



Paints



Press Release
16th December 2010

ICI Paints AkzoNobel Celebrates Successes in Sustainability

ICI Paints AkzoNobel is celebrating a successful end to 2010, after Dulux Trade scooped the 'Best Use of Strategic Marketing' prize at the Construction Marketing Awards (CMAs) on 2nd December 2010. The win is the latest in a series of accolades, with the organisation also being highly commended in the British Coatings Federation Awards and shortlisted in the FX Design, and Building magazine's Sustainability Awards earlier this year.

Dulux Trade picked up the coveted award at the CMA ceremony in London for its 'Ecosure: Step Towards Greener' campaign, after judges recognised its 'thoughtful' and 'consistent' approach to sustainability marketing. In particular, Dulux Trade was celebrated for the scientific basis of its campaign, which simplified environmental issues for the specification market.

The Dulux Trade Ecosure range was also highly commended at the recent British Coatings Federation awards, with the entry highlighted for its innovation and positive impact on the supply chain. Similarly, Ecosure Light & Space, an intelligent, energy-saving colour range from Dulux Trade, was shortlisted in the 'Eco Product or Project' category at the 2010 FX Design Awards. The FX Design Awards' panel also noted the product's originality, describing it as an 'innovative development' in the industry.

More widely, ICI Paints AkzoNobel was celebrated for its commitment to environmental best practice at Building's Sustainability Awards, with it being shortlisted as 'Manufacturer/Supplier of the Year'.

"These accolades are a testament to our continued commitment to sustainability and innovation," said Steve Snaith, Director of Marketing at Dulux Trade. "Understanding that environmental concerns are becoming more prominent on the specifier and end user's agenda, we've put sustainability at the heart of everything we do and have enhanced our products with environmental issues firmly in mind. By doing this holistically across our business, we're making improvements that are credible, measurable and tangible.

"At the same time, we're helping to drive the green agenda by raising awareness with end users and supporting them in making educated choices when it comes to paint specification."

Ends

Notes to editors:

ICI Paints AkzoNobel is the world's leading decorative coatings company and number one in the world for decorative paints and performance coatings. Its portfolio includes market-leading brands such as Cuprinol Trade, Dulux Trade, Glidden Trade, Hammerite, Polycell Trade, and Sikken.

ICI Paints AkzoNobel is continuously working to develop new and differentiated products and services to meet customer needs, and is the leader in environmental sustainability. Experts in colour with an





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unrivalled colour range, the company ultimately offers specifiers, contractors and decorators the support they need to do a great job.

The company's leadership in formulation science, combined with its commitment to improve the environmental footprint of its products throughout their life cycles is the perfect combination for the journey 'Step Towards Greener'. Although decorative coatings contribute less than two per cent of the total amount of VOCs emitted in the UK, ICI Paints AkzoNobel is at the forefront of implementing the new regulations regarding VOCs which will come into force in 2010.