

Taking a proactive approach to helping customers practice operational safety

In conformance with the Nippon Paint Safety Principles, which place the utmost priority on safety, we are committed to upgrading our safety management and strengthening safety education. Main measures include safety patrols for overseas affiliates, and the top executive diagnoses for safety and environmental management. This is a measure in which the executive director in charge visits Group companies at home and abroad to examine and diagnose their safety and environmental management activities, and to give guidance if necessary. We also promote electrostatic safety education based on static electricity-related accident information and research outcomes

Safety Caravan

Nippon Paint conducts “safety caravan” to ensure safe use of products by customers

The “safety caravan” shares with customers Nippon Paint’s extensive know-how accumulated through in-house safety management and education, in order to help them use Nippon Paint products more safely.

accumulated by Nippon Paint over many years. (For details, see pg. 33.)

Nippon Paint is committed to widely adopting static electricity safety measures across its Group companies worldwide, while also sharing our knowledge with the public. In fiscal 2008, we strengthened our approach toward current users of Nippon Paint products by implementing a new initiative called the “safety caravan,” to help these customers enhance operational safety.

For many years, Nippon Paint had visited clients’ production sites and held safety training sessions in response to their individual requests. As an upgrade to these individual training sessions, the safety caravan now proactively calls on customers and visits their production sites for safety training, or invites them to participate in safety seminars hosted by the company.

Feature Article 2





Safety seminar in which many users of industrial coatings participated

Visits to customers' worksites include inspection and advice that takes advantage of the experience that the company has gained through safety patrols for the Group companies, as well as training sessions for static electricity safety. Nippon Paint has also hosted safety seminars in Tokyo and Osaka targeting people from a large number of companies using industrial coatings. These seminars allow participants to learn about the potential risks of spontaneous combustion and preventive methods, while also offering hands-on practice for safe handling of static electricity.

Setting up a cross-departmental working group to offer diverse and advanced safety knowledge

Participants in the safety caravan were asked to fill out questionnaires, which revealed that this initiative was highly appraised by customers and regarded as a unique activity. Requests from participants included information on laws concerning fire-fighting and

industrial safety, which demonstrates that customers want to gain a wide range of knowledge related to safety. (See results of questionnaire survey below.)

To make the safety caravan a continuous activity rather than a temporary event, we set up a cross-departmental working group mainly consisting of safety and environmental staff as well as salespeople of product divisions. Nippon Paint and its Group companies have a rich variety of experience in operational safety including the coating process, as well as many people equipped with specialized knowledge regarding safety-related laws and environmental protection.

In the future, we will strive to offer comprehensive safety-related knowledge cultivated over many long years by integrating our Group-wide efforts. In this way, we can meet our customers' requirements by providing a diverse range of more advanced proposals. We are also working to enhance safety education for salespeople, who have the closest contact with customers, so that they will be able to provide customers with more appropriate advice in a timely manner.



Holding an onsite safety training session at TOPY Industries' Toyokawa Factory

Comments from a Safety Seminar Participant

Our company is engaged in the construction and sale of houses, apartment complexes, retail stores and condominiums, and have received safety guidance in the past from Nippon Paint. On the suggestion of a paint dealer, we took part in Nippon Paint's safety seminar. As users of paints, we are aware of the potential hazards of static electricity. But the experiment in this seminar reaffirmed the seriousness of these hazards. I hope that Nippon Paint will continue to be our safety advisor in the coating process.

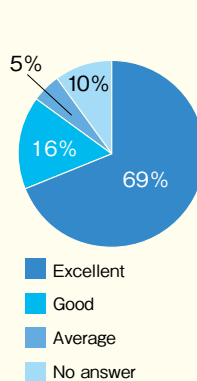


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Results of Questionnaire Survey for Safety Caravan

Five caravans held in February and March of 2009, with 136 people participating in total



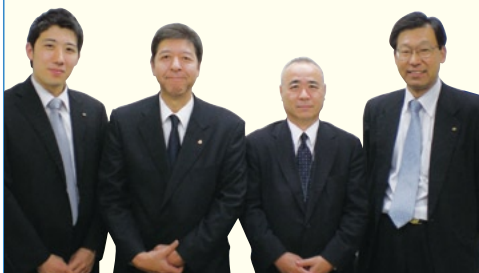
[Good points]

- Reaffirmed hazards of static electricity
- Learned for the first time that explosive range varies by solvent type
- Realized a lack of knowledge regarding safety (fire protection) in the coating site
- Learned for the first time that water evaporation/filtration can cause static electricity
- Lecture about spontaneous combustion was very helpful because I had no knowledge of this at all.

[Subjects for future seminars suggested by participants]

- Fire protection/safety seminar for plant manager/safety personnel
- Information on coating line safety
- Appropriate paint management method from the standpoint of a paint manufacturer
- Precautions for onsite fire prevention
- Safety patrols for non-static electricity-related points
- Information on industrial accidents

Sales Staff Comments



We asked our safety and environmental staff to visit our customers for production line diagnoses and safety training, which we tried to make realistic and practical. We demonstrated the properties of static electricity in a visible manner using experimental instruments, and pointed out potential hazards in their worksites. Our customers greatly appreciated this, and even requested sessions at other districts. As a comprehensive approach, we developed a curriculum for overall safety education, combining the wisdom of various departments across the Nippon Paint Group.

Sales & Marketing, Automotive Coatings (from left) **Daisuke Sasaki, Takashi Ishida, Yoshinori Kamiya and Takayuki Inoue**