



Paints



**Press Release
March 21st 2011**

ICI Paints AkzoNobel Unveils Market Leading Sustainability Solutions

ICI Paints AkzoNobel, the world's leading decorative paints and performance coatings company, unveiled its latest sustainable product and service developments at Ecobuild 2011 alongside more than 1,300 exhibitors. These included paints with lower embodied carbon and a ground-breaking sustainability programme for painting contractors that are members of the Dulux Trade Contract Partnership.

As the world's largest event for sustainable design, construction and the built environment and with around 40,000 visitors, Ecobuild provided the perfect platform to exhibit the company's latest innovative products and services. One of these developments is a new formulation of Dulux Trade Vinyl Matt White, which combines 15 per cent lower embodied carbon and the use of 20 per cent less water during the production process, with improved all round performance.

Visitors were also introduced to the pioneering Dulux Trade Contract Partnership sustainability initiative, Step Towards Greener. As part of the programme, Dulux Trade works with its Contract Partner members to develop company specific policies that embed sustainability throughout their operations, and ultimately, reduce the impact of commercial decorating.

John Staunton, Commercial Marketing Manager at Dulux Trade, explains: "As an organisation that's committed to sustainability, we want to work with our suppliers and customers to minimise the effects of painting and decorating. As a result, we've developed this industry leading programme."



Step Towards Greener was developed in conjunction with Forum for the Future, the independent, non-profit organisation with a mission to promote sustainable development.

John continued: "The new programme was extremely well received at the show, and we're looking forward to working with our Dulux Trade Contract Partners to help them on the journey to making their businesses more sustainable."

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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 Sikksens.

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.



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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 2010.

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