



Press Release
3rd December 2010

Glidden Trade Invests in Speed and Performance

Glidden Trade is making decorators' lives that little bit easier, with the launch of its new and improved Durable Acrylic Eggshell. Following significant product developments and investment, Glidden Trade has unveiled an updated water-based version of its Acrylic Eggshell that saves time, provides a flatter finish, and offers Class C durability according to British Standards.

Glidden Trade Durable Acrylic Eggshell has been re-formulated with the professional applicator firmly in mind. As such, the water-based formulation delivers a fast recoat with minimal down time, and easy clean up.

Alongside performance, Glidden Trade Durable Acrylic Eggshell offers excellent versatility as it is suitable for interior plaster and masonry surfaces, and available in over 3000 colours. Nicolas Guichard, Senior Brand Manager at Glidden Trade, commented: "Glidden Trade is one of the trade's best kept secrets, as it's specifically designed to meet the needs of the professional applicator. With this in mind, we're constantly exploring how we can improve our products to make them meet and exceed the needs of decorators.

"Through intensive product investment and development, we've created a solution that helps applicators work more efficiently but still maintain an excellent standard of finish."

For more information on Glidden Trade Durable Acrylic Eggshell and other products within the portfolio, visit www.glidden.co.uk or contact the technical advice line on 0870 242 1100.



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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's.

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 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 came into force in January 2010.