

LIFESTYLE-DRIVEN PAINT

Solutions Combining Style and Function

The Daily Star (TDS): How would you assess the current state of Bangladesh's paint industry, and what policy or market-level interventions are essential to unlock its next phase of growth?

Rajesh Sircar (RS): The paint industry in Bangladesh is growing steadily due to urbanisation, infrastructure projects, and a rising middle class investing in quality homes and commercial spaces.



RAJESH SIRCAR
General Manager, Nippon Paint Bangladesh

as *Spotless Plus* (antiviral), *Q-Glo*, and *Easy Wash* provide beautiful, easy-to-maintain finishes. The *i-Colour App* allows customers to visualise colours digitally on their own walls, enhancing personalisation. On the exterior, *Weatherbond Ultimate*, *WB Solareflect*, and *WB Dirt Shield* deliver both aesthetics and durability, including heat-reflective and self-cleaning benefits.

TDS: How do you balance affordability and quality for different market

Our *WPCC* waterproofing range complements all tiers with solutions ranging from cost-effective to premium, ensuring waterproofing protection across all customer segments.

TDS: What key innovations is your company prioritising to maintain a competitive edge in the rapidly evolving paint and home improvement sector?

RS: Innovation lies at the heart of our strategic approach. Our *Spotless Plus* product is designed with advanced antiviral and antibacterial properties, addressing the growing demand for healthier living environments. We are committed to promoting well-being through low-VOC and

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WHY CHOOSE NIPPON PAINTS?

- 1. Durability & Weather Resistance -** Nippon's flagship exterior system, *WB Basecoat + Weatherbond Ultimate Shine*, offers up to 15 years of performance warranty.
- 2. Heat-Reflective & Energy-Saving -** With *WB Solareflect* and *Flex 200 Fibre Pro*, Nippon reduces surface temperatures by up to 5-10°C.
- 3. Anti-Microbial Protection -** Interior paints—*Spotless Plus*, *Q-GLO*, and *Easywash*—are formulated with anti-

- viral and anti-bacterial properties.
- 4. Anti-Dirt & Anti-Carbonation Technology -** *Weatherbond Dirt Shield* features an anti-carbonation and dirt pick-up resistant formula.
 - 5. Comprehensive Waterproofing System -** Nippon's waterproofing products, featuring *hydroflex* technology, fibre-reinforced coatings, cementitious barriers, and moisture-blocking sealers, offer multi-layered defence against damp, cracks, leaks, and salinity.

Demand for both decorative and protective coatings is expanding rapidly.

Key factors for growth include innovation in product performance (functionality, warranty, aesthetics, durability, waterproofing, eco-friendliness), skilled applicators, sustainable practices, wider distribution, and regulatory compliance to boost consumer confidence and enable export potential.

TDS: How is your company responding to the growing demand for personalised and aesthetic paint solutions?

RS: Nippon Paint Bangladesh offers lifestyle-driven solutions that combine style and function. Premium interior options such

segments?

RS: We offer a broad portfolio catering to every budget:

- Price-sensitive customers can choose *Easy Coat* distemper and *Nippocem Cement Paint*—reliable and affordable options that offer good basic protection.
- The value-for-money segment is served by *Smart Coat*, *Sakura*, and *Samurai*—offering enhanced performance and attractive finishes at accessible prices.
- For premium buyers, products like *Spotless Plus*, *Q-Glo*, *Weatherbond Ultimate Shine*, and *WB Solareflect* deliver advanced features, durability, and beauty.

lead-safe formulations, ensuring safer indoor air quality.

For exterior applications, products such as *WB Solareflect* help reduce heat absorption, enhancing energy efficiency, while *WB Dirt-Shield* offers superior resistance to dirt, keeping surfaces cleaner for an extended period.

Waterproofing innovations include *Flex 200 Fibre Pro*, *Elastex 3-in-1*, *CM Flexible 2K*, and *Salt Wash*, *Damp Proof Sealer & Putty*—all designed to address Bangladesh's climate challenges. Digital tools like the *i-Colour App* and extensive painter training programmes ensure a better customer experience and improved application quality.

More than colour: How to choose paint that fits your life



highlights *WB Solareflect*, a heat-reducing exterior paint by Nippon that helps reduce energy use by minimising heat absorption.

Alam adds that premium paints are built for endurance. "They contain finer pigments, stronger binders, and additives that turn a painted surface into a performance surface. The cheapest paint often becomes the most expensive over time once you factor in repainting and maintenance."

Avoiding common paint mistakes
Experts agree that poor application ruins good paint. Skipping primers, ignoring surface preparation, testing shades under artificial light, or choosing colours based on memory are common errors.

Rahman stresses that supervision is crucial. "If your painter is choosing the paint and mixing colours from memory, you've already lost control of your project."

Alam adds, "Without proper oversight, shortcuts become standard practice—and they'll show up on your walls soon enough."

What a wall says about a home
Every wall in your home tells a story – not just to guests, but to the people who live there every day. Children touch it. Teens lean against it. We hang memories on it. And when we get it wrong, we feel it – even if we can't name the discomfort.

The smartest homes don't follow colour trends. They follow context. They consider light, air, function, and feeling. And once you begin to see paint not as decoration but as a living part of your space, you'll approach it with the respect and curiosity it deserves.

As Alam says, "Paint isn't just how your home looks – it's how it breathes, protects, and nurtures your family through every season. In Bangladesh's demanding climate, that's a decision worth mastering."

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The bedroom: A private retreat
Bedrooms demand rest, and paint choices should encourage that. Cool tones like powder blue, lavender, or warm grey promote calm. Matte or eggshell finishes create a soft, tactile quality that feels restful at the end of the day.

Rahman advises clients to avoid glossy finishes here. "Bedrooms should feel like retreats. You don't want your walls bouncing light and energy when you're trying to wind down."

For those sensitive to odours or allergens, low-VOC or VOC-free paints are a must. "A freshly painted room should feel like a fresh start – not a health risk," Alam warns.

Paint that does more
In a tropical country like Bangladesh, paint must perform under stress. High UV, heavy monsoons, and urban pollution put walls under pressure year-round.

Seraj says Aqua Paints is focusing on "elastomeric roof compounds that reflect heat and resist monsoons," while Sircar



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