PAINT IS SO MUCH MORE THAN PRETTY COLOURS

If you thought paint was little more than makeup for walls, think again. Today’s modern paints perform a variety of pragmatic as well as aesthetic functions, from culling mosquitoes to inhibiting the spread of viruses and lowering the indoor temperatures of buildings.

PUTTING PEOPLE FIRST

More than a decade ago, Nippon Paint was the first paint brand in Singapore to release odour-less paints. Historical data had established a link between long-term exposure to conventional paint products and a long list of health concerns ranging from minor complaints such as headaches and nausea to serious and life-threatening conditions including lung disease and certain forms of cancer. The culprit was the Volatile Organic Compounds, aka VOCs, responsible for the ubiquitous ‘new paint smell’ of a surface painted with traditionally formulated paint.

Thanks to heavy investment in long-running advertising campaigns for odour-less paints, the Singaporean public soon wised up to the perils of paint odour. Inevitably, demand increased and other paint brands followed. Today, almost all paints marketed for consumers emit low odour or near-zero odour. With rising rates of asthma and allergic rhinitis, this is a healthy development for both the paint industry and the public.
TAKING THE STING OUT OF DENGUE

The latest in a long line of functional paint products developed by Nippon Paint in response to consumer needs, MozzieGuard contains a powerful, certified safe-for-humans active ingredient that is lethal for mosquitoes. It addresses public concern over the increased incidence of diseases spread by mosquitoes, namely dengue fever and more recently, the outbreak of the Zika virus.

Nippon Paint MozzieGuard leverages on the little known fact that mosquitoes are behaviourally programmed to look for a vertical landing pad on entering an enclosed space – in other words, a wall. Upon contact with mosquitoes, the active ingredient within the paint is released, and enters the nervous system of the insect within seconds. The result is certain fatality.

This outcome is far preferable to other forms of pest control which merely repel mosquitoes, relocating them to other areas where they can continue breeding and spreading the misery of potentially...
deadly diseases. Beyond protecting the occupants of private properties, MozzieGuard indirectly performs a public service for the community by reducing the mosquito population.

TAKING THE HEAT OFF BUILDINGS, AND THE PLANET

In addition to disease prevention, paint can also help fight global warming. Heat-resistant paint technology is actually fully developed and readily available.

An exterior paint, Nippon Paint’s SolaReflect contains infrared light-reflective pigments that reflect the near infrared rays of the sun away from the coated surface of a building before it can be absorbed and generated as heat. Consequently, less heat is produced, improving occupant comfort and reducing dependency on air conditioning. This in turn leads to significant savings on power bills and lowered carbon emissions, which is good news for our planet’s seriously depleted ozone layer and helps curb the urban heat island effect.

Apart from reducing the carbon footprint of building owners and improving the comfort of a building’s occupants, SolaReflect opens up new possibilities in colour. Traditionally, the architecture of warm climates has been confined to white and light-coloured paints, due to the reflectivity of lighter colours versus the tendency of darker colours to absorb heat. SolaReflect liberates architects and homeowners by opening up a whole new palette for ‘cool paints’. The landscape is enlivened as the planet is spared.
PAINTS THAT MIND, NOT MINE, THE ENVIRONMENT

Today’s paints can mimic the natural textures of minerals, woodgrain and metals. Special effects paints can bring the lustre of marble, granite, brushed metal and other sought-after materials into homes. Not only do they cost a fraction of the price of ‘the real thing’, their carbon footprint is minuscule compared to the environmental toll of relentless mining and quarrying, freighting, cutting and polishing.

A homage to the beauty of nature, nature-inspired paints spare our diminishing natural reserves as they protect and beautify indoor environments for the pleasure of people.

PAINT THE POSSIBILITIES...

Paints provide endless possibilities for people. No longer are they just coatings. They silently safeguard the occupants of homes and buildings from airborne diseases. They reflect heat away from buildings to make people comfortable, physically and financially. In a myriad of ways, they protect not just walls and surfaces, but the environment.

Who knows what ingenuous functions paints will one day provide... As companies like Nippon Paint invest heavily in research and development to create paint products that help solve local and global problems, people can look forward to lifting the lid on a world of possibilities that extend far beyond every colour in the rainbow.

Images courtesy of NIPPON PAINT.