



# News release

**AkzoNobel**  
Tomorrow's Answers Today

## Adding colours to people's lives

### AkzoNobel presents gifts for the New Year

**Petaling Jaya 8 Jan 2010** - Sales Executive, Ngai Lai Fong wanted to add colour to her life by giving her house a fresh coat of paint in time for the New Year. Little did she expect to usher in 2010, by winning a brand-new Honda EX5 Dream motorcycle.

The sleek machine, equipped with a 100cc, 4-stroke engine and a dual-clutch system, will be a timely, practical present for her husband, a contractor. It will certainly come in handy for his daily site visits.

A mother of three children, Ms Ngai was one of the thousands of customers who took part in the Glidden's Scratch & Win Promotion, a four-month, nation-wide contest which began in November 2009. She bought three five-litre cans of Glidden Paint and won the first prize.

Was Ms Ngai surprised to win the first prize? "Of course, I was," she recalls. "I consider it as a bonus for brand loyalty. I have bought Glidden Paint for more than three years," says Ms Ngai. "Glidden products are reasonably priced, durable and easy to wipe."

Her recent purchases were the Glidden Satin Silk, a washable emulsion with a sheen finish, for the walls and the colour-fast Glidden Hi Gloss for wooden and metallic surfaces. Workers from her husband's company lent a hand in repainting the house, ready for the New Year.

Twice a year, she would drop by Glidden dealer Lian Hup Hardware Trading in Old Klang Road, Petaling Jaya, to make her purchase. "I always consult the dealer on the latest range of colours available and what colours to match," she explains. "The owner, a knowledgeable lady, is most helpful and friendly."

Lian Hup bagged an Acer laptop in the competition, which is open to both dealers and customers. "That's a wonderful present for the New Year," says owner Lilian Liau, smiling.

Throughout the promotion, a total of six first-prize winners will each receive the Honda EX5 Dream motorcycle. The consolation prizes include Gillette shavers, Sheaffer pens, baggage locks and packages of toiletries.

Glidden customer who buys a five-litre can of paint will get a scratch-and-win card. The dealer who sells the paint to the first-prize winner will receive an Acer laptop.

The promotion, which will end in February 2010, is divided into six regions, including Sabah and Sarawak.

“The response has been enthusiastic,” reports Glidden’s brand manager Bernard Goh. “We are pleased to note that more and more consumers are increasingly aware of the Glidden brand and its quality products.”

In conjunction with the contest, a prize-giving ceremony will be held at the premises of Lian Hup Hardware Trading on 8th January. The Sales Director of ICI Paints Malaysia Sdn Bhd, Mr Michael Chung, will present the grand prize to the winner.

With a proud history that goes back to 1998 and a global network of distributors, Glidden Paint products are manufactured by ICI Paints Malaysia Sdn Bhd in Nilai, Negeri Sembilan. ICI Paints Malaysia Sdn Bhd is a member company of AkzoNobel. Its wide palette of paints is developed with advanced innovative technology.

#### **Note to editors** **About AkzoNobel**

Based in Amsterdam, the Netherlands, AkzoNobel makes and supplies a wide range of [paints](#), [coatings](#) and [specialty chemicals](#). Its revenue in 2008 totalled €15.4 billion.

AkzoNobel is the largest global paints and coatings company. As a major producer of specialty chemicals, it supplies industries worldwide with quality ingredients for life’s essentials. It thinks about the future, but acts in the present. It is passionate about introducing new ideas and developing sustainable answers for our customers.

That’s why our 58,000 employees—who are based in more than 80 countries—are committed to excellence and delivering [Tomorrow's Answers Today](#)



Michael Chung (Sales Director of ICI Paints Malaysia) handing over the mock-up motorcycle key to the winner- Ms Ngai Lai Fong



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Michael Chung (Sales Director of ICI Paints Malaysia) handing over the laptop to the lucky dealer Mr Liau.