



MARKET

Formerly known as ICI Paints, AkzoNobel Paints (“AkzoNobel”) has been operating in Singapore since 1933, and has been immersed in the country's growth and development. Headquartered in Amsterdam, the Netherlands, the company is consistently ranked as a leader in sustainability. With operations in more than 80 countries, its 55,000 people around the world are committed to excellence.

AkzoNobel Decorative Paints is in the market of improving spaces and creating beautiful homes, and it holds a prominent position in the decorative paint industry with the Dulux brand. The company is driven by a desire to consistently respond to the product and service needs of consumers and trade professionals, supplying them with innovative products and sustainable solutions.

ACHIEVEMENTS

Taking the lead in colour authority, supported by its Global Aesthetic Centre based in Amsterdam that identifies trend setting colour, Dulux is responsible for releasing annual colour trends known as “Colourfutures”, as well the focus “Colour of the Year”.

AkzoNobel is also a company fully committed to health, safety, environment, and sustainability. It has a robust sustainability program at the heart of everything it does. The program framework has three levels: Invent Manage and Improve that cover every aspect of business operations. Ranging from rigorous targets on energy, waste and water management, to social aspects, and the procurement of quality materials from sources that achieve a minimum level of compliance with sustainability norms, the company continuously strives to provide products to consumers that are Eco-Premium. This means they have a lower ecological impact on our planet compared to mass market products. These efforts have been recognised with the achievement of Singapore Greenlabel certifications for the complete Dulux interior paint range. Greater focus has also been directed toward safety performance, diversity, employee engagement and talent development.



In order to measure its own performance as a leader in sustainability, AkzoNobel uses the SAM (Sustainability Asset Management) benchmark. This offers an objective view on the areas in which the company performs well, where there is room for improvement, and how its performance compares to the competition.

The regional Research, Development and Innovation Product Development Centre and Global Exterior Wall Expertise Centre have also been established in Singapore to explore further product innovations and enhancements. Laboratories from all over the world come together in the regional office at AkzoNobel House to share skills, talent and technology. There are laboratories from functional

chemicals and surface chemistry, regional R&D laboratories for decorative paints, and a new global laboratory established to study exterior coatings for the whole world. Singapore is a very attractive location for R&D activities with its strong local and regional talent base. There is also a good “eco system of R&D” with easy access to technology through universities, testing laboratories, and research institutes.

HISTORY

Founded in 1646, AkzoNobel is the largest global paint and coatings company, and is a world leader in specialty chemical production. The name AkzoNobel derives from the merger between Dutch conglomerate Akzo and the Swedish conglomerate Nobel Industries. That move marked the culmination of more than a century of acquisitions and mergers that created the two conglomerates. Some of the companies that Akzo acquired could be traced as far back as the 18th Century, while the earliest origins of a Nobel Industries subsidiary stemmed back to the 17th century.

ICI's origins date back to 1926, when it was founded in



the United Kingdom upon the merger of four companies, one of which was the British arm of Nobel Industries. ICI's roundel logo was in fact derived from the Nobel Industries logo in use at the time. In 2008, ICI was acquired by Akzo Nobel, and to symbolise its transformation to a focused coatings and chemicals company, Akzo Nobel rebranded itself, changed its name to AkzoNobel, and designed a new logo.

PRODUCT

Dulux is recognised as a global colour authority and is a true sustainability leader with efforts focused on the environment. By offering sustainable products and solutions that include a complete range of low odour, low VOC, Singapore GreenLabel certified, interior emulsion paints and sealers, the company has considerably reduced its carbon footprint.

The wide range of Dulux decorative coatings include interior and exterior emulsion, gloss enamel, wood and metal finishes, sealers, primers and undercoats. Specialty coatings such as silicone paints, flexible texture coatings as well as high performance architectural coatings are also available for trade professionals.

There are also a range of other paint solutions for different consumer needs, including the multi function paint, Dulux All; the advanced technology of Dulux Weathershield which is equipped with Keep Cool technology - a heat reflective property to provide a cooler interior with energy savings of up to 15% per annum, and reductions on surface temperatures of 5°C; or Dulux Wash & Wear with KidProof Technology™ is paint that is easy to wash, maintain & remove stains, while retaining its vibrant colour.

Other innovative products include Dulux Light & Space which is formulated with Lumitec technology. It reflects up to twice as much light as normal emulsion wall paint, and enhances the perception of a brighter and larger space.



For instant room enjoyment, Dulux PureAir™, with revolutionary Paint Happy™ and Airfresh Technologies, is specially formulated for cleaner, purer air with “virtually no paint smell*” throughout and after the painting process. (*Claims based on research conducted by Nielsen in 2014 against ‘odourless’ interior wall paint products in Singapore amongst 106 Singaporean adults).

RECENT DEVELOPMENTS

In 2011, Singapore embarked on refreshing the Dulux™ brand identity. The new fresh look represents an easily recognisable, colourful “flourish” that stands out in shop racks and product packaging. The flourish and “Let's Colour” tagline encourages everyone to make a positive change in the world through colour.

Building on its reputation as an industry leader that anticipates, understands and shapes colour trends, the new brand also solidifies Dulux as a meaningful paint company with global scale, international reach, quality brands, and innovative products. The company intends to continue building awareness about the effects and benefits of using colour, with both home owners and professionals, since colour and lifestyle go hand in hand. The company wants to impact the lives of people around the world, making things more colourful, and providing optimism in shades of warmth, vitality and happiness.

PROMOTION

In 2013, Dulux Wash & Wear was relaunched with improved KidProof Technology™. Children are adventurous, creative and always on the lookout for self-expression. Often young parents find themselves stressed by their young ones' graffiti gifts. Stains penetrate normal paints easily making removal difficult. Dulux Wash & Wear solves this painful problem and frees parents from a world of worry with its new KidProof Technology™.

Dulux Wash & Wear with KidProof Technology™ is paint that is easy to wash, maintain & remove stains, while retaining the vibrant colour of your beautiful home. A few wipes are all you need to keep your home clean & fresh so kids can

just be kids.

Dulux Wash & Wear has a specially formulated film coating that makes it more resilient to stains. The film possesses a balance between being water-repellent and having stain-removal properties.

BRAND VALUES

While we say “Let's Colour”, the message is about so much more than just colour. Even the smallest change or improvement can make someone's day, provide the confidence to do something more, or quietly brighten a mood. A simple wave of colour has the power to inspire, whether it is on a bedroom wall, or in the hall of a local school, and anyone can be a part of the Let's Colour movement, initiated and energised by Dulux.

www.dulux.com.sg

THINGS YOU DIDN'T KNOW ABOUT DULUX

- The Dulux brand continues to be closely associated with its mascot, the Dulux dog, an Old English Sheepdog introduced in 1963.
- AkzoNobel's products can be found everywhere from the Beijing Olympic arenas and Sydney Harbour Bridge, to quite possibly, the house next door.
- The Dulux dog is an iconic mascot of the Dulux Brand and has been a colourful friend for 50 years. Celebrating his 50th anniversary in 2011, he has starred in television ads and created colourful communities all over the world.
- To date, 14 Old English Sheepdogs have filled the role of the Dulux dog, all specially selected from a closely related line of pedigree dogs. Apart from the first dog – Dash – all of the dogs have been bred champions, and five of them have won Best in Show prizes.
- Digby, the second Dulux dog, starred in his own movie in 1973 alongside Jim Dale and Spike Milligan: Digby – The Biggest Dog in the World.