

New survey on greenness and the coatings industry!
**THE GREENING OF THE DECORATIVE
PAINT SECTOR IN WESTERN EUROPE**

Publication: October 2009

Price: €500

IRL is pleased to announce the availability of its recent decorative sector survey in Western Europe as a small, inexpensive report in its own right. Ideally targeted at raw materials producers (but also of interest to paint companies to benchmark their own approaches) the survey contains an analysis of the response to the following questions....

- Does your company produce any **zero-VOC decorative coatings**?
- What percentage of decorative coatings sold domestically by the paint company are **zero-VOC in 2009?** and additionally what percentage will this be in **2014?**
- What is the approximate **balance when targeting** zero-VOC decorative paints towards **professional versus DIY users?**
- **Which natural-based raw materials are of most interest to your company?**
- How important do you consider it to be certificated as a **producer of sustainable coatings** in 2009? and additionally in 2014?
- What sort of decorative coatings do you think would benefit most from **sustainable raw materials?**
- What priorities (from a pre-set list) are most important to your company as **potential measures for the greening of decorative paints?**
- What **future approaches** (from a pre-set list) will your company take for the continued greening of its decorative paints?
- Does your company support any **environmental initiatives** aimed at educating your consumers on how they can reduce their environmental impact? and if not, do you think this will change in the future?
- Does your company participate in any reclamation programme or **recycling** scheme for either paint packaging or unused paint? and if not, do you think this will change in the future?
- How do you rate the **economical-ecological** buying habits of the **professional** paint consumers in your country?
- How do you rate the **economical-ecological** buying habits of the **DIY** paint consumers in your country?

All of the responses are analysed according to the size of the company (large multinational, small multinational, regional or domestic) and according to the location of the company response (big five economies, Benelux-Scandinavia region and other smaller economies).

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10/2009

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