



Paints



Press Release
22nd November 2010

ICI Paints Akzonobel Launches Full Support Service Package

Foremost paints and specialist coatings manufacturer, ICI Paints AkzoNobel, has expanded the comprehensive range of services it provides for decorating professionals, substantially enhanced the industry-leading support it offers them, and packaged everything neatly together under its established TradeXpress brand.

Additions to the TradeXpress package, which was launched at November's National Painting & Decorating Show, include an informative user-friendly website, www.tradexpress.co.uk, and a brand new iPhone app to give decorators swift access to product information and specification advice wherever they are, helping them to provide on-the-spot quotes and win more business as a result. It also means they will have access to priceless advice on legislative, aesthetic, technical and environmental issues even when they are on the go.

As well as providing business and career advice to help decorators brush away the competition, ICI Paints AkzoNobel also offers innovative training programmes to enable industry professionals develop their skills further. Details of these courses can be found on the new website, and they will bolster the company's existing programme of technical advice and product support services that have been specifically designed to help industry professionals stand out in a competitive market.



The comprehensive TradeXpress package also includes information on how to become a member of the elite network of Dulux Select Decorators, and the exclusive member benefits, training packages and extra support that Dulux Select Decorators enjoy.

Rebecca Collings, Decorator Marketing Manager at Dulux Trade, comments: "We are continuously looking to develop our services to reflect the needs of today's decorators, and the TradeXpress website and iPhone App are the latest additions to the broad support package we have developed for industry professionals as part of the TradeXpress brand."

Decorators that sign up to become members of the TradeXpress club and take advantage of the benefits of the TradeXpress package via www.tradexpress.co.uk will receive regular TradeXpress newsletters jam-packed with tips and offers, and a FREE TradeXpress T shirt, which are available while stocks last.

For more information on the TradeXpress package, please visit www.tradexpress.co.uk

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 Sikkens.



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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 is at the forefront of implementing the new regulations regarding VOCs which came into force on 1st January 2010.