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Kansai Paint Co., Ltd.

KANSAI PAINT FIGHTS MALARIA WITH ANTI-MOSQUITO PAINT

LUSAKA, ZAMBIA – Kansai Plascon, a subsidiary of Kansai Paint Co., Ltd. has officially launched the world's first anti-mosquito paint at a ceremony in Lusaka this week.

The revolutionary new paint is being offered as a value-for-money alternative vector control, and aims to help Zambia reach its goal of being malaria-free by 2021.

While malaria interventions such as mosquito nets, prophylactics and insecticide spraying are still in use, the deadly disease continues to account for more than one million deaths on the African continent each year.

The Kansai Anti-Mosquito paint is specially designed to be safe to use in residential homes, public and commercial buildings. Safety on people and the environment, and Kansai Anti-Mosquito paint's efficacy for 24 months were confirmed through globally recognized Good Laboratory Practice (GLP) testing.

With a smooth matt finish, it is a durable easy-to-clean product, which is available in a range of different colours. Ideal for walls and ceilings, it also has anti-fungus and anti-algae properties to add to its many features and benefits.

Working in a public-private partnership together with the Zambian Ministry of Health, Japan International Corporation Agency (JICA), other agencies and stakeholders, Kansai Paint has developed an innovative Kansai Anti-Mosquito paint. The modified acrylic emulsion paint is powered by its unique mosquito "*Knock Down*" technology, giving people the peace of mind of a mosquito-free environment.

"Kansai Anti-Mosquito paint has been approved by National Environment Management Agency (NEMA) of Uganda and Zambia Environmental Management Agency. This lead-free, low emissions product can be used anywhere, which makes it the ideal way to put people at ease if they are living in or visiting a high-risk malaria area," said Kansai Japan Vice President Kalpana Abe.

The '*Knock Down*' technology works by disrupting the mosquito's nervous system on contact, reducing its ability to remain on painted walls or flying too far away, resulting in it being knocked down. The knock-down effect lasts for up to two years, offering lasting protection from malaria infection and other mosquito-borne diseases," added Abe .

In addition to being one of Africa's deadliest diseases, malaria also accounts for half of school absenteeism and has considerable negative impacts on the economy.

Malaria No More is an organisation dedicated to eradicating the disease and reveals that a 10% decrease in malaria has been associated with a 3% rise in GDP. Reducing Malaria will keep children in school, allow parents to work, and reduce spending on medication and healthcare. Malaria No More also reports that the disease is the biggest killer of children below the age of five.

“The launch of the Kansai Anti-Mosquito paint of Kansai Plascon kicks off with the ‘Help Me Get To 5’ campaign where Plascon has pledged to donate paint to child day care centres in underprivileged and affected areas” adds Abe

“The “Help Me Get To 5” campaign aims to highlight the plight of the most vulnerable malaria victims: our children, while driving consumer education on the fight against malaria. Kansai Plascon plans to forge strong partnerships with government, NGOs and the private sector to ensure the campaign has an enduring and holistic impact,” said Regional Marketing Manager Bridgette Mandava.

In conclusion, Ms Abe said:, “This revolutionary product will go a long way in saving lives and keeping vulnerable families and communities safe. The long-lasting benefits of keeping people healthy and strong will also be instrumental in creating healthier economies.”

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Contact

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