

## Press Release

### **SAMURAI 2K GROUP LAUNCHED “SAMURAIAN” APP: FIRST APP IN THE WORLD FOR SPRAY PAINT ARTIST COMMUNITY**

**JOHOR BAHRU, 10 April** - Samurai 2K Aerosol Sdn Bhd continues to move forward in strengthening its brand in the market with the introduction of their new Samuraian Application for all the fans across the country.

The company's headquarters, based at Taman Perindustrian Dato Yunus Sulaiman, Skudai Johor, is a manufacturer of spray paint under the Samurai Kurobushi Paint brand which is now the main choice of consumers and motorcycle and vehicle repainting workshop operators nationwide.

It is the No.1 brand in the local market as well as in several countries in the Southeast Asian region such as Indonesia, Thailand, Vietnam, the Philippines, Singapore and Cambodia.

Samurai 2K Aerosol Sdn Bhd has now introduced an application called "Samuraian", a platform that helps the Company and the consumers to interact and make connections. The Samuraian Application was launched at the company headquarters and was officiated by Sales Director, Carrie Puah Thye Lay and International Sales and Marketing Director, Marc Chang Chien Fatt today.

Consumer now can easily download and register the Samuraian application through Google Play Store and Apple App Store.

“We build this application having the consumer in mind as we believe it’s one of the best channels of communication between us and our consumer. Any information that they would like to know about Samurai products, they can just access through the Samuraian application,” said Marc who targeted to have at least 100,000 members by the end of this year.

Through this application, the consumer can communicate with the company sprayer expert directly and gain not only more resourceful knowledge on the Company’s products but also to learn the correct spraying method with them so that they can achieve the desired design.

Members can also view several catalogs produced by the company’s sprayer experts, thus giving them inspiration on new ideas to produce their own designs.

The work of external experts displayed in the "ARTIST" section of the application can also be a reference for members, in fact they can interact directly with the experts involved. Members are also encouraged to upload their work in the application, especially the design they created onto their motorcycles, vehicles or even their helmets.

Registered members will also enjoy a reward in the form of ‘Stone’ and it can be redeemed at several business premises that are business partners of Samurai 2K Aerosol Sdn Bhd.

Besides that, Samuraian members can also redeem their stone to purchase Samurai’s Youtubers partners merchandise products or to claim event tickets listed under the application.

There are two methods for members to collect their 'stone' which is through purchase of products from Samurai 2K Aerosol Sdn Bhd and by introducing Samuraian application to their friends and family.

For the upcoming second phase, the company are planning to work with petrol stations and restaurants so all members can easily redeem their 'stone' at their favourite gathering destinations soon.

There are many more benefits through this application. Wait no more and quickly download the Samuraian Application at Google Play Store and Apple Store now!

More photos of the event :

Facebook : <https://www.facebook.com/samurai2kaerosol/posts/5281270061946404>

Click link below to Download 'Samuraian' application :

Google Play Store: <https://play.google.com/store/apps/details?id=com.samuraipaint.superfan>

Apple App Store: <https://play.google.com/store/apps/details?id=com.samuraipaint.superfan>