

# Seamaster Paint Malaysia Sdn Bhd in Home and Garden (Malaysia)

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## Abstracts

Seamaster Paint continues to target the middle- and low-income consumers by widening its distribution network and launching innovative products. As of 2015, Seamaster had over 150 dealers across Malaysia. Innovation is the other key strategy that Seamaster employs to drive growth. Even though VOC paint is not regulated in Malaysia, the company has taken the initiative to adhere to industry standard by improving its formula to produce low VOC, alkyl phenol ethoxylate (APEO) and formaldehyde free...

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