湖经济开发区  
邮编：528133  
电话：86-757-8736 6665  
传真：86-757-8736 6645

## 立邦涂料（天津）有限公司

成立时间：2006 年  
天津市武清区大王古庄益元道 2 号  
邮编：301712  
电话：86-22-5969 0555  
传真：86-22-5969 0545

## 日涂（上海）涂料研究开发有限公司

成立时间：2007 年  
上海市浦东新区金桥出口加工区创业路 287 号  
邮编：201201  
电话：86-21-5838 2338  
传真：86-21-5838 0739

## 立邦涂料（常州）有限公司

成立时间：2007 年  
江苏省常州市武进区横山桥镇五一村委邱家村  
邮编：213117  
总机：86-519-8866 1182  
传真：86-519-8866 1188

## 凯柏立邦汽车涂料（上海）有限公司

成立时间：2008 年  
上海市浦东新区金桥出口加工区创业路 287 号 301 室  
邮编：201201  
电话：86-21-5838 1068  
传真：86-21-5838 5568

## 立邦投资有限公司

成立时间：2010 年  
上海市浦东新区龙阳路 2277 号 12 楼  
邮编：201204  
总机：86-21-5010 1687  
传真：86-21-5010 1102

## 立邦工业涂料（上海）有限公司

成立时间：2010 年  
上海市金山区金山卫镇老卫清路 1089 号 1 幢 1125 室  
邮编：201512  
总机：86-21-5838 4799  
传真：86-21-5838 4882

## 立邦涂料（郑州）有限公司

成立时间：2011 年  
河南省郑州市二七区马寨工业园区坟上村以北、学院路以东  
邮编：450000  
电话：86-371-8600 3937  
传真：86-371-8600 3937

## 立邦涂料（河北）有限公司

成立时间：2011 年  
河北省廊坊市开发区花园道  
邮编：065001  
电话：86-316-608 8535  
传真：86-316-608 7000

## 立邦涂料（沈阳）有限公司

成立时间：2013 年  
辽宁省沈阳市苏家屯区玫瑰街 103-11 号  
邮编：110101  
电话：86-24-8984 1771  
传真：86-24-8984 1772

## 广州秀珀化工股份有限公司

成立时间：2014 年  
广州市番禺区钟村镇谢石公路 72 号秀珀工业园  
邮编：511495  
电话：86-20-3471 8388  
传真：86-20-3471 1818

**Nippon Paint (China) Co., Ltd**

Year of Establishment: 1992  
No. 287, Chuangye Road, Jinqiao Exports Processing Zone,  
Pudong New District, Shanghai  
Postcode: 201201  
Tel: 86-21-5838 4799  
Fax: 86-21-5838 4882

**Langfang Nippon Paint Co., Ltd.**

Year of Establishment: 1995  
No. 48, Fuzhong Road, Langfang Economic and  
Technological Development Zone, Langfang, Hebei  
Postcode: 065001  
Tel: 86-316-608 8535  
Fax: 86-316-608 7000

**Guangzhou Nippon Paint Co., Ltd.**

Year of Establishment: 2001  
No. 1, Fenghua 2nd Road, Guangzhou Economic  
Development Zone, Guangzhou, Guangdong  
Postcode: 510530  
Tel: 86-20-2230 1888  
Fax: 86-20-2230 1666

**YSL Paint (Suzhou) Co., Ltd.**

Year of Establishment: 2003  
No.48, Donghong Road, Industrial Development Park,  
Suzhou, Jiangsu  
Postcode: 215123  
Tel: 86-512-6593 1868  
Fax: 86-512-6593 0868

**Nippon Paint (Chengdu) Co., Ltd.**

Year of Establishment: 2005  
No. 600, Chenglong Avenue, Chengdu Economic  
and Technological Development Zone,  
Chengdu, Sichuan  
Postcode: 610100  
Tel: 86-28-8843 8188  
Fax: 86-28-8843 2105

**Nippon Paint (Foshan) Co., Ltd.**

Year of Establishment: 2006  
Fanhu Economic and Technological Development Zone,  
Sanshui District, Foshan, Guangdong  
Postcode: 528133  
Tel: 86-757-8736 6665  
Fax: 86-757-8736 6645

**Nippon Paint (Tianjin) Co., Ltd.**

Year of Establishment: 2006  
No. 2, Yiyuan Road, Da Wang Gu Zhuang,  
Wu Qing District, Tianjin  
Postcode: 301712  
Tel: 86-22-5969 0555  
Fax: 86-22-5969 0545

**Nippon Paint (Shanghai) Research & Development Co.,Ltd.**

Year of Establishment: 2007  
No. 287, Chuangye Road, Jinqiao Export Processing Zone,  
Pudong New District, Shanghai  
Postcode: 201201  
Tel: 86-21-5838 2338  
Fax: 86-21-5838 0739

**Nippon Paint (Changzhou) Co., Ltd.**

Year of Establishment: 2007  
Qiu Jia Village, Wu Yi Cun Wei, Heng Shan Qiao Town,  
Wujin District, Changzhou, Jiangsu  
Postcode: 213117  
Tel: 86-519-8866 1182  
Fax: 86-519-8866 1188

**BK & NP Automotive Coating (Shanghai) Co., Ltd.**

Year of Establishment: 2008  
Room 301, No. 287, Chuangye Road, Jinqiao Export  
Processing Zone, Pudong New District, Shanghai  
Postcode: 201201  
Tel: 86-21-5838 1068  
Fax: 86-21-5838 5568

**Nippon Paint China Holdings Co.,Ltd.**

Year of Establishment: 2010  
Floor 12, No. 2277, Longyang Road, Pudong New District,  
Shanghai  
Postcode: 201204  
Tel: 86-21-5010 1687  
Fax: 86-21-5010 1102

**Nippon Paint Industrial Coating (Shanghai) Co., Ltd.**

Year of Establishment: 2010  
Room 1125, Building 1, No. 1089, Laoweiqing Road,  
Jinshanwei Town, Jinshan District, Shanghai  
Postcode: 201512  
Tel: 86-21-5838 4799  
Fax: 86-21-5838 4882

**Nippon Paint (Zhengzhou) Co., Ltd.**

Year of Establishment: 2011  
North to Fenshang Village and East to Xueyuan Road,  
Mazhai Industrial Park, 27 District,  
Zhengzhou, Henan  
Postcode: 450000  
Tel: 86-371-8600 3937  
Fax: 86-371-8600 3937

**Nippon Paint (Hebei) Co., Ltd.**

Year of Establishment: 2011  
Huayuan Road, Development Zone, Langfang, Hebei  
Postcode: 065001  
Tel: 86-316-608 8535  
Fax: 86-316-608 7000

**Nippon Paint (Shenyang) Co., Ltd.**

Year of Establishment: 2013  
No.103-11, Meigui Road, Sujiatun District,  
Shenyang, Liaoning  
Postcode: 110101  
Tel: 86-24-8984 1771  
Fax: 86-24-8984 1772

**Guangzhou Supe Chemical Co., Ltd.**

Year of Establishment: 2014  
Supe Industrial Park, No. 72, Xieshi Road,  
Zhongcun Town, Panyu District,  
Guangzhou  
Postcode: 511495  
Tel: 86-20-3471 8388  
Fax: 86-20-3471 1818





我们创造精彩，  
We are creators of colorfulness.

我们以最友善环境的运营成果支持人们对色彩的热爱和创造，  
Through environmentally friendly processes we create products that  
help people achieve their creative and colorful dreams.

但我们更竭力以经济、自然、责任三大循环的具体行动使  
大地永续精“彩”

We will strive to accomplish ECOLOR by focusing on three areas:  
Economy, Nature and Responsibility.





此刊为环保再生纸印刷  
This CSR annual report is  
printed on recycled paper.



扫描此二维码登录立邦CSR网站  
Please log in Nippon Paint's CSR website  
through QR code scanning  
<http://www.ecolor.com.cn>