Factsheet
Innovation

We’re experts in the proud craft of making paints and coatings, setting the standard in color and protection since 1792. **That means innovation really is at the heart of everything we do.**

**Continuous investments in innovation worldwide**

In **Felling, the UK,** a €12.6 million research and innovation hub will be inaugurated in 2019. The facility will bring together more than 100 of the coatings industry’s leading scientists and technical experts.

In **Shanghai, China,** we inaugurated in 2016 a new €6.5 million technology center. It is the company’s largest research facility in China for next generation paints & coatings. In 2018, the center was extended with a new Marine & Protective Development lab, enabling us to faster respond to our customers’ needs as well as the changing business environment in China.

In **Strongsville, US,** we opened a $10 million research and development center in 2016 to support the company’s businesses, including coil, extrusion and packaging coatings.

**For AkzoNobel, collaborative innovation is a way to innovate faster and better**

- The Paint the Future startup challenge is an open innovation initiative calling on startups, universities and other small companies to put forward their solutions around five key themes
- Supplier innovation – we work together with a select group of our key suppliers to solve technological challenges
- We have partnerships with key universities and participate in research consortia

**Innovation in numbers**

- **€1.25 billion** spent on R&D in the last five years
- **3,100** patents owned by AkzoNobel
- **70** laboratories globally

**Did you know...**

1. One of our founding fathers was **Alfred Nobel,** the Swedish chemist, engineer, inventor, businessman and philanthropist, who bequeathed his fortune to establish the Nobel Prize. He personally held more than 350 patents.
2. We have developed **paint for interior and exterior use that stays clean for much longer;** and when stains appear, they are easily cleanable.
3. Our coatings help **Formula 1 cars to go faster** – racing teams are able to enjoy direct performance gains from the small, but crucial, weight savings that our automotive coating technology can provide.
4. **Around 130 million alloy wheels are coated yearly** with our powder coatings.
5. Our digital **color technology helps restorers of paintings to find exactly the right color to recreate old masterpieces as they would have originally looked.**
6. **Sustainability is at the heart of everything we do.** We were the first large coatings company to ban the use of lead pigments and driers from all our products.
Ten recent innovations

**Carbeat**
A digital process and communication tool used by bodyshops to improve production efficiency, analytics, flexibility and process transparency.

**Visualizer app**
Our Visualizer decorating app has generated over 400 million visualizations, helping customers worldwide to select the right color for their homes.

**Intertrac Vision**
The first “big data” solution to accurately predict the performance of a coatings technology – before it has been applied.

**Intura**
The first water-based cabin coating in the market that provides sustainable fire, burn and heat resistance to aircraft interiors, fulfilling the requirements of the industry.

**Dulux Forest Breath Biocare**
An interior paint sold in China and Hong Kong that helps purify the air and protect against germs in people’s homes. It also contains more than 25% bio-based raw materials.

**Packaging coatings**
We supply the packaging industry with coatings for aerosols, food and beverages. Pick up a can anywhere in the world and 50% chance it is coated with our products.

**Aquasilk**
An innovative, water-based, anti-scuff coating with superior hardness and excellent clarity that helps furniture makers in China to meet both a shift in consumer preferences and stricter government standards.

**UV clear coat technology**
This ground-breaking technology enables vehicle bodyshops to cut their energy costs by up to 80% compared with traditional baking and provides a significant increase in productivity.

**Protected buildings**
Our coil, powder and protective coatings are used on many of the largest buildings and structures in the world, like the Shard in London and the Yas Marina hotel in Abu Dhabi.

**Drone technology**
Safety in the marine industry will be improved after AkzoNobel joined forces with partners to develop a drone capable of remotely inspecting enclosed spaces and ballast water tanks using advanced virtual reality technology.

"Working with a color expert like AkzoNobel is helping us to enrich the way our visitors perceive Van Gogh’s masterpieces."

Axel Rüger
Director of the Van Gogh Museum, Amsterdam, the Netherlands

"Our partnership with AkzoNobel goes back ten years now. To have a technical partner that makes us go fast and look good is very important to us."

Zak Brown
CEO McLaren Racing