



Dulux Trade Ecosure Paint Shown in House of Commons

Paint brand Dulux Trade was involved in a presentation to MPs to promote the production of sustainable products, and the importance of innovation in businesses for the UK economy.

The display, which was organised by the British Brands Group, aimed to demonstrate to the Members of Parliament the importance of innovation to the profitability of branded goods and hence to the UK economy. The British Brands Group presented work based on a poster designed by Forum for the Future on the Environmental Impact Analyser. The latter is a cradle to factory gate analytical tool to help businesses develop more sustainable products and was used by Dulux Trade to launch the environmentally friendly Ecosure paint in 2008.

Since then, Dulux Trade has reformulated its Ecosure Matt formulation to make it even more sustainable. The new formulation of Ecosure Matt has virtually no Volatile Organic Compounds (VOCs) or solvents, offering users a chance to boost their sustainability credentials even further, while ensuring that quality, colour and finish are not compromised.(1)



The display in the House of Commons gave a prominent place to an actual can of Ecosure and drew everyone's attentions to the value of such UK government co-funded projects in stimulating, cross-business initiatives that support innovative branded products.

Ends

Footnotes:



1. PBW, Magnolia and some light colours only. Although no VOCs or solvents are added to Ecosure during the manufacturing process, some of the raw materials can contain traces of volatile components, and therefore the number of these components found in a paint formulation can not be described as zero. Bases have minimum 29% less solvent.

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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.