

*New volume available*  
**A PROFILE OF THE SOUTH  
AMERICAN PAINT INDUSTRY,  
2<sup>ND</sup> EDITION**

Publication: May 2009

Price: €3,250

**SPENDING PROGRAMMES in Brazil and some of South America's smaller economies** are the main driving forces for higher paint consumption in the region.

Industry insiders are optimistic of a return to strong growth in many economies following a growth hiatus around the start of 2009, foreseeing **good growth in demand for decorative, protective and marine paints** in the next five years.

Against a backdrop of industry consolidation, **technology trends in the region are improving at different rates, creating scope on all levels for the coatings sector** and those that serve it alike.

Above are just some of the key findings which are found in IRL's second edition of *A Profile of the South American Paint Industry*. This new report, which has been completely updated and revised, provides **an extensive overview of the decorative, protective and marine paint markets in 10 countries** in the region.

Primary research for this study has included an extensive interview programme with senior executives undertaken in Spanish and Portuguese by an Argentinean national between January and April 2009.

Full information on the contents of the report, which includes a five-year market forecast to 2013, is given on the right.

**CONTENTS**

1. Foreword
2. Executive Summary

**CHAPTERS 3-12**

These chapters contain data on **decorative, protective and marine** coatings for each of the following countries:

- Argentina
- Bolivia
- Brazil
- Chile
- Colombia
- Ecuador
- Paraguay
- Peru
- Uruguay
- Venezuela

For each of the above, the following is given:

- Economic background
- Paint supply summary
- Historical paint production data (Argentina and Brazil only)
- Paint trade with indication of major trading partners
- Paint market data
- Major paint companies
- Resin use and preferences
- Technology use and trends
- Market drivers and influences

13. Summary of Paint Statistics
14. Market Forecast to 2013
15. Directory of Paintmakers in South America
  - Revised and updated

**IRL ORDER FORM**

Please send me a copy of the following report in  **PDF** and/or  **hard copy** format/s:

*A Profile of the South American Paint Industry, 2<sup>nd</sup> edition, price €3,250*

**Postage and packing UK €15**

**Overseas €45 (courier)**

I enclose a cheque  I have arranged a bank transfer  Invoice my Company

Bank details: HSBC plc, 20 Eastcheap, London EC3M 1ED Account No. 01215469  
Sortcode 40 02 31 Swift Code: MIDLGB2106G IBAN: GB72MIDL40023101215469

Charge my Visa/MasterCard

Name of cardholder.....

Address of cardholder .....

Security code (three digit number) .....

Card No. ....Expiry Date .....

Name..... Address.....

Position.....

Company..... Email.....

Telephone..... Fax.....

Signature..... Date.....

EU COUNTRIES ONLY: Please supply your VAT registration No.....

Please send me information about IRL's other market reports and research services

Please send me information about IRL's new **Profile of the Central American & Caribbean Paint Industry**

I would like to receive your free **CUBE** newsletter for the coatings industry (please provide full contact details above, including email address)

*email05/2009* **PLEASE POST OR FAX THIS ORDER FORM TO:**  
**Information Research**  
**A Division of BRG (UK) Ltd**  
**CP House, 97 - 107 Uxbridge Road, Ealing, London W5 5TL**  
**Tel: +44 (0) 20 8832 7830 Fax: +44 (0) 20 8566 4931**  
**Email: cathygalbraith@brg.co.uk Website: www.informationresearch.co.uk**