

Press Release  
30<sup>th</sup> November 2009

## ICI Paints Akzonobel Does the Double

**ICI Paints AkzoNobel has confirmed its position as an industry leader in sustainability, after being awarded two coveted environmental accolades. As well as triumphing in the 2009 Green Business Awards, Dulux Trade has been highly commended in the Sustainable Manufacturer of the Year category at the UK Green Building Council's (UK GBC) 'Making Sustainable Development Happen' Conference.**

Earlier this month, Dulux Trade Ecosure Matt Light & Space topped the 'Green Product' category at the Green Business Awards after the panel of high profile industry judges singled out the product's unparalleled sustainability credentials.

Alongside having virtually zero VOC content and 35 per cent less embodied carbon than conventional emulsion paints, the range's packaging comprises at least 25 per cent recycled materials. Furthermore, Ecosure Matt Light & Space minimises energy requirements as it reflects rather than absorbs light, making spaces look and feel bigger and brighter. In fact, where used, lights can be switched on up to twenty minutes later every day.

ICI Paints AkzoNobel wider commitment to environmental best practice was also celebrated at the recent UK GBC awards, with the company declared this year's Sustainable Manufacturer. In reviewing the entries, the UK GBC panel noted the role of the company's holistic 'Step Towards Greener' sustainability policy in improving performance and environmental practice across the entire organisation.

"These accolades are a testament to our continued commitment to sustainability," said Ian Bradshaw, Head of Marketing and Sustainability at Dulux Trade. "Sustainability is an increasingly important issue for not only our customers, but for society as a whole, so as an organisation, we're making improvements that are honest, measurable and tangible.

"By putting sustainability at the heart of everything we do, and by taking step changes across the company, we've been successful in minimising the impact of our products on the wider world, while maximising the positive impact of our coatings."

No organic volatile materials, such as solvents are added in the manufacture of Ecosure Matt. However some of the raw materials that we use can contain traces of volatile components which is why this figure can never really be absolutely zero.

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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 Sikkens.

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 will come into force in 2010.