



Editorial of March 16th 2006 by Mark Drukenbrod

Hello and welcome to your late week international coatings Industry Letter brought to you by SpecialChem. There is good and bad news this issue, most of it global in nature.

DuPont said yesterday it would cut 1,500 jobs in its performance coatings business, most of them in Europe. This is in addition to their February announcement that about 200 positions would be eliminated in association with the closing of the company's Troy, Michigan, USA laboratory and its consolidation into Mt. Clemens facility.

DuPont said it would close the Rubi and Polinya sites in Spain, the Breda site in The Netherlands, and the Hellac Laboratory in Germany. In addition to those four facilities, the company also will close one warehouse in Germany and another in the United States, and consolidate two other U.S. warehouses in a new location. The cuts will reduce annual costs by up to \$165 million, the company said.

From Portugal, paint manufacturer Barbot announced plans to open a factory in Angola by the end of the year. Barbot, fourth largest producer in Portugal, said it expects a turnover of up to 2 million euros in the first year.

The new unit will require an investment of about US\$1 million and a large amount of machinery to be installed there would be transferred from factories in Portugal. The new factory is expected to have an annual production capacity of around 1 million liters of paint.

In our tech file, a Melbourne, Australia-based company called The Specialty Group has turned their attention to technology by making fabrics glow-in-the-dark. The product, named "Energlo", glows for over three hours in total darkness after only twelve minutes of exposure to natural light. The technology involves the use of photo-luminescent (light absorbing and emitting) crystals that are dispersed within several layers of the company's waterproof breathable fabric coating and then applied to a variety of face fabrics that will ultimately be used for wet weather clothing where additional night time visibility is required.

Car buyers who want to stay up-to-date when choosing the color of their cars in the next few years will opt for striking, mixed colors that defy the definition of classic colors.

New trend-setting colors will no longer fit traditional descriptions like green, blue or gray. The full chromatic spectrum of such "hybrid" colors often reveals itself only under particular light conditions. Hints of turquoise may give blue a mysterious glow, while a delicate, pearly gloss may subtly infuse a pale green-gray.

This approach to color was described by designers at BASF Coatings at the company's annual color trend forecast.

Apart from colors and effects, the tactile quality of car surfaces is becoming increasingly important for car buyers. In the future, car surfaces will feature even greater differentiation than today—for example, high gloss, matte or a combination of both.

Car color forecasts are developed by BASF Coatings in close collaboration and consultation with designers in the global automobile industry. Experience shows that the new car colors being developed today will enter production within three to six years—that is, beginning in 2009 or 2010.

Saturated pastels that offer a gentle lushness filled with color are predicted to be the new mid-tone colors in the foreseeable future. Green, a mixture of yellow and blue primary colors, will become a staple in the industry, continuing to reinvent itself in new shades and variations, a trend that is already seen in couture, home interiors and in muted to brightly colored cars. Orange is shifting toward copper tones, while deep browns, seen in dark rich wooden floors and furnishings, will continue to reflect the strong influence of colors associated with nature. Fresh-water blue and blue-greens approaching turquoise will keep growing in popularity for sporty applications, while luxury blues will trend toward the dark-red side. High-end and luxury vehicles will be enhanced with the introduction of dark, rich blood-reds, while fire red will remain highly popular for sporty cars.

Tinted blacks and shades of white, with glitter effects and so-called color travel, represent the opposite extreme from such solid classics as uniform white and black. We can expect silver, with its evocation of high technology, to remain a popular choice. Standard silver tones will be reinvented, however, with the addition of fluid tints and colors, lending a new and more colorful aura to traditional silver.

In other news, Industrial Nanotech announced that the Company is working with one of North America's Big Three automakers based in Detroit, Michigan regarding the incorporation of its patent pending Nansulate coatings as an energy saving measure in various production models ... [more about this news](#)

The Sherwin-Williams Company is updating its expectations for the first quarter of 2006 that were previously announced on January 26, 2006 ... [more about this news](#)

An innovative developer and international supplier of auto rejuvenation products and processes, and a business unit of NeoMedia Technologies, Inc., announced a more extensive business relationship with DuPont ... [more about this news](#)

And finally, Dow will increase selling prices for VAM in Europe by 75 Euros per metric ton; in the Middle East/Africa by US\$90 per metric ton and in Asia Pacific by US\$90, effective April 1, 2006 ... [more about this news](#)

Thank you for reading the Industry Letter!

Best,
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