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# NANOTECHNOLOGY IN THE WESTERN EUROPEAN COATINGS INDUSTRY

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2006 is perceived by industry to be a major year for the development of nanomaterials technology and many Western European paint and coatings manufacturers are already either using or evaluating the potential of nanomaterials in their formulations. But what is the current status of nanotechnology in the coatings sector, what potential applications does it bring, and what will drive the continued progress of nanomaterials into the paint and coatings sector?

IRL's new review, *Nanotechnology in the Western European Coatings Industry*, presents a useful insight into what coatings manufacturers are looking for, their objectives and their thoughts on the development of the technology, which is much wider than raw materials companies think.

Included in the report is a survey of which coatings sectors stand to benefit most from the use of nano-materials (decorative, wood, automotive OEM, powder, coil etc) and what performance opportunities in formulation are perceived from the different materials available. The full contents of the review are given on the right.

Research for this report included an extensive period of desk research and an interview programme with R&D and technical directors at major paint and coatings companies (from a cross-section of sectors in different countries) and marketing managers from the raw materials sector throughout October-November 2005.

The report should be invaluable to anyone in the raw materials sector and the coatings industry seeking to understand the potential direction and value of this technology in the future and to those looking to understand the many driving forces and opportunities which will shape the market in the near future.

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