IMCD Spain enters partnership with DSM for its range of coating resins

IMCD Spain announced that it has entered into an agreement with DSM for the distribution of its coating resins products for Spain. IMCD will distribute DSM’s range of coating resins exclusively in the architectural coatings, industrial coatings, graphic arts and adhesives industries.

For DSM this is very much in line with their new strategic direction as announced in 2011, whereby DSM is sharpening its focus on its core coating resins markets. Expanding and strengthening its distribution channels in certain regions is one way of achieving this. DSM has stringent benchmarking criteria for potential distributors as they want to ensure the best possible support to all their customers. Synergy in portfolio offering, technical skills of the staff, and business models are all rated by this system.

Bram Beekman, IMCD European Product Manager, comments: “We are excited about...”
this reinforcement of our partnership with DSM. It has completed our resin portfolio in Spain and will strengthen our relationship with the existing customers. On the other hand, we have been able to provide a total business simplification for DSM.”

"DSM Coating Resins is pleased to further develop and penetrate the Spanish market offering our customers greater opportunities to develop world beating coating solutions," says Mark Stolzenbach, Sales Director DSM Coating Resins EMEA. "This is an excellent example of our determination to deliver a high quality and growing portfolio of specialty resins to our customers in Spain.”

The two companies already have partnerships in France, UK, Benelux, Germany and South East Europe.

Source: DSM, 4 September

Pexa/MCU Coatings

Pexa, the specialist materials supplier to the aerospace industry, recently announced its expansion into the energy and industrial Protective Coatings market. Its range of high performance surface coatings and treatments is highly suitable for protection and maintenance of the infrastructure related to the energy market. Including oil & gas exploration and storage, power generation (including wind and wave power) and related infrastructure such as docks, bridges and buildings.

Pexa is delighted to have been appointed the exclusive distributor for MCU Coatings. MCU Coatings produces the World’s best performing moisture cured urethane coatings. These products are based on high performance polyurethane resin which cures in contact with humidity to form a polyurea, which exceeds the performance of 2-component paint. The combination of performance including flexibility, UV resistance, corrosion resistance and fluid resistance, provides excellent long term protection for metallic and non-metallic structures for a huge range of severe conditions. The products can be immersed in water within 30 minutes of application and can be applied in cold and wet conditions with no loss of performance.
“We are thrilled to be able to bring this fabulous technology to our UK customers”, said Jim Rowbotham, M.D. of Pexa. “The MCU Coatings line offers a product for every high performance application. For example, MCU Zinc and MCU Miozinc offer excellent performance as a local “cold galvanising” process even in the most adverse conditions”.

Morten Sorensen of MCU Coatings said, “we are very pleased to appoint Pexa as our exclusive distributor for the UK & Ireland Markets, the energy infrastructure in the UK and Ireland will be a very important area of business for us. Climatic conditions are hard on equipment in this region and Pexa’s know how of very high performance surface coatings will provide the back up which users of our products need.

Pexa has already appointed its first approved applicator for the MCU Coatings system and is planning to provide nationwide coverage, teaming with highly qualified and trained application contractors.

Source: Pexa, 28 August

“‘We create chemistry for a sustainable future’”: sustainability is firmly engrained in BASF’s new corporate strategy, and at an early stage, BASF set its course to offer its customers eco-efficient solutions.

Numerous examples from all over the world show how environmentally friendly coatings and paints not only protect, but also add aesthetic highlights. From classic cars, Rolls-Royces and the Hyundai HED-8 i-ioniq concept car to the spectacular façade of the Musée des Confluences in Lyon and the walls of a nursery – they all gain their attractive look through innovative coatings from BASF. In their latest trend report, BASF designers describe what colors will be on our roads in the years ahead.

The key to more sustainability

For over a year now, the New Business Development Team has been sounding out new markets and spotting out innovative solutions and products as “idea scouts”. After all, “Innovation is the key to more sustainability and market success,” states Markus Kamieth, President of the BASF Group’s Coatings Division, in the editorial of Coatings Partner. One example of this is the new environmentally friendly e-coating technology, which is being
chosen by increasingly more automotive manufacturers. The coatings of the CathoGuard® 800 and 900 generation contain no heavy metals and are highly compatible with the shorter, integrated and therefore eco-efficient application processes.

BASF also applies eco-friendly principles to its automotive refinish products. For instance, the environmentally friendly waterborne Glasurit® 90 Line paint system was launched over 20 years ago. It has gone on to enjoy unprecedented success worldwide, and is also used when restoring classic cars. The paintwork on these cars can be made to look as good as new with Glasurit Classic Car Colors.

**New competence centers worldwide**

To develop sustainable, customised coating technologies locally in conjunction with customers, BASF has opened new competence centers for coatings in Thailand, India, Mexico and Germany. Coatings Partner reports on these. At the new application center for industrial coatings in Oldenburg, for example, special training courses are available to customers worldwide – with subjects including the new RELEST® Wind RepKit, which was specially developed for repairing rotor blades.

Source: BASF, 23 August

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**Perstorp/Innovia Solutions**

Following the overall review of the Group’s use of sales channels, Perstorp is pleased to announce that a new collaboration has been agreed between Perstorp and Innovia Solutions Ltd in Q3 2012.

Innovia Solutions Ltd will now be responsible for distributing a wider range of Perstorp products including polyalcohols, caprolactones, specialty polymers and coalescing agents. These products will mainly be aimed at customers in a number of key segments such as adhesives, coatings, resins, TPUs and plastics.

This agreement is an extension to the collaboration the companies have historically had with products specifically targeting the coatings and adhesives sectors.

“In our efforts to better support existing and potential customers in the coatings and adhesives markets in the UK and Eire,
Innovia Solutions fits our requirements very well. We see Innovia Solutions as an important partner to support the growth and development in these markets as a complement to our own team,” says Michael Austin, Market Development Manager – UK & Eire.

Source: Perstorp, 28 August

Univar Inc., a leading global chemical distributor announced that it has renewed its long-standing agreement with Lambiotte & Cie. to distribute the company’s range of eco-friendly acetals solvents. The agreement was first signed in 1995 and covers Belgium, France, Germany, Iberia, Italy, and Luxembourg on an exclusive basis, and Ireland and the United Kingdom non-exclusively.

Lambiotte is one of the world leaders in the specialised field of acetals synthesis and is able to produce very low-toxicity solvents, a large proportion of which are bio-sourced. Lambiotte’s range of acetals has a wide variety of applications including in coatings and adhesives, aerosols, cleaning, cosmetics and other uses.

Increasing pressure from regulatory bodies as well as consumers is encouraging manufacturers to look for green alternatives to traditional ingredients with solvents, in particular, receiving a lot of attention.

“Being able to offer our clients a diverse range of high-performance, eco-friendly products is an important part of our sustainability strategy and we are naturally delighted to continue our long-standing and successful relationship with Lambiotte in Europe,” says Nicolas Lehmann, Vice President, Univar EMEA. “Our customers continue to look for ways to make their products more environmentally friendly and we expect this market to grow even further in the coming years.”

“We are really enthusiastic about working with Univar, and value its international logistics network and the technical expertise of its staff,” says Haluk Torun, CEO of Lambiotte. “Univar really understands our products as well as our customers’ markets, and can, for example, help coatings manufacturers understand how our solvents can help them comply
with VOC regulation. We are very happy with the constructive cooperation we have developed with Univar and its long-standing involvement.”

Source: Univar, 3 September

Advanced Photonix/Appleton Papers

Advanced Photonix, Inc.®, the leading supplier of terahertz systems to industry, announces that it has sold two systems under a development agreement with Appleton Papers Inc. Appleton Papers is a specialty coating developer and manufacturer of thermal, carbonless, security and specialty papers. The two systems will be initially deployed on a pilot manufacturing line to provide inspection and quality control of current and newly developed coated products. The goal is to transfer these units to full-scale production equipment once the quality objectives have been demonstrated. The ability of terahertz energy to perform various critical measurements, replacing nuclear gauges, for the paper industry was verified by the U.S. Environmental Protection Agency and production testing was performed at Appleton Papers’ plant in Appleton, Wisconsin. The wide frequency content and high precision of the Advanced Photonix terahertz industrial system allows measurement of caliper thickness, density, basis weight and coat weight, and can be used to monitor the quality of the product being produced.

"This opens the paper coating market and is a further step in the deployment of our T-Gauge® system into the industrial market", said API CEO Richard Kurtz. "We are pleased to be working with Appleton, an established and respected member of the paper industry. This is the first deployment, in the world, of a terahertz system in the paper industry for on-line quality control. With this sale we continue to expand the number of future industrial applications, customers and worldwide markets for our T-Gauge® systems."

"We are excited to deploy T-Gauge® measurement systems on our pilot coating line to further develop and use the measurement technology in coating applications. We plan to utilise the technology to give us new insights into coating design, application method, and product quality," said Jason Morgan, Research Services Manager for Appleton Papers.

Source: Advanced Photonix, 5 September
Whole Foods Market’s Rocky Mountain Region is preparing to launch two sizes of paperboard deli containers with a new coating that replaces 100% polyethylene with one that combines PE and calcium carbonate, for a reduction in the use of plastics. Jim McConnell, store supplies and services specialist for the region, says that the use of Smart Planet Technologies’ clear EarthCoating™ is an “in-the-meantime solution” that will reduce Whole Foods’ use of PE while suppliers, including Smart Planet, work on developing a coating that can be certified compostable.

“What I really want is a compostable coating that can be third party-certified as such and third party-certified as non-GMO,” McConnell says. “It would be a real game changer in the industry.”

The Rocky Mountain Region, which includes five states (Colorado, Idaho, Kansas, New Mexico, and Utah) and 28 stores, offers consumers two types of containers for use with its salad bar and hot food selections: a compostable wood fiber-based clamshell, and two sizes of the Bio-Plus Earth recycled paperboard containers from Fold-Pak. The 100% recycled-content Bio-Plus Earth® containers currently use a PE coating to provide leak-resistance and a grease barrier.

At Whole Foods’ request, Fold-Pak will provide the Bio-Plus Earth containers with Smart Planet’s EC-40 coating, which contains up to 60% less polymer content by weight than 100% low-density PE coatings while providing superior barrier properties to moisture, oil, grease, and fatty acids.

McConnell says his suppliers were receptive to the idea of experimenting with the new coating, and are currently in the process of fine-tuning the new solution. He says the new containers are expected to be available in Whole Foods’ Rocky Mountain Region stores within the next six weeks. Once implemented, the new containers will represent 1.5 million units/year. While McConnell says his ultimate goal for the paperboard deli-food packaging is certified compostability, the EarthCoating containers are a step forward. “We are working with two companies, Smart Planet and Fold-Pak, that are on a path that aligns with our core values,” he says. “Some people might call this a ‘less bad’ solution. I hate that terminology. I think it’s a ‘more good’ solution.

“If we waited for the perfect solution, we would have to say ‘no’ to suppliers all the time. They need the research and development dollars, they need someone to buy their product, and it’s an improvement over what was available previously. So we’re on the right path, and if it can get us to a compostable coating that is certified non-GMO, then that will be the ideal solution.”

Source: Smart Planet, 28 August
A PROFILE OF THE INDIAN PAINT INDUSTRY

5th EDITION

IRL is pleased to announce the publication of a new edition of its Profile of the Indian Paint Industry.

India is the seventh largest country and the largest democracy in the world. It is one of the fastest growing economies in the world, second only to China.

India is also the second largest paint market in Asia with an annual demand of over two million tonnes, again second only to China.

Indian paints demand has been estimated at 2,205,000 tonnes in 2011. Decorative coatings account for nearly 78% of the market in terms of volume and about 70% in value, while automotive coatings, both OEM and refinishes, dominate the industrial segment, followed by high performance protective coatings and powder coatings.

Future market growth is expected to be in the order of 11% p.a. overall, with individual segments displaying a broader range of growth rates across the two main segments. Demand for coatings is expected to reach 3,723,500 tonnes in 2016, mainly due to impressive growth in the construction, automotive and electronic appliance (white goods) industries.

The Indian paint industry has been historically polarised into the large organised and the smaller unorganised sectors. The organised sector accounts for approximately 65% of the market, and with more global companies entering the Indian market, it is not surprising that it is gaining increasing share at the expense of the unorganised players.

![Indian Paint Market by Segment 2011](image-url)
This report covers India’s fast-growing market for paints and coating, segmenting the market into nine mainstream coatings sectors and providing current market data for 2011 plus market forecasts to 2016.

### Indian Market for Paints & Coatings, 2011 (Tonnes)

<table>
<thead>
<tr>
<th>Segment</th>
<th>Market Size (Tonnes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decorative Paints</td>
<td>1,710,000</td>
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<tr>
<td>Industrial Coatings, of which:</td>
<td></td>
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<tr>
<td>Industrial Wood Coatings</td>
<td>22,800</td>
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<tr>
<td>Marine Paints</td>
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<td>Protective Coatings</td>
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<td>Automotive OEM</td>
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<td>Automotive Refinishes</td>
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<td>Plastic Coatings</td>
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<tr>
<td>Powder Coatings</td>
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<tr>
<td>General Industrial Coatings</td>
<td>137,700</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,205,000</strong></td>
</tr>
</tbody>
</table>

The Indian paint industry has been growing at an average 15% per annum over the last decade. Growth has been consistent with the Indian GDP growth rate and in some years the industry has grown at a rate of 1.5 to 2 times higher than that of GDP growth.

Construction remains the key growth sector and is driving demand for decorative and protective coatings. The sector accounts for nearly 45% of the total national investment in infrastructure and the trend is expected to continue in the future.

Growth in the Indian car market is strong, at about 10-12% p.a., which is creating good demand for OEM coatings, and vehicle refinishes too in the long term. The refinish segment is enjoying growth in each of the premium, medium and economy sub-segments as a result of rising car ownership across all classes. However, as car ownership is likely to increase at the low end in the future, the greatest growth is to be expected in the economy area.

Many paint companies are expanding their operations in India but the rapid growth of the paint industry, with billions of rupees being invested in enhancing capacities, is causing concern among environmentalists.
A Profile of the Indian Paint Industry includes market data for 2011 and forecasts to 2016 for each industry segment covered in the report, plus a SWOT analysis of the Indian coatings industry overall and profiles of the key players.

For more information on this report, please contact Cathy Galbraith: cgalbraith@brggroup.com or call +44 208 832 7830.

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