

New for the winter from IRL
**NANOTECHNOLOGY IN THE
EUROPEAN COATINGS INDUSTRY**

Publication: December 2008

Publication price: €1,000

IRL is pleased to announce the release of a second publication regarding nanomaterials titled *Nanotechnology in the European Coatings Industry*.

The European coatings industry is becoming increasingly aware of the potential of nano-additives, therefore, as nanotechnology becomes more widespread in both its breadth of application and level of use, so too does the need for characterisation of this small, but highly lucrative, market.

By interviewing both the raw material manufacturers and paint formulators, this report provides an overview of the industry's perceptions of nanotechnology, as of 2008, as well as reporting on the current market trends for the additives, including following aspects of the European paint industry in relation to nanotechnology:

- Purchasing habits
- Market splits by additive type/end use
- The industry's future developmental wishes
- Market forecasts and growth rates
- Concerns regarding nanotechnology
- Information on major nanotechnology producers and developers

Primary research for this study has been collected via interviews conducted with R&D directors and product development managers, within all areas of the European paint and coatings industry, and supported by extensive desk research.

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- What is nanotechnology?
- Why use nanotechnology?
- Nanomaterials in use
- Routes to nanomaterials
- Typical applications
- Health and safety issues

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- Major participants
- Recent corporate developments (2002-08)

5. Paint Market Data

- Nanotechnology usage in Europe for coatings
- Manufacturers and consumers of nanomaterials in Europe
- Nanotechnology by industry sector
- Growth areas for nanotechnology

6. Growth Prospects to 2012

7. Wish List – Future Needs of the Industry

- General responses and remarks

8. Directory of Nanomaterial Producers and Consumers

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