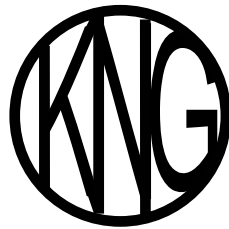

GLOBAL PAINT & COATINGS

2009-2014

A Multiclient Study

NOW AVAILABLE

October, 2009



KUSUMGAR, NERLFI & GROWNEY, INC.

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RECOVERY YIELDS MODEST GROWTH

The good news for the global coating industry is that the years between 2009 and 2014 will see better than average increases in consumption. The bad news is that usage in 2009 is well below that in 2008 as a result of the global economic meltdown. Global coating consumption in 2009 is estimated to be 58.7 MM pounds (26.7 MM metric tons) valued at \$88.4 billion. Coating volume was down -6% globally in 2009 compared to 2008 and dollar value was off even more at -8%.

Recovery of the global economy will give coating consumption an average annual increase of 5% in volume through 2014. In 2014 coating poundage is forecast to be up 30% over 2009 and dollar value up 26%. However, when compared to the pre-recession year of 2008, poundage in 2014 is projected to be up 21% and dollar value 15%.

The Asia-Pacific region was the largest consumer of coatings in both volume (40% of pounds) and value (36%) in 2009. The region has been the global leader in volume for the last several years and in 2009 surpassed Europe to become number one in dollars. Asia-Pacific is forecast to have the highest rate of growth, 7%/yr, through 2014 which is being propelled by Chinese consumption. India and other smaller developing economies are also adding to consumption.

Europe was the second largest consumer of coatings in 2009 with 29% of the volume and 34% of the dollars. European volume had grown modestly in recent years as faster growth in Eastern European countries and Russia and Turkey fueled consumption. However, European volume was down -10% in 2009. A 4% annual rate of growth is forecast for European volume through 2014.

North American coating consumption in 2009 was 21% of the global poundage and 24% of the value. Volume was down -12% compared to the prior year and value was down an even greater -14%. A 3% annual rate of growth is forecast through 2014 when volume will be up 17% over 2009, but only 3% when compared to 2008. Table 1 summarizes global coating consumption by region.

Table 1							
GLOBAL COATING CONSUMPTION BY REGION, IN MILLIONS							
Region	2008		2009		2014		AGR, 09-14
	LB	\$	LB	\$	LB	\$	
Asia-Pacific	23412	32240	23349	31566	33169	43848	7
Europe	19181	33665	17224	30196	20856	35372	4
North America	13866	24197	12261	20912	14332	24275	3
South/Central America	4673	4553	4443	4312	5648	5520	5
Rest-of World (ROW)	1557	1549	1459	1438	2120	2064	8
TOTAL	62689	96204	58736	88424	76125	111079	5

THE STUDY

GLOBAL PAINT & COATINGS characterizes consumption for base year 2009 and provides projections to the year 2014. Consumption for the year 2008 is also provided as a point of reference. The report gives a comprehensive analysis of global paint and coating consumption by region, country, application, and technology. Growth rates, trends, recent developments, supplier structure, applications, and end users are assessed. A separate section of the report summarizes each paint and coating end use.

An Executive Summary provides subscribers a concise, easy to read representation of the global paint & coatings industry. The Business Analysis summarizes consumption by region, segment, end use and technology and details the global paint and coatings supplier structure. A review of mergers and acquisitions is part of the Business Analysis. **GLOBAL PAINT & COATINGS** accurately portrays the industry in the identified regions and countries, and provides critical insights into future developments.

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OUR QUALIFICATIONS

Kusumgar, Nerlfi & Growney is a consulting firm specializing in market research and business analysis for the polymer and chemical industries. Members of the firm possess some 80 years of experience analyzing the coating, ink, and adhesive & sealant industries. Kusumgar, Nerlfi & Growney is dedicated to providing comprehensive and accurate information and insight on technology driven markets.

The information and analyses contained in **GLOBAL PAINT & COATINGS** was developed by Michael Growney, Minesh Kusumgar and Steven Nerlfi. No outside contractors were employed. Our expertise has been gained from conducting over 35 multiclient and numerous proprietary studies.

ADDITIONAL SERVICES

Kusumgar, Nerlfi & Growney's current multiclient project is **GLOBAL COATING & INK ADDITIVES**. The study will analyze five major additive types used in coatings and inks. The study will investigate the impact of the recent global slowdown on consumption and provide a forecast for future demand.

Our recently completed studies include **ASIAN PAINT & COATINGS** and **ASIAN COATING ADDITIVES**. Interested parties are invited to contact Kusumgar, Nerlfi & Growney for brochures and additional information. Brochures can be obtained at www.kusumgar-nerlfi-growney.com. We welcome inquires for projects of a proprietary nature.

SUBSCRIPTION INFORMATION

GLOBAL PAINT & COATINGS is available through subscription. The price of the study is \$6,500. Subscribers will receive 3 electronic copies (PDF) of the report. Additional copies are available upon request of the subscriber for \$750. A corporate use license is available. To subscribe, please complete and sign the contract on the following page and return to Kusumgar, Nerlfi & Growney. For additional information please call Kusumgar, Nerlfi & Growney at 201-773-0785 (FAX: 201-773-8517) or e-mail us at nerlfikng@cs.com.

CONTRACT FOR GLOBAL PAINT & COATINGS

KUSUMGAR, NERLFI & GROWNEY, INC.
45 Willow Street
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Please initiate our participation in **GLOBAL PAINT & COATINGS**. We understand our subscription entitles us to three electronic copies (PDF) of the final report.

We agree that for a period of three years from publication to:

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2. Restrict use of the study to our own employees.
3. Prevent the disclosure of its contents, to the best of our ability, to any other firm or person.

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Kusumgar, Nerlfi & Growney will take reasonable precautions to prevent disclosure of the contents of this study, except to subscribers, for a period of three years after it is issued.

We understand the fee for **GLOBAL PAINT & COATINGS** is \$6,500.

Kusumgar, Nerlfi & Growney will invoice us for the full amount upon acceptance of our participation, after a countersigned copy of this contract is returned to us for our records. We will pay this invoice within thirty days.

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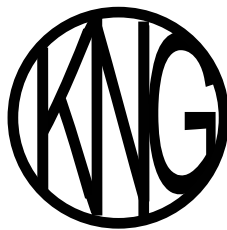
POLYMER AND CHEMICAL BUSINESS ANALYSIS AND MARKET RESEARCH

ADDITIONAL SERVICES

GLOBAL PAINT & COATINGS is Kusumgar, Nerlfi & Growney's sixteenth multiclient study. Studies immediately available, or scheduled for completion, include:

- **ADHESIVES IN DEVELOPING REGIONS**, December 2003
- **ADDITIVES, 2003-2008**, September 2004
- **THE ASIAN COATINGS INDUSTRY**, September 2005
- **RADIATION-CURED PRODUCTS, 2005-2010**, July 2006
- **THE U.S. PAINT & COATINGS INDUSTRY, 2006-2011**, September 2007
- **ASIAN COATING ADDITIVES**, May 2008
- **ASIAN PAINT & COATINGS**, September 2008
- **ASIAN ADHESIVES & SEALANTS**, March 2009
- **GLOBAL COATING & INK ADDITIVES**, due year-end 2009

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