

GREEN BUILDING IN ASEAN: SUSTAINABILITY IS BECOMING THE NEW STANDARD IN MODERN CONSTRUCTION

Environmental certifications and rising sustainability requirements are changing material selection in Southeast Asia.

KUALA LUMPUR, MALAYSIA, July 17, 2026 /EINPresswire.com/ -- Green building requirements are reshaping construction across Southeast Asia. According to the Mordor Intelligence ASEAN Waterproofing Market Report (2026), the ASEAN waterproofing market is projected to grow from USD 517.28 million in 2025 to approximately USD 727.88 million by 2030, representing a compound annual growth rate (CAGR) of 7.07%. This growth reflects increasing investments in infrastructure, urban development and sustainable construction across the region.

“Green building is not just a trend, it’s a necessity. As urbanization accelerates, the construction industry must adopt sustainable practices to meet the growing demand for eco-friendly infrastructure. This shift is driven by both regulatory requirements and the increasing awareness of the environmental impact of building materials and processes.”

A key driver of this trend is green building certifications such as LEED, Green Mark, MyCREST, and GBI. These certifications set new standards for energy efficiency, resource conservation, and the use of sustainable building materials. Low-emission materials with little or no volatile organic compounds (VOCs) are



VIPShield Roof Coating

becoming increasingly important. At the same time, the systems used should be durable, low-maintenance, and cost-effective to reduce the environmental footprint of buildings and infrastructure over decades.

“This development is fundamentally changing the way we think about building materials and construction processes. It’s a shift towards more sustainable, long-lasting solutions that benefit both the environment and the bottom line.”

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requirements for modern waterproofing and coating systems. Whereas in the past the focus was often exclusively on the purchase price, today the emphasis is increasingly on service life, maintenance requirements, and sustainability. High-performance coatings play a key role in this regard by providing long-term protection for structures against water, chemicals, and mechanical stress, thereby significantly extending the service life of facilities.



VIP Coating Solutions

Against this backdrop, [VIP Coatings](#) consistently develops its polyurea systems with an eye toward technical performance and environmental responsibility. The company's modern hot-spray systems are completely solvent-free and contain no volatile organic compounds (zero VOC). As a result, they promote safe working conditions during applications and help reduce emissions on the construction site.

However, sustainability does not end with the material composition. Durable protective systems that reliably shield structures from moisture and wear for many years make a decisive contribution to conserving resources. The less frequently renovations or complete replacements are required, the lower the material consumption, energy use, and CO₂ emissions will be over the entire life cycle of a building.

One example is QuickSeal PP350, a high-performance polyurea membrane that forms part of the [VIPShield roofing system portfolio](#). The solvent-free, zero-VOC membrane has been awarded the Singapore Green Building Product (SGBP) Certification, confirming its suitability for environmentally responsible construction projects and supporting Green Building requirements throughout Singapore and the wider ASEAN region.

The seamless membrane technology combines excellent adhesion with long-term resistance to water ingress and weathering, making it suitable for roofing, infrastructure and industrial waterproofing applications where durability is essential.

Beyond waterproofing, sustainable buildings increasingly require solutions that improve energy efficiency throughout a building's operational life. VIP Coatings addresses this demand with [QuickSeal MP 500 Silver Reflect](#), a high-performance reflective roof coating designed to combine seamless waterproofing with outstanding solar reflectivity.

By reflecting a significant portion of solar radiation, the system helps reduce roof surface temperatures, lower heat absorption and decrease cooling energy demand—particularly in

tropical climates such as Southeast Asia. Its application is also suitable for flat roofs with photovoltaic installations, including areas beneath and between solar panels, supporting both roof protection and energy-efficient building design.

Both QuickSeal PP350 and QuickSeal MP500 Silver Reflect are part of VIP Coatings' VIPShield roofing system portfolio, offering project-specific solutions that combine long-term asset protection with sustainable building performance.

Particularly in Southeast Asia, where high humidity, intense UV radiation, and heavy rainfall place constant strain on structures, durable and resilient coating systems are becoming increasingly important. At the same time, public and private clients are demanding solutions that can be seamlessly integrated into green building concepts and contribute to the long-term preservation of the value of their real estate and infrastructure.

With its high-performance polyurea systems, VIP Coatings helps designers, engineers, construction companies, and facility operators meet these growing demands. The combination of solvent-free technology, high durability, and recognized sustainability certifications makes it possible to carry out modern construction projects in a cost-effective yet responsible manner.

“Today, sustainability means far more than simply selecting environmentally friendly materials. What matters most is a protective system’s ability to reliably protect structures for decades, thereby permanently reducing resource consumption, costs, and emissions,” explains JK Tan (Sales Manager APAC). “Our system solutions combine precisely this long-term perspective with the high technical performance that modern infrastructure and building construction projects require today.”

With the increasing adoption of green building standards throughout the ASEAN region, demand for sustainable, high-performance coatings will continue to grow. For manufacturers like VIP Coatings, this trend opens up the opportunity to support builders and designers with innovative system solutions that combine environmental responsibility with technical excellence.

The practical value of certified sustainable waterproofing systems is already being demonstrated across Southeast Asia. For the roof waterproofing of the TNB Staff Quarters in Kuala Berang, Malaysia, VIP Coatings' VIPShield Polyurea system was applied across 2,000 m² of existing concrete roofing by a certified applicator. The seamless, spray-applied membrane addressed existing surface defects and now provides long-term protection against water ingress under Malaysia's demanding tropical climate — reducing maintenance needs and supporting the long-term asset value expected under green building frameworks such as MyCREST and GBI. As sustainability standards continue to evolve throughout ASEAN, certified waterproofing solutions are expected to become an increasingly important part of future building specifications. By combining proven technical performance with recognized environmental credentials, VIP Coatings supports consultants, engineers, contractors and asset owners in delivering construction projects that meet both today's performance expectations and tomorrow's sustainability goals.

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VIP Coatings is a German manufacturer of high-performance polyurea, polyaspartic, hybrid and STP coating technologies for waterproofing, corrosion protection, industrial flooring and roofing applications. Through integrated system solutions, including substrate preparation, primers and seamless protective coatings, the company supports infrastructure, commercial and industrial projects worldwide.

For more information, visit: www.vip-coatings.com

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