



Pacific Paint (Boysen) Philippines
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Boysen's air-cleaning paint now in the US

In an unprecedented nod to Filipino paint innovation, US-based company Environmental Imports, Inc. has reached an agreement with Pacific Paint (Boysen) Philippines, Inc. to distribute KNOxOUT in the United States.

"We are thrilled to embark on this partnership with Pacific Paint (Boysen) Philippines, Inc., to introduce KNOxOUT Air Cleaning Paint to the United States that will revolutionize the green movement," says **Paul Rode, Chief Executive Officer for Environmental Imports, Inc.**, a company that imports green technologies for residential and commercial construction markets in the US.

An empowering technology against air pollution

Boysen KNOxOUT has made waves in the paint industry as the first air-cleaning paint in the world with CristalActiv technology for its unique ability to reduce noxious air pollutants.

At the heart of CristalActiv technology is specially designed ultrafine titanium dioxide (TiO_2), which has been used to reduce NOx emissions in power plants and motor vehicles for over 30 years. Cristal, the world's leading producer of ultrafine titanium dioxide (TiO_2), chose Boysen to be their first partner for using CristalActiv in paint formulations.

In KNOxOUT, CristalActiv uses light energy to break down nitrogen oxide (NOx) and volatile organic compounds (the two components of smog) into harmless substances through a process called photocatalysis. The process requires only light and humidity for activation, and because the air cleaning TiO_2 is merely a catalyst and does not get used up in the reaction, a surface painted with KNOxOUT is able to continuously clean the air as long as the paint is on the wall. In essence, it transforms ordinary painted surfaces into air purifiers.

"Air pollution is a problem in most major cities around the world," says Johnson Ongking, Vice President of Boysen. "Eliminating emissions of NOx and other air pollutants would be the best solution but that is not yet possible in today's world. Painting a wall with KNOxOUT is one of the few ways for people to take an active part in cleaning out the NOx that we put in the air. By transforming ordinary walls into air purifiers with a few brushstrokes, people all over the world can be part of the movement for cleaner air."

Aside from the United States, Boysen KNOxOUT has also established distribution partners in Europe, Hong Kong, Japan and Malaysia; with negotiations ongoing for other countries.

A collaboration for the environment

Environmental Imports, Inc is proud to count KNOxOUT and its mother company Pacific Paint (Boysen) Philippines in its line of environment-friendly imports from all over the world. Boysen is the leading paint brand in the Philippines and is known for setting the benchmark in paint innovation and its commitment to sustainable development.

“Their [Boysen’s] mission effectively aligns with our priority of supporting environmental sustainability initiatives, and we look forward to partnering together to reverse the negative impact that noxious air pollutants have on our environment,” says Rode.

To date, one of the most successful initiatives of Boysen for the environment is the Boysen KNOxOUT Project: EDSA (Everyone Deserves Safe Air). This urban renewal initiative seeks to lessen air pollution in EDSA, which is considered to be one of the most polluted thoroughfares in the Philippines. Using Boysen KNOxOUT as the medium, 8 large-scale art works (measuring 1000 sqm each) done by local and international artists of note, are expected to purify NOx emitted by at least 8000 vehicles.

Both Environmental Imports, Inc. and Boysen are confident that this collaboration would create a resounding impact in efforts against air pollution in the United States. “KNOxOUT’s hands-on approach will empower citizens and corporations of all of our communities to work together to fight air pollution and its harmful effects.”

For more information about the air-cleaning paint Boysen KNOxOUT, please log on to <http://www.knoxoutpaints.com/>. For any sales or marketing inquiries in the United States, please email us at info@environmentalimports.com.

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