



SEMINAR INOVASI & PAMERAN BAHAN BINAAN LESTARI SIRI 1/2018

21 March 2018, Wednesday

Shaleeza binti Samsuri
Associate Professional, Specification

WELCOME



ICI Paints
is now
AkzoNobel
Paints.

AkzoNobel

- ICI Paints (Malaysia) Sdn Bhd was established in 1959.
- Acquired by AkzoNobel in 2008.
- Most established paints manufacturer in Malaysia with a wide range of decorative paints.
- A multi-national industrial company owned by:
 - ❖ 60% AkzoNobel N.V.
 - ❖ 40% Permodalan Nasional Berhad (PNB)
- We are now known as Akzo Nobel Paints (Malaysia) Sdn Bhd – effective 1 March 2013

Brand new name. Brand new future.

With ICI Paints bringing a proven track record of more than 70 years of experience in Singapore to the new AkzoNobel, we bring together the combined strengths, resources and expertise of two brand companies. The new AkzoNobel is the world's largest decorative paint and coating company, with a presence in 80 countries. We believe not only in satisfying our customers' needs, but also in contributing to the future world. Because at AkzoNobel, we're committed to delivering Tomorrow's Answers Today.™

www.akzonobel.com.sg/paints

Dulux



AkzoNobel



 **Dulux** PROFESSIONAL

Paints, coatings and specialty chemicals



- Leading global paints and coatings company and a major producer of specialty chemicals
- Consistently ranked as one of the leaders in the area of sustainability
- Passionate about innovation, with 4,000 scientists at 130 laboratories
- Committed to society through our brands and hands-on community projects



OUR BUSINESS



Decorative Paints

The business Operates 3 Units:
1) Decorative Paints Europe , Middle East & Africa
2) Decorative Paints Asia
3) Decorative Paints Latin America

Performance Coatings

The business Operates 3 Units:
1) Marine & performance Coatings
2) Automotive & special coatings
3) Industrial & powder coatings

Special Chemicals

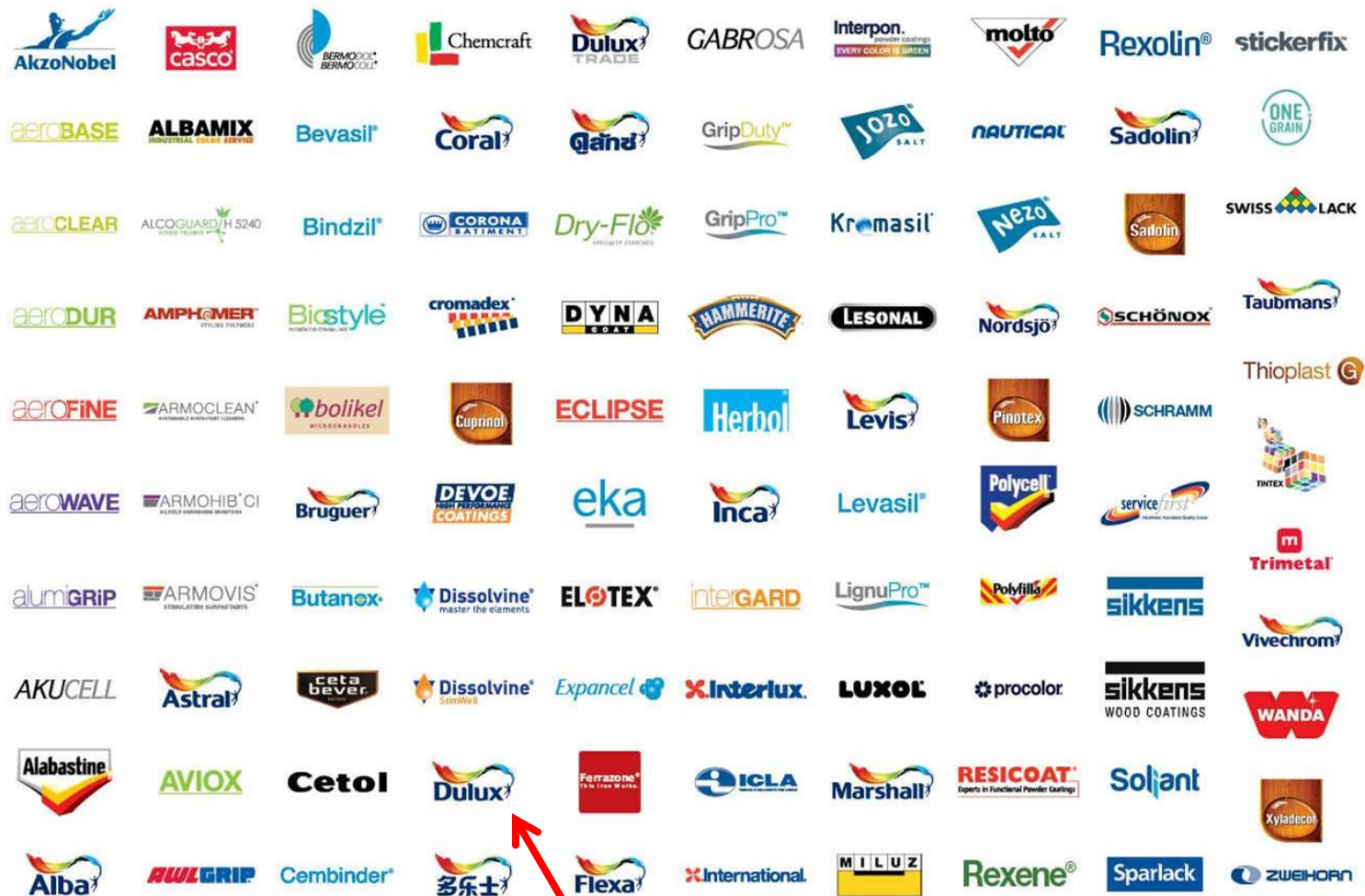
The business Operates 3 Units:
1) Functional Chemicals
2) Industrial chemicals
3) Pulp & Performance chemical
4) Surface chemistry

A selection of brands in our portfolio



AkzoNobel

A selection of brands in our portfolio



Buildings and Infrastructure

~42% of revenues

New Build Projects

Maintenance, Renovation & Repair

Building Products & Components

Transportation

~16% of revenues

Automotive OEM, Parts and Assembly

Automotive Repair

Marine and Air Transport

~17% of revenues

Consumer Durables

Consumer Packaged Goods

Consumer Goods

~25% of revenues

Natural Resource and Energy Industries

Process Industries

Industrial

KEY SECTORS

Redecorations

Infrastructure

Residential

Commercial

Hotels

Healthcare

Industrial

Schools





Portfolio Architecture



With an comprehensive Dulux Professional portofolio and product range, to help you select the right product for your project needs, we categorised our product into 4 key segments :

EXTERIOR

Product for Exterior vertical and horizontal masonry surface, building boards and the like.



INTERIOR

Product for Interior walls and ceilings.



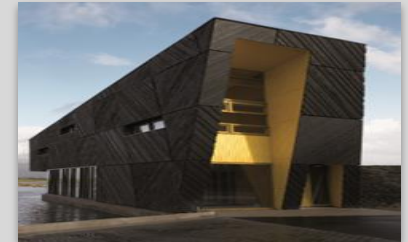
METAL

Product for metal only and metal & wood substrates.



WOOD

Product for wood substrates only.



Portfolio Architecture



**We know different project requires different specification.
To help you select the right products for your project needs,
we categorize our product to different quality level**

BEST



BETTER



GOOD



Portfolio Architecture



Exterior





WEATHERSHIELD

The only exterior paint with



&



for Ultimate Protection

System Painting to Exterior Wall



New surfaces

Repainting of
existing walls

Primer

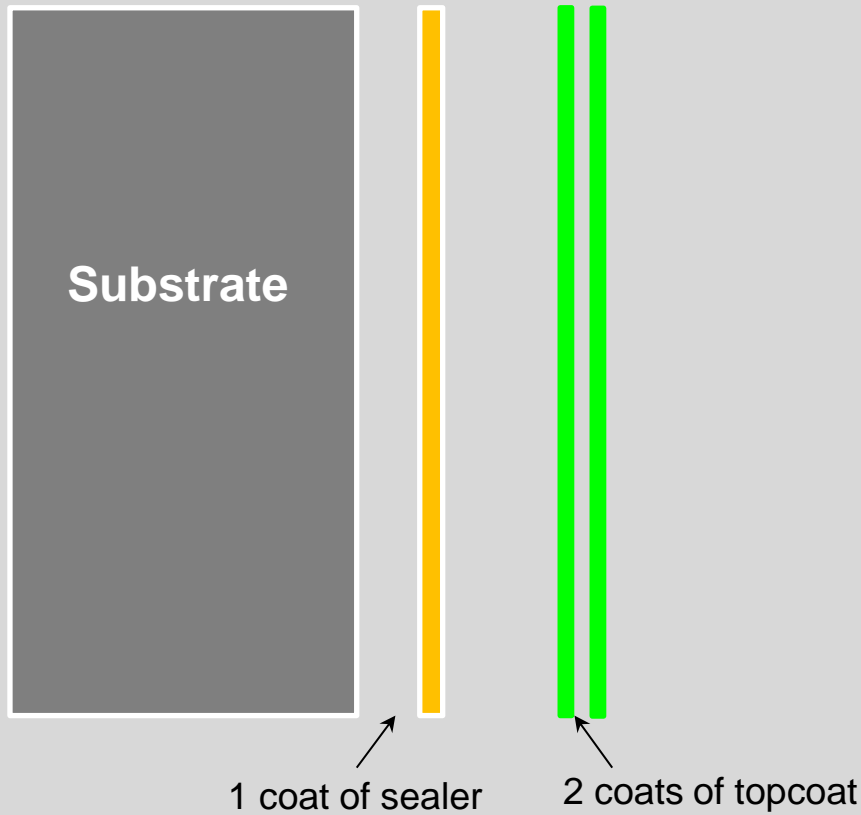


Top Coat



Exterior System

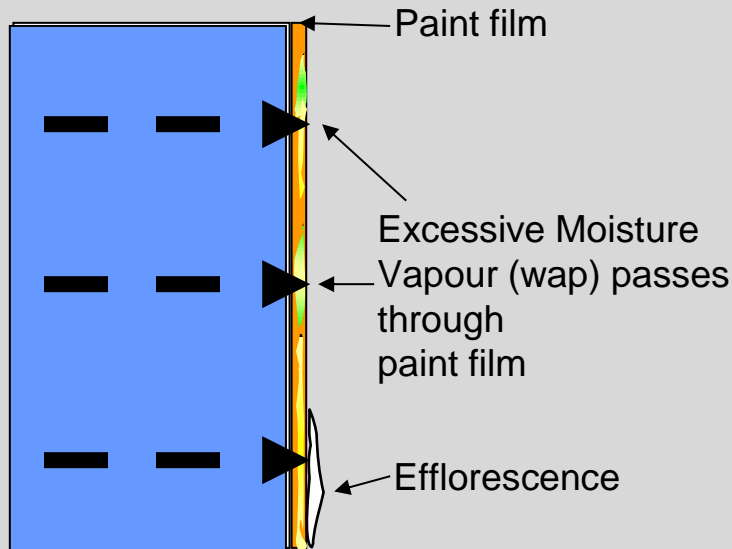
System:



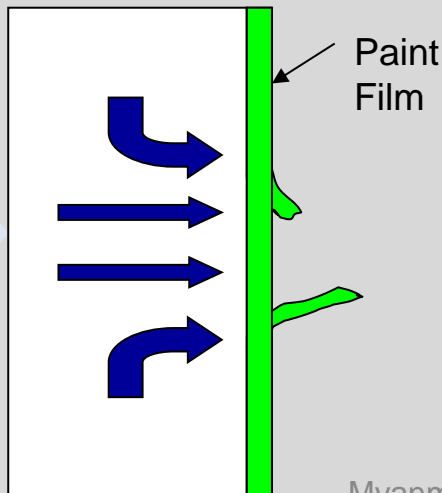
For exterior products, it is important to look at weathering/ durability performance in a full system. Durability (ketahanan) performance of a product is not related to opacity (kelegapan – quality of lacking transparency/translucence) performance.



The problems without using sealer...



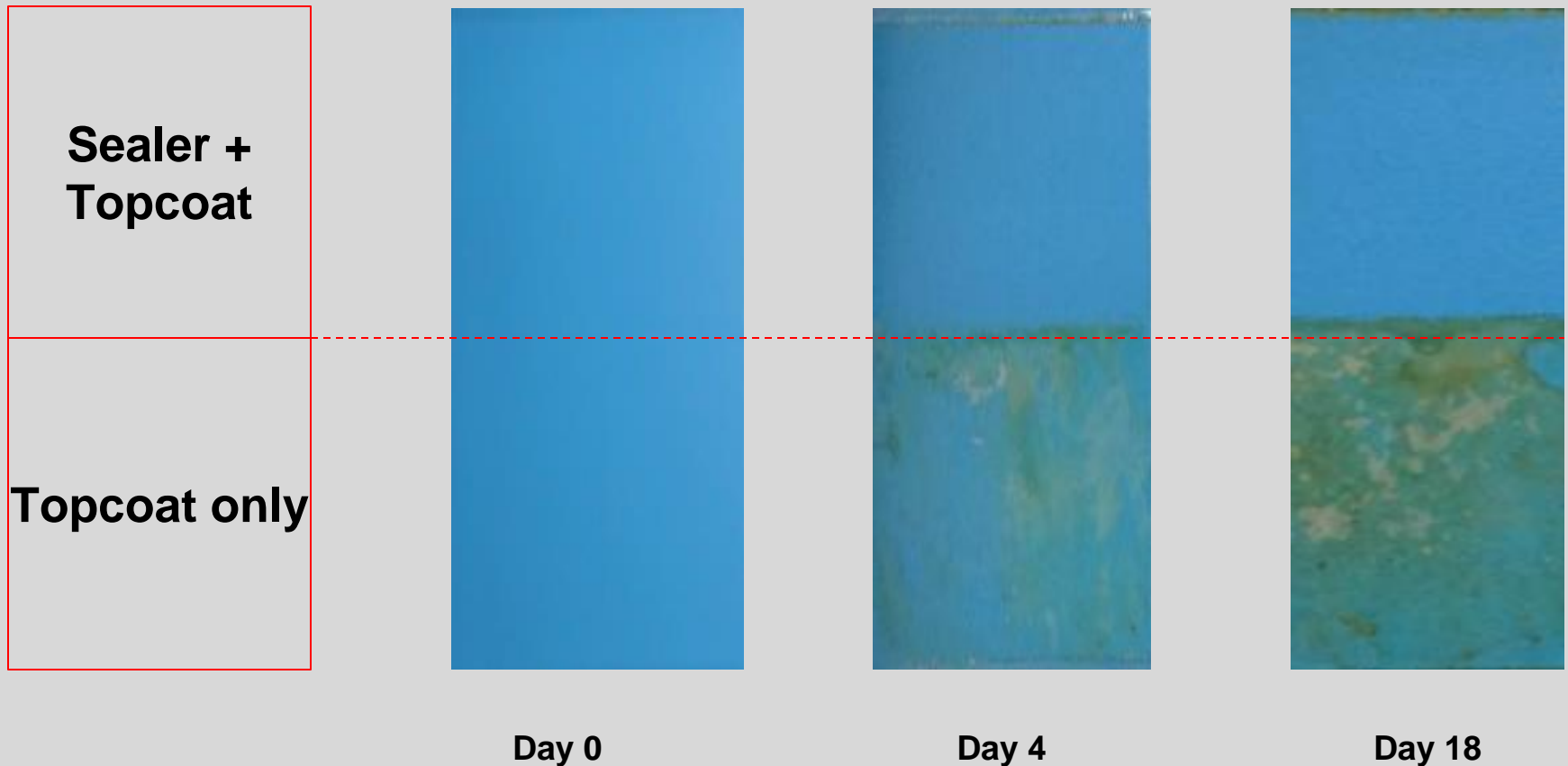
Pressure from moisture either due to seepage (resapan) or wet substrate



Importance of sealer in exterior painting system



**Alkali Resistance test,
Premium Exterior system**



Dulux Professional Weathershield E1000



- Keep Cool technology
- Colourlock technology with UV resistance
- Long Lasting



Keep Cool

Reflects solar heat and reduces exterior surface temperature by up to 5°C.



Colourlock technology

Colourlock technology ensures that the colours on exterior walls stay looking new for longer.



Fungus Guard

Resists ugly algae and fungus growth longer.



Dirt Resistant

Consists of dirt resistance property which enables the finish to stay clean and brighter longer.



Alkali Guard

Resists discoloured patches from dampness.



Peel Guard

Resists peeling and fading due to weathering.



Assurance

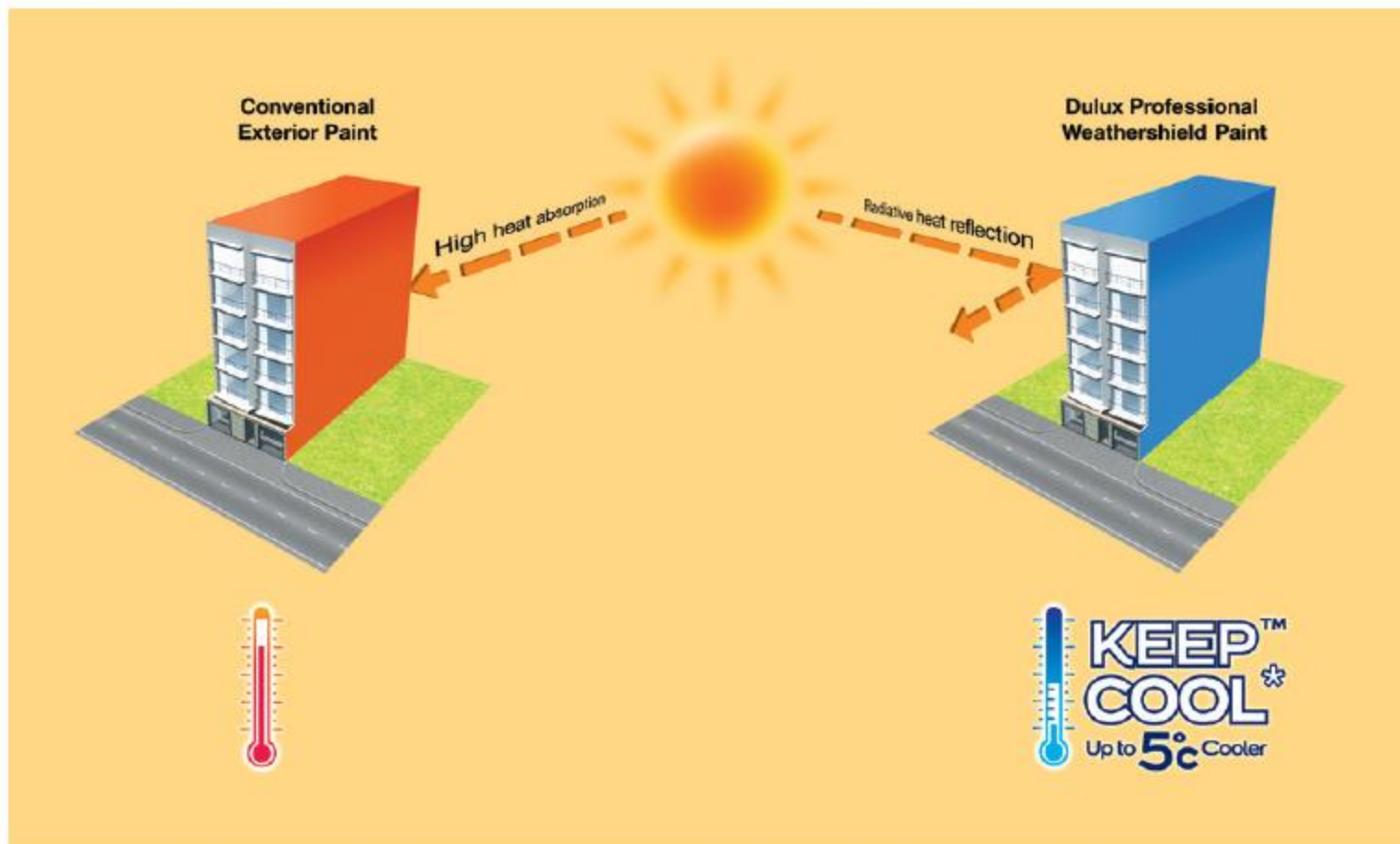
Assurance warranty. Terms and conditions applied.



Environmentally Friendly
Low-VOC Paint



KEEPCOOL™ TECHNOLOGY



Dulux Professional Weathershield Flexx



- High quality acrylic-based emulsion
- Specially formulated for covering hairline cracks



Keep Cool

Reflects solar heat and reduces exterior surface temperature by up to 5°C.



Colourlock technology

Resists excessive and uneven fading by sun's UV.



Rain Proof. Crack Proof

Covers hairline crack.



Dirt Resistant

Resists dirt build up, stays clean and bright longer.



Fungus Guard

Resists ugly algae and fungus growth longer.



Alkali Guard

Resists discoloured patches from dampness.



Peel Guard

Resists peeling and fading due to weathering.



Assurance

Assurance warranty. Terms and conditions applied.



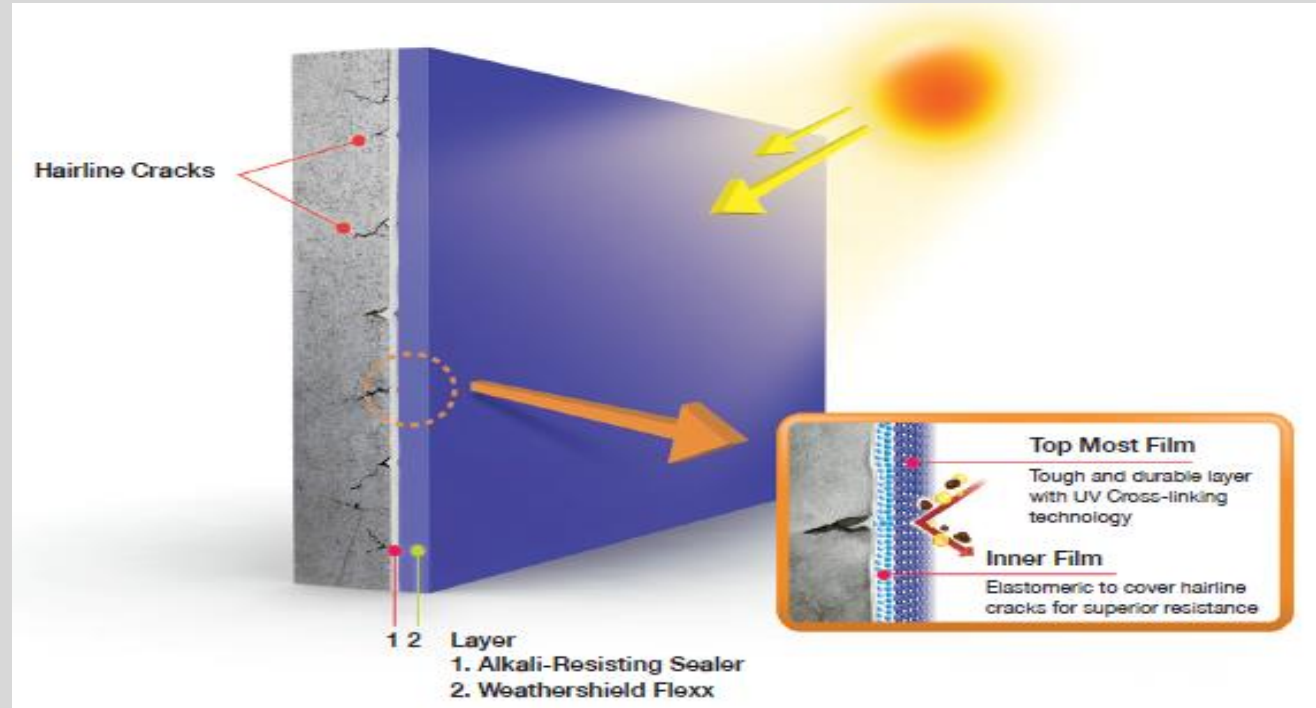
Environmentally Friendly
Low-VOC Paint



Dulux Professional Weathershield Flexx



New Elastomeric Technology



Elastomeric paint - provides excellent elastic properties and the desired flexibility to cover hairlines cracks, accommodate the movement of the substrate and deliver stronger protection from rain seepage.

The active surface UV-crosslinking mechanism of the latex imparts a superior dirt and dust resistance versus other conventional elastomeric paints.

Dulux Professional Weathershield Express



- Two Functions in One solution
- High-Bond Latex combines sealer and topcoat functions in one product
- Paint without applying sealer



Keep Cool

Reflects solar heat and reduces exterior surface temperature by up to 5°C.



Colourlock technology

Colourlock technology ensures that the colours on exterior walls stay looking new for longer.



Fungus Guard

Resists ugly algae and fungus growth longer.



Dirt Resistant

Consists of dirt resistance property which enables the finish to stay clean and brighter longer.



Alkali Guard

Resists discoloured patches from dampness.



Peel Guard

Resists peeling and fading due to weathering.



Assurance

Assurance warranty. Terms and conditions applied.



Environmentally Friendly
Low-VOC Paint

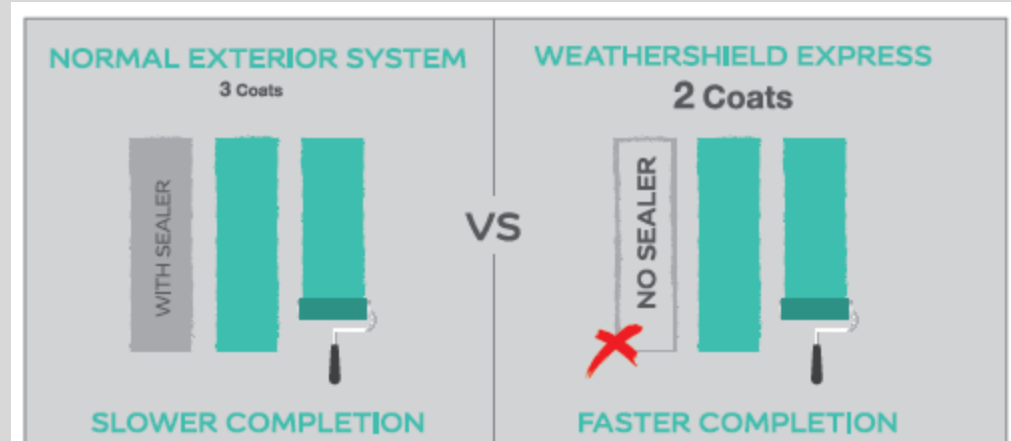


DULUX PROFESSIONAL WEATHERSHIELD EXPRESS



- ✓ Two Functions in One solution
- ✓ High-Bond Latex combines sealer and topcoat functions in one product
- ✓ Paint without applying sealer

"Higher efficiency is critical for your business."



Dulux Professional Weathershield Creation Acryltex



- Premium quality waterbased acrylic texture bodycoat
- Able to create varying texture effects



SYSTEM INFORMATION:

For Wall	Sealer (1 coat)	Texture (1 coat)	Finish (2 coats)
Repainting & Powdery Surfaces	Dulux Professional Weathershield Solventbased Sealer E1000	Dulux Professional Weathershield Creation Acryltex	Dulux Professional Weathershield Range
New and Alkali	Dulux Professional Weathershield Sealer E1000	Dulux Professional Weathershield Creation Acryltex	

Dulux Professional Weathershield Roof



- Premium acrylic exterior paint for roof tiles
- Smooth finish and mid sheen
- Long Lasting



Keep Cool

Reflects solar heat and reduces exterior surface temperature by up to 5°C.



Colourlock technology

Colourlock technology ensures that the colours on exterior walls stay looking new for longer.



Fungus Guard

Resists ugly algae and fungus growth longer.



Dirt Resistant

Consists of dirt resistance property which enables the finish to stay clean and brighter longer.



Alkali Guard

Resists discoloured patches from dampness.



Peel Guard

Resists peeling and fading due to weathering.



Assurance

Assurance warranty. Terms and conditions applied.



Environmentally Friendly
Low-VOC Paint



Dulux Professional Exterior E700 Matt



- Durable acrylic water-based emulsion paint
- Protection against weather elements
- Superior colour retention



Chroma Brite

For long lasting beautiful bright colour.



Fungus Guard

Resists ugly algae and fungus growth longer.



Dirt Resistant

Consists of dirt resistance property which enables the finish to stay clean and brighter longer.



Alkali Guard

Resists discoloured patches from dampness.



Peel Guard

Resists peeling and fading due to weathering.



Assurance

5 years warranty. Terms and conditions applied.



Environmentally Friendly
Low-VOC Paint



Exterior Sealer



Dulux Professional Weathershield Sealer E1000



- Superior quality acrylic-based sealer
- Alkali resisting
- For both interior and exterior



Fungus Guard

Resists ugly algae and fungus growth longer.



Alkali Guard

Resists discoloured patches from dampness.



Peel Guard

Resists peeling and fading due to weathering.



Environmentally Friendly
Low-VOC Paint



Dulux Professional Weathershield Solventbased Sealer E1000



- Superior quality solventbased sealer
- Alkali resisting
- Excellent adhesion to new and previously painted substrates
- For both interior and exterior



Fungus Guard

Resists ugly algae and fungus growth longer.



Alkali Guard

Resists discoloured patches from dampness.



Peel Guard

Resists peeling and fading due to weathering.



Dulux Professional Exterior Sealer E500



- Alkali resisting
- For both interior and exterior



Fungus Guard

Resists ugly algae and fungus growth longer.



Alkali Guard

Resists discoloured patches from dampness.



Peel Guard

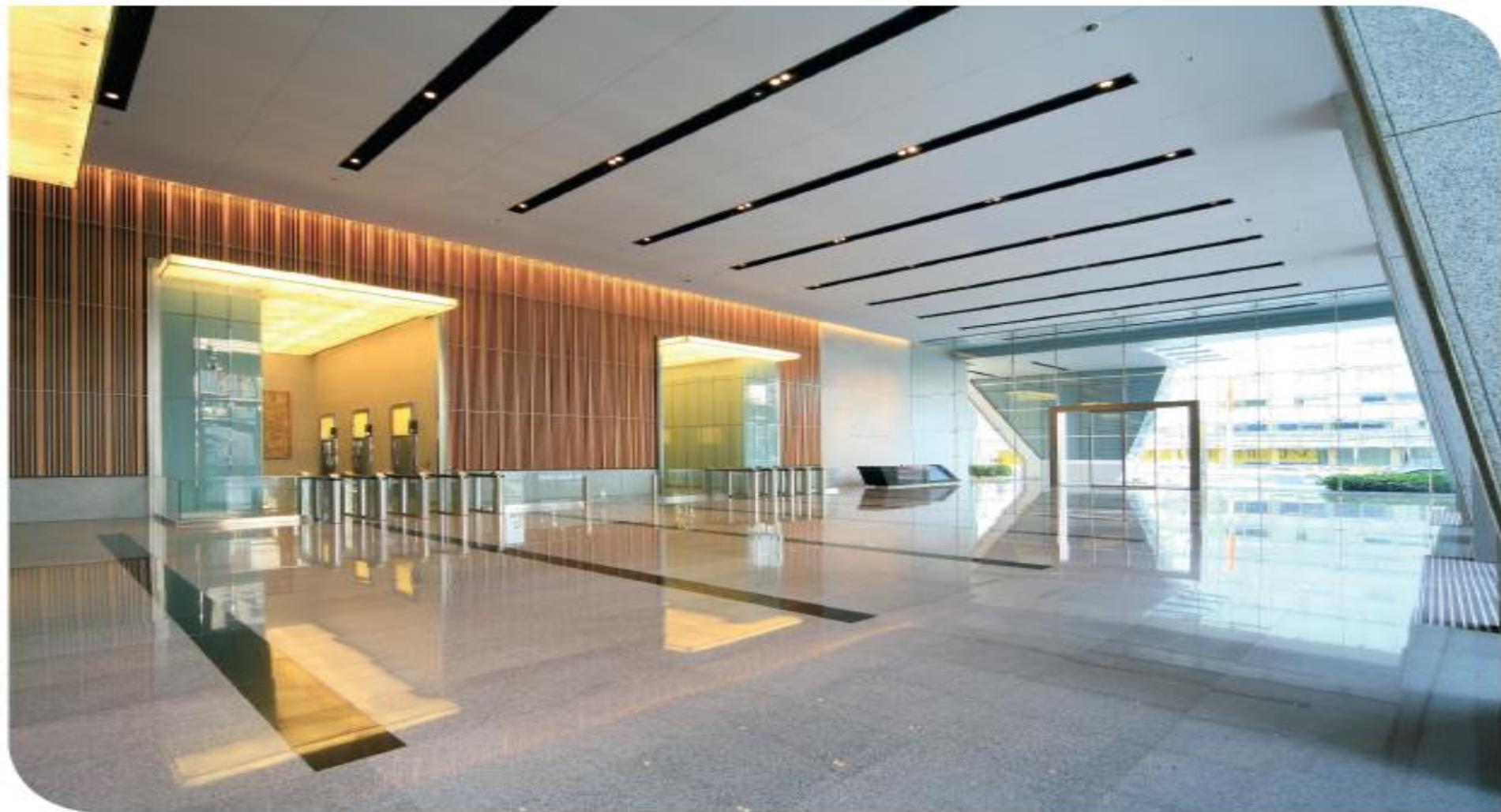
Resists peeling and fading due to weathering.



Environmentally Friendly
Low-VOC Paint



Interior



Dulux Professional Diamond A1000 Matt



- Premium quality paint
- Smooth and matt finish

- Matt Finish
- Colourguard technology that lock in colours
- Low odour Low VOC
- Greenlabel certified
- Sirim eco-label certified



Environmentally Friendly
Low-VOC Paint



Dulux Professional Diamond A1000 Sheen



- Premium quality paint
- Smooth and sheen finish

- Sheen Finish with glow of pearl and feel of silk
- Highly washable surfaces
- Colourguard technology that lock in colours
- Low odour Low VOC
- Greenlabel certified
- Sirim eco-label certified



Environmentally Friendly
Low-VOC Paint



Dulux Professional Diamond SmartLight



- Premium quality paint with cutting-edge Lumitec technology
- Enhanced spaciousness to your room

- Provides brighter rooms versus normal emulsion paint
- Reflects light up to 2x
- Reduces electricity consumption
- Colourguard technology that lock in colours
- Low odour Low VOC
- Greenlabel certified
- Sirim eco-label certified



Environmentally Friendly
Low-VOC Paint



Dulux Professional Diamond Refresh



- Premium quality, odour neutralizing, anti-formaldehyde paint
- It neutralises formaldehyde, a common indoor air pollutant

- Superior washability
- Mould & fungus resistant
- Anti-bacteria
- It neutralises formaldehyde
- Colourguard technology that lock in colours
- Low odour Low VOC
- Greenlabel certified
- Sirim eco-label certified



Environmentally Friendly
Low-VOC Paint



Dulux Ambiance



Dulux Ambiance is an exclusive range of premium interior and special effects paints that truly Personalise Your Walls.

Dulux Ambiance™ Special Effects Paint, a selection of fine featured finishes and textures— that adds both a new physical and visual dimension, bringing an unique touch and feel to home walls.

- Metallic
 - Velvet
 - Marble
 - Linen
- Available in 1L



Dulux Professional Interior E700 Sheen



- High quality water-based emulsion paint
- Formulated for durability and long lasting colour

- Chroma Brite for long lasting beautiful bright colour
- High opacity
- Good coverage
- Low odour Low VOC
- Greenlabel certified
- Sirim eco-label certified



Environmentally Friendly
Low-VOC Paint



Interior Sealer



Dulux Professional Diamond Sealer A1000



- Highly effective waterbased alkaline resisting sealer
- For new interior masonry walls

- Excellent alkali resistance
- Excellent efflorescence resistance
- Improves the opacity of subsequent finish paint
- Low odour Low VOC
- Greenlabel certified
- Sirim eco-label certified



Environmentally Friendly
Low-VOC Paint



Dulux Professional Diamond Solventbased Sealer A1000



- High performance alkaline resisting sealer
- Excellent adhesion
- For new and previously painted interior masonry walls

- Excellent alkali resistance
- Excellent efflorescence resistance
- Promotes adhesion of new paint
- Improves the opacity of subsequent finish paint



Dulux Professional Interior Sealer A500



- Waterbased alkaline resisting sealer
 - For new interior masonry walls
-
- Alkali resistance
 - Good adhesion
 - Improves the opacity of subsequent finish paint
 - Low odour Low VOC
 - Greenlabel certified
 - Sirim eco-label certified



Environmentally Friendly
Low-VOC Paint



Metal & Wood



Dulux Professional Quick Dry Gloss



- 100% Waterbased acrylic coating
 - For indoor and outdoor application on metal and wood surfaces
-
- Quick drying
 - Non-yellowing properties
 - Low odour Low VOC
 - Greenlabel certified
 - Sirim eco-label certified



Environmentally Friendly
Low-VOC Paint



Dulux Professional Solventbased Alkyd M1000 Gloss



- Smooth finishing of continuous film
 - For metal and wood surfaces
-
- High gloss and excellent gloss retention
 - Excellent colour fastness
 - Excellent durability and fungus resistance
 - Meet MS 125:1995



Dulux Professional Solventbased Alkyd M1000 Semi-Gloss



- Smooth finishing of continuous film
- For metal and wood surfaces

- Semi-gloss finishing
- Quick drying
- Excellent colour fastness
- Long lasting protection



PROJECT REFERENCE

Stadium Bukit Jalil



PKNS – 157 Unit, Bernam Jaya





PKNS – 64 Unit Bernam Jaya



DEVELOPER: AKISAMA

PROJECT : RAZAK MANSION APARTMENT AT
SG. BESI





DEVELOPER: PUTRAJAYA HOLDINGS

PROJECT: DWIPUTRA



**DEVELOPER: NUMESTRO
GROUP
PROJECT: NUMESTRO ARTES
60% INPROGRESS**



**DEVELOPER: PLENITUDE BAYU
PROJECT: THE STRAITS REGENCY
50% INPROGRESS**



DEVELOPER: AROMA
PROJECT: STAR HILL
50% INPROGRESS





DEVELOPER: PLENITUDE BAYU
PROJECT: THE MARINE
60% IN PROGRESS







DEVELOPER: PLENITUDE BAYU
PROJECT: THE STRAITS
REGENCY



DEVELOPER: GEO VALLEY
PROJECT: PINE
RESIDENCE



**DEVELOPER: CURAH BAHAGIA
PROJECT: UPPER EAST
CONDOMINIUM**



GURNEY 2



**IPOH PERAK
D'FESTIVO RESIDENCE**



**DEVELOPER: IVORY
PROPERTIES
PROJECT: CITY MALL TOWER**



THANK YOU



NAME:

SHALEEZA SAMSURI (Sha)

Associate Professional, Specification

MOBILE NO:

017-3666 807



EMAIL:

shaleeza.samsuri@akzonobel.com

