

Boysen Paints – Painting a vibrant tomorrow

For over 70 years, Pacific Paint (BOYSEN) Phils, Inc. has been the market leader for premium architectural decorative coatings in the Philippines, setting industry standards with its commitment to integrity, premium quality, and strong relationships.

Committed to progress and responsibility

Boysen has built its reputation on premium quality and dependability, ensuring that structures across the country not only look beautiful but stand the test of time in the harsh tropical climate. Yet beyond durability, Boysen has been an industry leader in responsible development, pioneering initiatives that contribute to a healthier, more sustainable future.

The company has spearheaded multiple innovations that set them apart in the industry:

- The first commercially available air-cleaning paint.
- A heat-reflective roof coating, designed to enhance energy efficiency.
- Lead-safe certification, setting the standard for safer paints in the Philippines.
- A strong emphasis on indoor air quality, addressing the harmful levels of volatile organic compounds (VOCs).

Boysen takes pride in acting where it matters most, whether through major industry advancements or quietly giving back to communities in need.

In a nation battered by calamities, Boysen consistently collaborates with industry partners to support rebuilding and recovery efforts. This commitment to both innovation and social responsibility reflects its core belief: that sustainability is not just about the environment but also about helping communities thrive.

A vibrant tomorrow

BOYSEN's commitment to sustainability, responsible development, and excellence remains steadfast, continuously pushing the bar upward, actively securing third-party certifications going beyond mere compliance.

As Mr. Justin C. Ongsue, Vice President for Sales and Operations, affirms:

"Pacific Paint (BOYSEN) Phils, Inc. commits to support the Philippine real estate and construction industry as a strategic partner, carrying the greater vision to reimagine and reinforce today's built environment for tomorrow's generations."

Boysen's sponsorship of the 20th BCI Asia Awards and the 1st HUBEXO Awards is more than just a partnership—it is a shared commitment to build a stronger, more sustainable, and creatively innovative tomorrow.