

# Yung Chi Paint & Varnish MFG Co., Ltd.

Paints of Love



YUNG CHI Marketing manager Dennis Chang



The name Yung Chi may not ring a bell, but everyone recognizes the brand Rainbow Paints. This is a popular brand in the architecture industry, the love of painters. Even for general consumers, they usually opt for Rainbow Paints when they carry out home makeover on their own. Not only is Yung Chi the only paint company that has gone public, internationally Yung Chi is also among the top fifty paint companies in terms of sales. However, these results were only achieved after the company carried out proactive transformation in response to its initial failure establishing factories overseas.

In fact, Yung Chi has a 65-year history, and is famed for its unparalleled quality and continuous strive for excellence, becoming a pillar in Taiwan's paint industry and the company with the largest market share. "However, in 2000, we went to Kunshan to build a new plant. We were facing competition from European, American, and Japanese major players, and it made us think." Recalled a Yung Chi executive. "With chemical background and own formula, everyone can manufacture paints. So what was our value?" With this question in mind Yung Chi launched a full-front upgrade of its products, price, and brand, attempting to produce more exclusive products while also lowering the prices. Originally Yung Chi had focused on the construction industry, but it also expanded its scope to include the general consumers.

Yung Chi remains proud of the development of its fireproof paint. "Before we launched the fireproof paint, we could only purchase from overseas. One ton of fireproof paint cost as much as one ton of steel. If you spend 400 millions buying steel to build a plant, you need to spend another 400 millions on fireproof paint." This was too costly for many companies. It took Yung Chi six years, investing dozens of millions, to finally develop its own fireproof paint.

Fireproof paint imported from overseas had no rivals before that, and the seller always had the last word regarding the price. So it sent a shockwave around the industry when Yung Chi first launched its own fireproof paint. "We reduced the price of a barrel of fireproof paint from 20,000 to 3,000." And consequently, foreign vendors began to reduce their prices. "So we had to work even harder. Maintaining the existing functions, we wanted to make fireproof

paint thinner, and simplify the procedure, so that cost can be further reduced.” Competition drives progression, and this was the lesson Yung Chi learned when it first ventured into the international market. Today, many Taiwanese technology companies, such as TSMC, AUO, and Chimei, are all using Yung Chi’s environmental-friendly fireproof paint, and this is the very manifestation of the company’s strength.

Another prided jewel of Yung Chi is the Rainbow All-in 1 Emulsion Paint, which is referred to as charity work. This is the display of the love of parents. “I have my own children, and when they were learning to walk, their hands were usually touching the wall for support. Then they went to grab something to eat. I was very worried. What if the chemicals in the paint were eaten by my children?”

With this concern, the executive wanted to develop a completely harmless paint. So Yung Chi mobilized all divisions; from market research, discussion with R&D, and partnership and cooperation, it took two years to finally launch this “purest paint achievable by current technology.” The executive said, “I demanded that this paint does not contain environmental hormones, no hazardous heavy metals such as formaldehyde, and no added fragrance.” In general, paint releases odor because of the excessive monomers produced through the manufacturing process. Many paint companies add artificial fragrances to cover the odor. All the added fragrances are artificial, and Yung Chi did not want them in its product, so it spent much effort and resources to finally develop exclusive environmental-friendly technology to remove the odor of excessive monomers. With no odor, and no hazardous materials, the executive at Yung Chi’s describes the product in a rather intriguing way: “The biggest trait of this emulsion paint is that it has no traits.”

Yung Chi also put in much thought on the packaging of the product. Since the product’s main claim is impact-free, so the bucket features a different look compared to other products in the market, adopting a lighter and rounded design. “I hope to visually convey a certain quality, and even the handle is specially designed. The width matches the second section of the finger, so it doesn’t feel as heavy, making it easier when you go to work.”

During testing, they asked many contractors and painters to use the paint in different ways on different materials. After continued adjustment and improvement, this paint became





the top choice of many painters in a number of blind tests. It was this dedication to details that this emulsion paint took the industry by storm shortly after it was launched.

Actually, Yung Chi has many popular products, and all these products were developed with thoughtful intentions and consideration of demand. “Have you thought about writing and drawing on the wall? Have you thought about putting magnets on the wall?” True, many children love to draw on the wall, but they often get scolded. Now this is no longer a concern. The “Three Treasures of Yung Chi,” Rainbow Water Based Whiteboard Paint, Rainbow Water Based Chalkboard Paint, and Rainbow Water Based Magnetic Paint, are paints that allow people to showcase their creativities on the wall. Whether it is drawing or leaving a message, these paints are truly convenient. All the writings and drawings can be easily removed, and leave no trace. You only need to apply a few extra layers of the magnetic paint, you will be able to put your magnets on, or decorate your wall with pictures. This is very convenient, and no wonder these paints have become bestselling products.

All Yung Chi’s paints respond to aspects of the industry and life. “Other than airplanes and cars, we currently have all the paints for all the needs.” Whether it is industrial or architectural needs, living and home decoration, the one thing shared by Yung Chi’s countless products is the dedication it puts in. Just like the fireproof paint that has saved millions for local companies, or the All-in 1 Emulsion Paint that safeguards our health, Yun Chi produces all products as if they were making them for own use. Yung Chi is really making paints of love.

# Quality Green Building Material Products by Yung Chi

## Rainbow All-in 1 Emulsion Paint

Using top quality purified resin, and exclusive DETEXMO technology, Yung Chi minimizes foul odor and adds no artificial fragrance. No impact or pollution to the environment or human body.

Contains breathable anti-mold factor, the product has passed the JIS Z 2801 Antibacterial test and the highest 0 level of JIS Z 2911 test, capable of preventing the growth of various bacteria in humid environment.

Contains no heavy metals such as formaldehyde, lead, and mercury. Dustproof and dirt-proof, and withstands over 30,000 washes. Durable formula prevents discoloration and dulling. Computerized paint color mixing system satisfies all styles and design.

## Rainbow Easy Clean Emulsion Paint

Contains Dupont Teflon surface protector, prevents dirt and dust from adhering to the wall, making it easy to clean. The paint film has high elasticity to prevent crackling. Passed antibacterial and anti-mold tests. Contains no heavy metals such as formaldehyde, lead, and mercury.

## Rainbow 450 Water Based Cement Paint

Signature product of Yung Chi. Received Environmental Label and Healthy Green Building Material Label. The strongest hiding power in the industry. The product can be applied to a large area, making construction easy and convenient.



經典色 / 米白



經典色 / 午光



經典色 / 靑瓦



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