

## **New functionalities**

*How can your technology or ingredients bring new and important functionality to the paint and coatings business?*

### **What was already good is even better now**

Our paints and coatings are based in centuries of research and experience - mainly using traditional chemistry. Now, we want your help to take a step forward, to incorporate new concepts into formulations, functionalities, packaging and even in the way they are applied.

For centuries, our products have given color and protection to materials. Today, in addition to continuing to do so, they can have extraordinary characteristics, such as protecting fire and extreme environments, reducing heat absorption and energy consumption in a building, helping to purify or repel bacteria or even improve the aerodynamics of your vehicle! But we know that together we can improve them even more, making them more competitive and ready for the future.

### **What do we mean by new functionalities?**

In addition to these examples of what we can already do with paints and coatings, we are always looking to anticipate ourselves to expand the functionality of our products. We seek to offer paints and coatings that bring different solutions to the needs of the market, whether known or not, always in line with our commitment to research and the sustainability of the process.

History is full of great examples. Since people see a horse faster, the car was invented. They asked for a better and safer candle, and they got the electricity. They realized the problems of burning fossil fuels and invented a way to obtain energy from the Sun. Who could imagine needing the iPad? Or even replace traditional coatings, such as painting boats, with a combination of paint and led lamps.

### **The sky is the limit**

Have you ever thought of the area of paints and coatings as an interesting field full of possibilities? We want to hear your solutions to change this market together!

We look for innovations in several areas, such as:

- Smart coatings that interact with the environment, responding to external stimuli and adapting their properties to provide a performance benefit, such as increasing or decreasing well-being or improving maintenance. Think of areas such as self-healing, sensors, energy transmission, personalization of the environment, energy capture and generation.



- Cleaner surfaces for longer: think of properties such as stain repellency, self-cleaning, non-stick, anti-fingerprint, antimicrobial activity, among others.
- Simplification of application processes and new tools (ways of use).

### **Painting the Future at AkzoNobel**

AkzoNobel was a pioneer and innovated in offering products that meet the needs of customers. Let's see what we can learn and achieve together - infusing life science technologies to improve the performance of our products and to provide additional benefits.

Our biocide-free inner lining has an extremely thin and low friction surface to prevent fouling and reduce or drag, saving fuel costs for a more sustainable transportation industry. Check out our latest development here: <https://www.international-marine.com/news/akzonobel-develops-fouling-prevention-solution>.

### **What we are looking for in your solution**

- Your solution cannot be just an idea: it needs to present clear proof of the concept that it is ready to be developed for this purpose.
- A functionality to solve a customer's need or to increase the product's current performance. In fact, it is important to be useful!

Be sure to also think about possible requirements that customers are not yet aware of. Your idea should help push boundaries and exceed customer expectations - let's explore together!

### **Do you have a solution?**

With your help, we hope to expand the range of functionality that our paints and coatings can offer. Together, we will expand the possibilities of our products or even achieve a radical change in the performance and advantages of existing coatings.

Share your solution now! If you think your idea helps us to answer the challenge question, click on the "submit" button. We will respond to all environments and hope to collaborate!

### **How can your technology or ingredients bring new and important functionality to paints and coatings?**

Do not forget to add this data to your calendar:

April 28, 2020: Registration closes



May 22, 2020: You will receive feedback and will be notified if your submission has been selected for the final event!

Thank you for your time and effort. Feel free to browse other environments and participate in discussions.