

# Color vision

Any continent. Any surface.



**AkzoNobel**

Tomorrow's Answers Today



---

# Global Image Solutions

**Think smart, look perfect**

Why we lead the way

An intelligent approach to global branding that makes more of your spend.

---

Easy access to our products and expertise - wherever you're located - through world-leading paint and coatings company AkzoNobel.

---

An integrated worldwide service that makes your identity our top priority and keeps it that way.

---

Color that not only protects but adds value to your property, vehicles and more.

---

Products, services and project support tailor-made to match your needs.

---

The knowledge that your brand is in safe hands so you can focus on your core business.

---

**One company. One contact. One seamless branding solution.**





## Global Image Solutions

Ensuring you look your best around the world, around the clock

Defining brand identity and using it correctly in your communications and marketing material is one challenge. Maintaining its integrity as it's applied in a thousand different contexts by local companies worldwide is quite another.

Our paint and coatings service takes the 'hit and miss' out of brand, property and vehicle protection by offering a full range of expertise. We achieve it by offering a seamless, integrated solution through a single point of contact.

We're part of AkzoNobel, the world's leading paint company. We've grown our expertise by looking after some famous brands of our own including Sikkens, Sadolin, Interpon, International, Glidden and DULUX.

### Meet your manager

Just one dedicated project manager is all it takes – offering direct access to AkzoNobel's diverse coatings knowledge, products, international experience and resources via single service.

We eliminate the hassle of managing multiple companies or contracts. We do it by focusing entirely on maintaining the integrity of your brands wherever they're located.

Our unique, integrated approach protects your image. It frees up your people. And it saves you valuable time and money.



# Paint. More to it than meets the eye.

Look down the street. Glance in a store. Cast an eye over that passing truck. Chances are paint is never far away, decorating and protecting countless surfaces.

Paint also works overtime carrying your brand image and values. So, if the coated surface is fading, flaking, wrongly positioned, or the incorrect color, your brand might not be saying what you'd like it to.

#### But that's not all.

Putting things right could also cost you considerable time and money.

#### First choice for leading global corporates

Maintaining your global image is a complex and ongoing challenge. Some paint companies are good at part of the job - such as supplying some of the paint technologies you need. Others offer an effective full service - but only in certain parts of the world.

Only AkzoNobel Global Image Solutions has the resources, advanced technology and logistical expertise to deliver fully integrated image programs worldwide.

It's a winning approach that makes us first choice for leading global corporates such as Shell, TNT, Honda, Volvo and Telefonica.

---

# Good looks are our starting point

Total image solutions to take you further

## Enhancing your brand

We maintain your brand integrity worldwide by getting the color mix exactly right. And, because we understand the impact of variables such as environment and application, we make sure your brand's good looks are there to stay. Ask us where color is heading next. And how to make the trend work for you.

## Prolonging property life

Water, light, heat, fire, impact, corrosive substances. Our paints are specifically designed to resist their threat and prolong the life of your property.

## Adding value

Paint technology advances in leaps and bounds to deliver paints and coatings that work smarter than ever. We add more value for you and your customers through innovations such as dirt-repellent wall paints, scratch resistant transport coatings, anti-graffiti coatings and more.

## Saving time and money

The right paint means more than just longer property life. By addressing all your color, branding and protection needs in one service, we save you time and money too.



# Looking after your brand.

**Looking after  
your budget.**

Time and money drive every business. That's why we created Global Image Solutions to help companies and their agencies take on the global branding challenge with a convenient, cost-effective service.

We combine experience with hands-on expertise. So we manage the paint needs for your entire project enabling you to stay focused on your core business.

Our approach has won us friends with many brand-conscious companies – from petrochemicals, telecommunications, logistics and hotel and leisure industry leaders, to motor manufacturers and their outlets. They choose us because they know we're successful at:

---

Maintaining quality standards around the world

---

Undertaking complete corporate rebranding exercises

---

Refreshing building interiors and exteriors

---

Implementing new liveries for car, van and truck fleets

---

Rolling out new signage programs for offices, retail outlets and factories

---



# Efficiency through simplicity



How often have you heard the plea 'keep it simple'? At Global Image Solutions we do just that by allocating one team, one project manager and one integrated solution to deliver your entire project. Our job is to liaise with design agencies and other external suppliers to make sure your chosen colors aren't just nearly right - they are right.

## We work with you to:

**Prepare color patterns and samples for your agreement and distribution**

**Guarantee accuracy to agreed color standards**

**Help with contract management**

**Ensure your new image looks good and stays that way with a choice of warranties**

**Access a worldwide network of approved suppliers who apply our paint products to the highest standards**

### **Designer services**

We've worked long and hard with international brand and interior design agencies, and their contractors such as signage companies. The result? We understand their particular needs and challenges 'inside out'. So talk to us to find out more about our wide range of services including expert advice on color development, accuracy and consistency, as well as application, maintenance and durability.

---

# Appearance matters

High quality AkzoNobel products and services include:

## **Paints, lacquers, varnishes and solvent-free products**

Everything you need to decorate and protect your building surfaces - inside and out.

## **Industrial paints and coatings**

From coil-coated sheet and consumer goods, to sports equipment and specialty wood care products - talk to us and we'll make a plan.

## **High performance protective coatings**

Get outstanding fire protection across a wide range of industries both offshore and onshore. You'll find our wide range of high performance coatings on assets such as Sydney Harbor Bridge, the London Eye and the Beijing Olympic complex.

## **Vehicle paints and coatings**

We play a leading role in almost every respray. It's why we're a first choice partner for distributors, body shops, fleet owners, automotive suppliers and major bus and truck companies.

## **Specialist solutions for deep sea, coastal and military marine vessels**

Make us your next stop for building, repairs and maintenance using TBT-free, antifouling, abrasion-resistant coatings, ballast tank coatings and fouling control systems.

## **Powder coatings**

Our solvent-free solutions are designed for almost any surface - from metal furniture, window frames and radiators, to pipes, cars, even wood and plastic.

## **Packaging coatings**

Keep food and drink fresher for longer with our huge range of hi-tech internal and external coatings. We've been understanding customer packaging needs for more than 90 years.

## **Protective aircraft coatings**

If you're facing extremes of temperature, UV radiation and vibration, these high performance products are for you. Equipment manufacturer approval means we can maintain and repair all aircraft types.

## **Specialty plastic coatings**

Ask us about coating solutions for consumer electronics, sports and leisure products, as well as cosmetics packaging and lifestyle items. We supply design advice too.

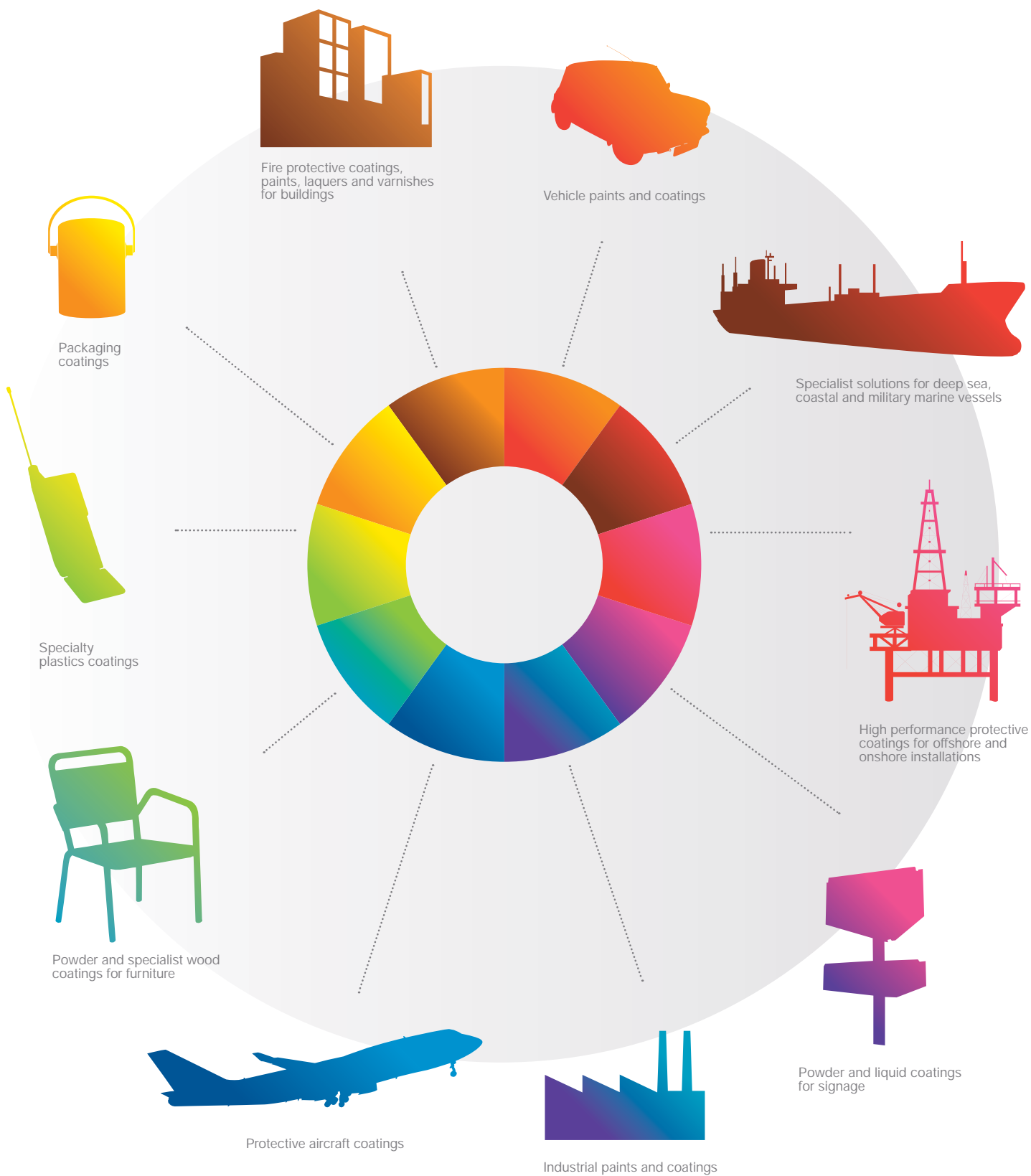
## **Signage**

We look forward to showing you the way in retail outlets, offices and factories.

# Appearance matters Global Image Solutions

## Nothing but the best

How do you want your buildings or vehicle fleet to look in 5, 10, or 15 years from now? Your answers will help us develop paint systems to suit your budget and strategy.



# Next steps

## Multinational?

We can help you show your true colors worldwide through our international color supplier network.

## Brand agency?

We can help you make sure the colors you specify are the colors you achieve on any material, in any continent.

## Contractor/manufacturer?

We can help you ensure your color products gain AkzoNobel approval and deliver excellent performance quicker and for longer.

To find out more about  
Global Image Solutions  
worldwide services  
please email:

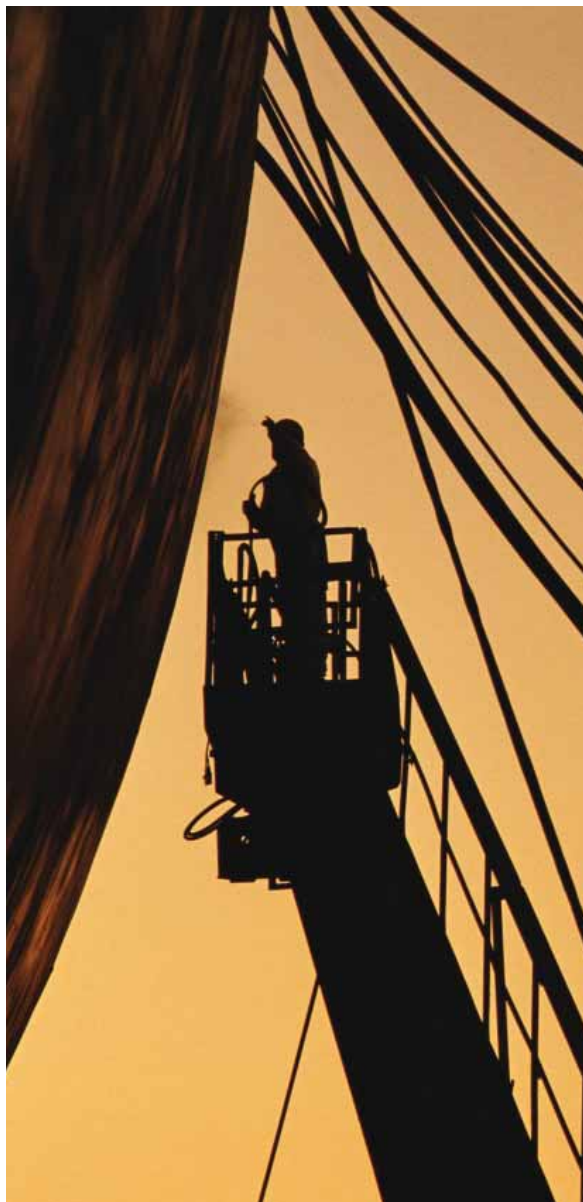
[global.image.solutions@akzonobel.com](mailto:global.image.solutions@akzonobel.com)

or contact AkzoNobel  
Global Image Solutions  
office at:

**AkzoNobel Coatings Ltd**  
136 Milton Park  
Abingdon  
Oxon OX14 4SB  
United Kingdom

Phone +44 1235 442 115 / +44 191 401 2125  
Fax +44 1235 442 180 / +44 191 438 5431  
Mobile +44 7785 772 492 / +44 790 151 0491





# About AkzoNobel

## Who we are

AkzoNobel is proud to be one of the world's leading industrial companies. Based in Amsterdam, the Netherlands, we make and supply a wide range of paints, coatings and specialty chemicals. With a proforma 2007 revenue totaling €14.4 billion, we're the largest global paints and coatings company.

As a major producer of specialty chemicals we supply industries worldwide with quality ingredients for life's essentials. We think about the future, but act in the present. We're passionate about introducing new ideas and developing sustainable answers for our customers. That's why our 60,000 employees – who are based in more than 80 countries – are committed to excellence and delivering Tomorrow's Answers Today.

## How we work

We combine our entrepreneurial flair and technical expertise to help our customers achieve their strategic objectives. Whatever we do, we maintain a sense of personal integrity and social responsibility.

## Committed to health, safety and the environment

AkzoNobel develops products and application methods that are not only better for health and the environment, they offer improved performance too. We're at the forefront of limiting the harmful effects of substances such as VOCs (Volatile Organic Compounds) found in coating formulations. We're also the chemicals industry leader on the Dow Jones Sustainability Indexes and included on the FTSE4Good Index.

Find out more at: [www.akzonobel.com/gis](http://www.akzonobel.com/gis)



**AkzoNobel**

Tomorrow's Answers Today

[www.akzonobel.com](http://www.akzonobel.com)

AkzoNobel is proud to be one of the world's leading industrial companies. Based in Amsterdam, the Netherlands, we make and supply a wide range of paints, coatings and specialty chemicals - pro forma 2007 revenue totaled €14.4 billion. In fact, we are the largest global paints and coatings company.

As a major producer of specialty chemicals we supply industries worldwide with quality ingredients for life's essentials. We think about the future, but act in the present. We're passionate about introducing new ideas and developing sustainable answers for our customers. That's why our 60,000 employees - who are based in more than 80 countries - are committed to excellence and delivering Tomorrow's Answers Today™.

© 2008 AkzoNobel NV. All rights reserved.  
"Tomorrow's Answers Today" is a trademark of AkzoNobel NV.

Product Code 00159\_280808