

## Media release

May 08, 2017

### **AkzoNobel launches new marine coatings app to improve user experience**

Marine coatings customers will now enjoy anytime, anywhere access to data most critical to them, with the launch of AkzoNobel Marine Coatings' International mobile app. The app provides customers with increased convenience and flexibility in accessing the company's wealth of coatings data. It has been specially designed to provide access to application guides, technical datasheets, product brochures, information cards and regional contacts, as well as social media and blog posts. It is available on the Apple app store.

The app functionality will also allow storage of all relevant data on the user's device, ensuring instant access, regardless of connectivity. The app will automatically update the latest information so that customers can be assured that they have the latest specifications available at all times.

"This latest development of AkzoNobel's digital innovation journey demonstrates how we are utilizing the latest technology and communications channels to drive customer engagement and significantly improve user experience," says Oscar Wezenbeek, Managing Director at AkzoNobel's Marine Coatings business. "In building relationships with our customers, we believe it is critical that they are well informed and have instant access to a wealth of information and data, wherever they are, regardless of internet connectivity."

In addition to technical datasheets, application guidelines and material safety datasheets (MSDS), the app also contains a full version of the most up-to-date cargo resistance guide. This information is essential for chemical tanker operators who need to know which coatings are suitable for specific products. The glossary of terms will be invaluable in helping users keep track of the assortment of acronyms and technical terms used in the world of marine coatings, particularly those new to the industry.

The International Marine Coatings app can be downloaded from the app store: <http://bit.ly/2IPapp>

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About AkzoNobel

AkzoNobel creates everyday essentials to make people's lives more liveable and inspiring. As a leading global paints and coatings company and a major producer of specialty chemicals, we supply essential ingredients, essential protection and essential color to industries and consumers worldwide. Backed by a pioneering heritage, our innovative products and sustainable technologies are designed to meet the growing demands of our fast-changing planet, while making life easier. Headquartered in Amsterdam, the Netherlands, we have approximately 46,000 people in around 80 countries, while our portfolio includes well-known brands such as Dulux, Sikkens, International, Interpon and Eka. Consistently ranked as a leader in sustainability, we are dedicated to energizing cities and communities while creating a protected, colorful world where life is improved by what we do. AkzoNobel's 2016 revenue totaled €14.2 billion: Specialty Chemicals €4.8 billion; Decorative Paints €3.8 billion; Performance Coatings €5.7 billion.

**Not for publication – for more information**

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