

*New for the autumn from IRL*  
**A PROFILE OF THE TURKISH PAINT  
INDUSTRY, 3<sup>rd</sup> Edition**

**Publication: November 2008**

**Price: €2,750**

**PROFESSIONAL PAINT USE** will be the key driver in the Turkish decorative market as the construction sector recovers from a contraction in 2008. It will also be supported by the hiring of painters and decorators as Turkish consumers overlook DIY painting, labour being plentiful and inexpensive here.

**MANUFACTURING** and Turkey's ability to capitalise on its prime location for supplying to a host of regional markets (Western Europe, Eastern Europe, the Middle East and Central Asia) will also remain a strong driver for industrial coatings consumption. Key industries such as the automotive sector are expanding, while shipbuilding and agricultural equipment also continue to prosper. White goods manufacture is a key industry sector and continues to assure good growth for the powder coatings market.

Above are just some of the key findings which are included in IRL's third edition of *A Profile of the Turkish Paint Industry*. This new report provides a **review of the Turkish paint industry and market, covering eight mainstream coatings segments**. Fuller information on the content of the study is given on the right.

Primary research for this study has included an extensive interview programme with senior executives in the Turkish coatings industry which were undertaken by a Turkish national between July and September 2008.

This has also been supported by an extended period of desk research which culminates in a rounded 95-page study.

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