

Design Driven Dedication: Akzo Nobel Powder Coatings launches dedicated range of Furniture coatings

Gateshead, United Kingdom, 11th March, 2008 – Akzo Nobel's Powder Coating business unit has launched the world's first powder coating brand exclusively dedicated to the Furniture market.

Branded Interpon F®, the range brings to the market both a step-change in technical performance and a range of colours designed especially for the Furniture market.

Akzo Nobel is the largest supplier of Powder Coatings to the Furniture industry globally and as such has unrivalled knowledge of the needs of this industry.

Those needs include dedicated products and a dedicated sales approach. Akzo Nobel's answer is Interpon F: the brand of quality and performance powder coatings, specifically developed for, and dedicated to, Furniture worldwide. The unique approach is centred on both product quality and colour.

The technical requirements of the market are met by two new ranges, for interior (Interpon F1000) and exterior (Interpon F1500) applications. Scratching is a major problem in Furniture, both during transportation and use, and market-leading scratch resistance is the major improvement seen in these new products.

As the world's largest coatings company, now even stronger with the acquisition of ICI, Akzo Nobel has unrivalled colour trend knowledge. This was put to use in creating the colour collections for the new Interpon F brand. Two unique colour ranges have been launched – Contemporary and Trend - aimed at today's and tomorrow's colour requirements.

Combining these aspects gives a world first - dedicated Furniture colours in dedicated Furniture quality under a dedicated Furniture brand.

Designers specifying the new products can be confident that their products are going to be fashionable when they hit stores, and Akzo Nobel helps them understand the colour themes through Colour Shows – interactive workshops using mood boards and powder coated pieces.

Global Marketing Manager Barry Tomlinson says, "Furniture is a diverse, rapidly growing market crying out for special attention. Our approach is unique and demonstrates our commitment to the Furniture market by the development of the dedicated products, dedicated tools and dedicated market specialists to ensure we are ready to meet the market demands."

Note to editors

Akzo Nobel is one of the world's leading industrial companies. We are the largest global coatings manufacturer and the number one in decorative paints and performance coatings, as well as being a major worldwide supplier of specialty chemicals. We employ around 68,000 people in more than 80 countries and are committed to developing innovative products and cutting-edge sustainable technologies. We endeavor to deliver whatever our customers require, wherever and whenever they need it. Based in the Netherlands, Akzo Nobel is a Fortune Global 500 company and is listed on the Euronext Amsterdam stock exchange. We are the Chemicals industry leader on the Dow Jones Sustainability Indexes, as well as being included on the FTSE4Good Index. Pro forma combined revenues for 2006 totaled EUR 15 billion. The financial results for the fourth quarter and full year will be published on March 6, 2008.

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