



Bringing Color, Comfort, and Security to the Lives of People around the World

Our paint and coatings technologies are used all over the world, from automobiles, railway cars, housing, skyscrapers, highways, and bridges to landmark buildings.

Through our mission of providing comfort and security, as well as coloring the lives of people in every situation, we will fulfill our duties to stakeholders and pursue maximization of shareholder value.



Vision

To be the industry leader driven by passionate people using our strong business foundations to create value & inspire all stakeholders



Value

Mutual prosperity

To achieve long-term growth and mutual prosperity with all of our stakeholders through unmatched performance and constant improvement

A pioneering spirit

To sustain the pioneering spirit that led us to become a leader in the global paint industry and constantly pursue innovation and excellence

Perseverance

To achieve our mission with unwavering perseverance, dynamism and initiative

