PPG confirms proposal for AkzoNobel

PPG has confirmed that it made an attractive and comprehensive proposal to Akzo Nobel N.V. on March 2, 2017, inviting AkzoNobel to enter into negotiations with PPG on a potential transaction to form a combined company, which AkzoNobel rejected.

PPG continues to believe there is a strong strategic rationale for the proposed transaction between PPG and AkzoNobel and will carefully evaluate and consider its position and path forward related to its proposal.

Michael McGarry, Chairman and CEO of PPG, said, “PPG has long admired AkzoNobel’s businesses, global presence, culture and principles as well as its advances in innovative product development and sustainable business practices. We believe a combination of our two companies is a very compelling strategic opportunity. We are confident that this combination is in the best interests of the stakeholders of both companies as it presents a unique opportunity to build on the successful legacies of our businesses. PPG has carefully considered the interest of all AkzoNobel stakeholders including shareholders, employees, customers and the communities it serves.
has proposed its willingness to enter into serious commitments in respect of all stakeholders.”

Strategically, the combination of PPG and AkzoNobel would deliver an enhanced global player in paints, coatings and specialty materials, combining complementary products, technologies and geographies, and would create a stronger competitor in a highly competitive global marketplace, offering a broader line of products and technologies cost-effectively to a more diverse customer base. Financially, the combination would create a stronger enterprise with a solid investment grade rating.

PPG envisions that the heritage of AkzoNobel’s culture and best practices will be reflected in the composition of the combined company, and in the locations where it would operate. The combination would continue the legacies of both companies, including the use of flagship brands and technologies, investment in research, development and innovation, and the companies’ longstanding commitment to being good employers and corporate citizens that operate in a sustainable and socially responsible manner.

PPG, in conjunction with its financial and legal advisors, has devoted significant time and resources to analysing a potential combination of PPG and AkzoNobel and is confident in its ability to execute and complete the proposed transaction and to obtain all necessary regulatory approvals.

Source: PPG, 9 March

Gothenburg-based I-Tech, the inventor and supplier of the pioneering anti-fouling agent Selektope®, has announced that the technology has been shortlisted for the 2017 GREEN4SEA Awards in the category recognising technological achievement, breakthrough or significant contribution to the maritime environment.

Now in their second year, the GREEN4SEA awards have already won a place in the maritime calendar by basing their appreciation of environmental excellence and sustainable shipping on a public, online vote hosted on the GREEN4SEA website. This year’s winners will be announced during a welcome reception and award ceremony on the evening of April 4 2017, ahead of the GREEN4SEA Conference, in Athens.

“Last year was a breakthrough year for Selektope®, whose contribution to added performance in anti-fouling coatings gained increased recognition due to its ability to save costs through both reducing fuel and hull cleaning requirements, in addition to offering unrivalled static fouling prevention performance,” said Philip Chaabane, CEO, I-Tech.
“Making the GREEN4SEA shortlist is an important acknowledgement that this unique, bio-repellent active agent that is fully approved for use in the EU and Asia has established a recognised position in the shipping market.”

Selektope® is an organic, non-metal compound whose pharmacological mode of action works to combat barnacle settlement by temporarily stimulating the swimming action in barnacle larvae, deterring them from attaching to a ship’s hull. It delivers powerful effect using only a few grams per litre of paint, optimising hull performance while sharply reducing biocide loadings.

Tests have shown that anti-fouling products containing Selektone® offer superior hard fouling protection, resulting in lower water resistance and decreased fuel consumption, in addition to lower maintenance costs. Selektone® repels barnacles even when ships are idle, allowing fuel saving claims made by coatings suppliers to cover the ship’s entire operational cycle.

Approved by Japanese, Korean, Chinese and European regulatory bodies progressively through 2014 and 2015, Selektone® has been used in a series of newbuilding and over-coating projects. The first branded marine coating products to feature Selektone® were launched by Chugoku Marine Paints, Ltd. (CMP) in 2016. CMP’s new generation ‘SEAFLO NEO’ range of anti-fouling products make the Selektone® solution available as a highperformance product for mainstream operations, under two separate brands: SEAFLO NEO CF PREMIUM; and SEAFLO NEO-S PREMIUM.

“It is deeply satisfying that Selektone® has picked up in 2017 where it left off in 2016 by gaining recognition through the maritime industry’s excellence awards,” says Chaabane. “We are honoured to join such a prestigious shortlist and look forward to the industry vote with considerable excitement.”

Source: I-Tech, 3 March

**Axalta**

Axalta Coating Systems has provided its Alesta® SD or Super Durable line of powder coatings for the façade of Central Asia’s largest airport, the new Ashgabat International Airport. Alesta SD has been specifically developed to provide better colour and gloss stability, making it ideal for commercial building projects such as this, in addition to high-end residential projects.

Ashgabat International Airport, one of Turkmenistan’s most prestigious infrastructure projects, required a façade coating that would be extremely resistant to weather degradation and that would provide lasting gloss and colour retention.
Willi Müsgen, Managing Director of Köln-Color, the company in Cologne, Germany, who handled the coating of the airport’s striking 32,000 m² falcon-shaped façade, explains: “As the metal fabricator wanted RAL 9016 HFW Matt Traffic White for the huge shape, we chose Axalta’s Alesta SD Matt RAL 9016 knowing it would meet all the requirements. We work with Alesta SD powder coatings very frequently, so we know how the product behaves.”

Köln-Color received sections of the façade between October 2015 and June 2016 from international façade specialist Christian Pohl GmbH, also based in Cologne, Germany. Once coated in Alesta SD, the panels made of 3mm aluminium were shipped to Ashgabat in sections for assembly.

Olaf Duisberg, Architectural Powder Coatings Key Account Manager for Axalta in Germany, adds, “We are delighted to have worked with Christian Pohl and Köln-Color again to realise the architect’s vision for this stunning project. Our Alesta SD range is designed for buildings that are exposed to direct sunlight, as it is extremely weather resistant, so it was an ideal choice for the Ashgabat International Airport, helping to keep it looking good for years to come.”

Thorsten Evenkamp, Vice President and Head of Sales of Christian Pohl GmbH, says, “This was a very important project for us. We had to make sure every aspect of the façade fabrication met the exacting standards and performed at the highest level. We’ve also worked closely with Axalta for a number of years, so we were pleased to know our work would be protected by, and made to look even better with, Alesta SD powder coating.”

The international airport project, which is valued at an estimated US$2.3 billion, encompasses 30 buildings on a 350,000 m² site just outside the capital, Ashgabat. It includes two passenger terminals, and will be able to serve more than 17 million passengers and handle more than 200,000 tonnes of cargo a year.

Source: Axalta, 9 March
division and its premium R-M brand. The formulation incorporates the ONYX HD waterborne paint from R-M.

The innovativeness and technical refinement of this vehicle concept is underlined by the exclusive ‘Verbosian Orange’ colour tone. “The effect of the colour orange is to draw the attention and create a sense of presence. At the same time, the colour is warm and passionate, expressing the energy theme. To create a special optical effect, we have used a metallic luminous orange, which ideally harmonises with the black and anthracite gray accessories and really grabs the attention,” is how Mark Gutjahr, Head of Automotive Colour Design Europe at BASF, describes the effect of the basecoat. The paint system fulfills all requirements with respect to sustainability, efficiency and performance and is comparable with modern polyurethane production line paints. The pigmented waterborne coating is protected by a transparent clearcoat based on polyurethane precursor materials from Covestro. This rapidly hardens even at low temperatures, creates optimum paint adhesion and – thanks to the low viscosity – ensures excellent flow properties. The finished coating polishes up well and offers a high gloss. “It underlines the total effect of the concept car,” says Marc Schreiber, Marketing Manager for refinish paints at Covestro.

The developments implemented in the design concept open up new approaches for the attractive design of comfortable, functional and energy-efficient cars. The focus is on lightweight designs using plastics. The use of these materials increases the range of electric cars and reduces the fuel consumption and CO₂ emissions of gasoline-powered vehicles. However, this places new demands on the paintwork which the worldwide design team of BASF’s Coatings division addressed in its annual Automotive Colour Trends publication. The collection includes 65 new trend colours for the automotive industry and reflects both global and regional trends. Thus the multifaceted relationship between the virtual and real worlds plays a key role in global trends right now and is expressed in the varied colour palettes for cars. Artificial metallic blue, silver and white tones, for example, reflect the trend to digitalisation of the world of work. The next issue of Automotive Colour Trends will be presented to car makers at exclusive colour shows in summer 2017.

Source: BASF, 13 March

Tikkurila

The 2017 World Expo will be held in Astana, Kazakhstan between June 10 and September 10, 2017. The theme of the expo is “Future Energy” - promotion of sustainable energy and sustainable design. More than 100
countries have informed to participate in the Astana Expo 2017.

Finland is represented at the Astana Expo 2017 with its own pavilion, carrying the theme “Sharing Pure Energy”. Finland will present the Finnish energy efficiency know-how and clean-tech expertise as well as digital solutions, education, health technologies and healthcare through known Finnish brands.

Tikkurila is one of the key partners of the Finnish pavilion. At the expo, Tikkurila will promote its sustainable solutions for energy efficiency and a more sustainable living. All the interior and exterior surfaces of the Finnish pavilion will be painted with Tikkurila’s surface treatment solutions.

The Finnish pavilion, designed by Ateljé Sotamaa, will consist of 5 freestanding buildings made of cross-laminated timber. Each of the buildings has its own interior decoration, atmosphere and story supporting the expo theme.

“The architecture of the Finnish pavilion and the exhibition intertwine in an unforeseen way. One of the buildings is dedicated to energy production, another to energy efficiency, the third to clean water, the fourth to education, while the fifth building houses a café. The atmosphere of each building is built at the intersection of nature and the digital world,” says Kivi Sotamaa, one of the two architects of Finland's pavilion.

“We designers selected the surface treatment solutions of the pavilion in cooperation with Tikkurila. Paint plays a major role, as colour and lighting link each building's architecture, surfaces and atmosphere to its theme and content. Our goal is to create strong contrasts and experiences and use various means to invite the exhibition visitors to participate,” Sotamaa explains.

Tikkurila has had operations in Kazakhstan since 2006, and the company is present in all Central Asian countries. Tikkurila, which is the market leader in Kazakhstan in premium products, was the first Western paint producer to start local production in the country.

“Tikkurila is an active player in Kazakhstan. In 2015, we opened a factory in Almaty, and currently employ around 40 people in the country. Our new ecological factory produces water-borne decorative paints to meet the needs of Central Asian market,” says Petri Miettinen, Senior Vice President, Supply Chain Management & HSEQ at Tikkurila.

“We want to drive change in the painting and construction industry, and promote high-quality, safe, and environmentally sustainable products. Our presence at the World Expo is an important opportunity for us to showcase our products and expertise as a surface treatment professional, as well as to introduce the wide possibilities of surface protection and decoration with sustainability on top of our mind,” Miettinen adds.

Source: Tikkurila, 10 March
Archroma, a global leader in colour and specialty chemicals, has officially inaugurated its new Global Centre of Excellence for Surface & Coating Technology. The Centre, which opened yesterday, underlines Archroma’s ambition to bring new, innovative solutions to the packaging and specialty paper markets.

The brand new Global Centre of Excellence for Surface & Coating Technology is based in Bradford, UK, at the location of Archroma’s application laboratory team for deposit control. It hosts the global product manager for Surface & Coating and a team of application experts, all with close links to Archroma’s Research & Development organisation and the sales teams around the globe. Over the last four months, the existing laboratory facilities have been extended and state-of-the-art equipment for application development and measurement have been installed.

This investment emphasises the commitment by Archroma to bring new technologies in the area of barrier and surface coating to the packaging market.

At the opening session, Beate Plueckhan, President Region EMEA, commented on the potential offered by this market: “Especially in the area of food packaging, consumers are looking for safe, convenient and sustainable packaging. This offers many opportunities to market new surface & coating solutions. With its technology and application know-how Archroma is well positioned to participate more intensively in this growing market.”

The new application laboratory will also allow Archroma to quickly run application tests for packaging producers, as well as to develop customised recipes for them.

During the last few years, Archroma has launched several eco-advanced innovations in the area of food packaging. Its solutions are widely accepted in the market and the company is continuing to strengthen its capacities in order to support the segment’s increasing demands. Examples include:

- **Cartaguard® KST liq**: A cationic fluoropolymer providing a strong and long-lasting barrier to grease and water. FDA and BfR approved.
- **Cartaseal® HFU liq**: A recyclable wax alternative coating for corrugated packaging and multipurpose water barrier coating. Fluorine-free and FDA compliant.
- **Cartaseal® VWF liq**: Extremely flexible water vapour barrier coating imparting grease, oil, fat and solvent resistance. It is a FDA and BfR approved fluorine-free alternative providing complete protection ideal for ream wrap, food and pharmaceutical packaging.

“These products are great examples highlighting Archroma’s ability to provide...
a specific solution for every individual packaging challenge: be it superior barrier properties to oil, water and water vapour, be it excellent printability, glueability, and heat sealability, or temperature resistance. With the new Centre of Excellence for Surface & Coating we will be able to collaborate even more closely with customers,” said Andy Bell, Global Product Manager Surface & Coating.

“Safety and sustainability are two areas to which we pay special attention, which is why our innovation pipeline is geared up to provide new food contact approved solutions with a strong focus on recyclability and biodegradability,” added Andy Bell.

Source: Archroma, 16 March
Valspar Automotive is focused on bringing new technical solutions to meet these market needs and help our customers distinguish themselves from their competitors.”

To support this goal, various technical groups will be merged and provided upgraded facilities in the new Centre: refinish coatings research & development, global colour technology and colour science. The Centre will accommodate the team that collects colour information from all over the world, which will be stored in an intelligent, unique system for archiving original sprayed colour panels at their disposal.

Source: Coatings World, 15 March
INDUSTRIAL WOOD COATINGS REPORTS

MARKET REPORTS & DATABASE

IRL presents for the first time an in-depth analysis of the global wood coatings market. This report focuses specifically on the furniture, parquet, joinery and outdoor structures segments providing market volumes, detailed prices, segmentations and market shares. IRL also provides top-line data (volumes, values and breakdowns by chemistry and technology) for Tier 2 countries.

All this data is offered in PDF report format and also through our complimentary interactive database, where clients are able to manipulate and extract the information to an Excel spreadsheet. Unlimited users per subscription.

Industrial Wood Coatings:
- Market volumes in metric tonnes (2011-2020)
- Prices and market values in EUR and local currency (2015)
- Market shares by company in volume (2015)
- Chemistry breakdown: Pure acrylic, alkyds, nitrocellulose, polyesters, polyurethane, others (2011-2020)
- End use: Furniture, joinery, parquet, outdoor structures (2011-2020)
- Functional layer breakdown: Pre-treatment, primer, intermediate, finishing (2011-2020)
- Value breakdown by: Chemistry, technology, end use and functional layer (2015)

Methodology:
The information in the reports is based on a comprehensive programme of interviews with key players in each country, backed up by thorough secondary research and IRL’s in-house database of global paints and coatings market data.

Database Access:
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