

## New Business (E-commerce)

On May 30, 2022, we established Kansai Paint Burano Co., Ltd., whose mission is to tap into online channels as a new market, while capitalizing on the Kansai Paint Group's high level of trust. We have selected the most suitable members for this mission, comprising a diverse workforce made up of people with a range of backgrounds. We interviewed the president of the new company.

### ONO Ikumi

Representative Director of the Board,  
President



### Q What can you tell us about the new company?

**The purpose of the new company is to generate profits using new approaches.**

Due to the ubiquitousness of smartphones and tablet terminals and the COVID-19 pandemic, the use of online shopping has been expanding rapidly. In addition, consumer attitudes toward homes and living environment needs are changing significantly, which requires us to build a new business model that responds to the changes. The new company will (1) not be bound by preconceived notions and existing businesses, (2) develop next-generation sales channels that respond to changes in society, and (3) break away from previous bad habits by speeding up decision-making. We will accelerate the growth of Kansai Paint's E-commerce business by reforming marketing and fulfillment.



**Conviction grounded in our corporate philosophy and company name**

Our corporate philosophy is "We Color You," which means creating services that color the needs of our customers. We will create new BtoC business opportunities that lead to value creation. The company name, "Burano," is the name of an island near Venice, Italy. Burano's residential neighborhoods are brightly painted like signposts, so that residents can find their way home, even during the foggy winter. Similarly, by providing the right solutions for those who do not know "how to ask, how to buy, and how to paint," we hope to serve as a guidepost for all stakeholders involved.



#### Introduction of our business

We sell architectural paints and tools for general consumers and professionals through E-commerce. By developing three distinctive businesses, we address the varied needs of consumers and professionals.

#### EXPerT Commercialization that combines paints and professionals

We will create new services for the rental housing and detached home markets from the perspective of painting by focusing on cost savings, short delivery times, industrial waste reduction, and compliance with SDGs. Our business aims to visualize work details, estimates, and work progress, which have become a black box for consumers, to guide people looking for solutions through E-commerce, and to lead the wave of growth in the renovation market.



#### E-Cart Pro. Online store for professionals

We will build a system that allows multi-skilled professionals and semi-professionals to easily buy paints and tools without hesitation, including product selection and advice on painting techniques. We will develop an app that can be used at the job site. Through the app, paints and tools can be easily purchased and the products that customers want will be delivered to the site all together with instructions and advice about optimal tools or combinations.



#### E-Cart Utilizing the knowledge as paint professionals to address consumer needs

We sell "painting" to general consumers on online malls such as Rakuten. E-Cart only carries products recommended by professionals, so consumers can buy the exact product that matches their needs without having to choose from an extensive lineup of different products. By having professionals "Do it together (DIT)," we are building an E-commerce site that consumers want so that they can purchase paints with peace of mind.



### Q What kind of company do you want Kansai Paint Burano to become?

In the past, when I tried to repaint my parents' house, I found myself at a loss on who I should ask and what I should ask for, so I feel that we can provide value in this area. I would like to create a system that allows people who are lost to find a solution without worrying about it, and make us a company that can continue to respond to diverse needs.

In addition, I would like to create a company where all employees can take responsibility for their work and work flexibly, regardless of individual circumstances or employment status. While we have members from a variety of backgrounds, I hope to make use of their strengths and experience and drive management forward as one. I would like the business to stand on its own and expand it globally in the future.

#### Voices of employees involved in the company's startup and business expansion

KATSURAGAWA Yuka  
EXPerT Department and E-Cart Pro. Department



In the interior wall market, a lot of wallpaper is used despite the large amount of industrial waste it produces. We will first aim to reduce the environmental impact from interior wall work, developing the market by applying paint over the wallpaper of rental housing, which proved difficult before. In addition to paint, we would like to increase our visibility as an integrated service for consumers by systematizing sales of painting tools and the dispatch of professionals.

ISHIWATA Mineo  
Corporate Administration Department



Thus far, we have built up the company's foundation carefully and swiftly. This process has included formulating business and investment plans in collaboration with business departments and establishing a number of company rules. Only when the administrative departments have the "high-performance brakes" that encourage appropriate operation and judgment, can business departments "step on the gas" for business development. Therefore, administrative departments will support the company as a whole from this position and lead the company together as a good partner of the business departments. At the same time, we seek to create a comfortable work environment by taking advantage of our mobility.

### Q What were your thoughts when you were promoted to a leadership position?

I was honestly surprised by this unknown world when I heard about my new post, as I have built a career in color design up to now and have no experience in corporate management. On the other hand, the process differed completely from the way we had done things to that point, and I felt that Kansai Paint was seriously changing. I knew it would be a very challenging job, but I decided to take the difficult road this time as in the past I had always built my career by selecting challenges when given a choice. I was also encouraged by the desire to make my own contribution at a time when the company is set to transform drastically.

Burano represents a new challenge. Rather than leading the way individually, I would like to lead by drawing on the wisdom of my colleagues to manage the company. I also think that I can make use of my fresh perspective and experience as a designer.

### Q Ms. ONO, I understand that you are raising two children. Do you have any words of encouragement for the next generation?

I feel that the Kansai Paint Group is strengthening its foundation so that women can continue to play an active role. The active participation of not only women but also diverse human resources is indispensable for a company's growth, and this is also the vision that Kansai Paint aims for. Before and after maternity leave, at the urging of my boss at the time, I presented my research and gave lectures outside the company, so that my absence would not be negative. I think it is essential to have not only the drive to create your own career but also the support of your boss and those around you. I believe that this challenge will also provide a good learning experience for a range of people. I think that more encounters and opportunities await the next generation than ever before, so I ask that they openly embrace new challenges.