

Polling the Conference

WHAT ACC DELEGATES EXPECT FOR THE AMERICAN COATINGS MARKET

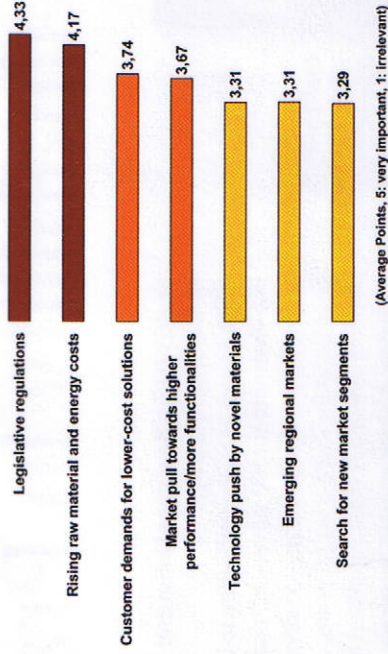
★ Drawing on the combined market expertise of the delegates at the American Coatings Conference, a poll among this audience revealed their outlook regarding current market expectations, R&D drivers, as well as the importance of specific technology topics.

Approximately 180 conference delegates out of the 600 pre-registered attendees took the time to take part in the poll, which was issued two weeks ago.

When asked about their market expectations for specific coatings segments, the highest growth expectations were associated with functional/smart coatings, where some 78% of respondents expect slight or significant growth in the next two years. Protective coatings came out as the runner-up at 58%. Perhaps not

surprisingly, the situation is different for automotive coatings, where 55% of the participating delegates expect slight or significant shrinkage of the market.

The poll's results concerning the current R&D situation were also very interesting. Ranking different drivers on a scale from 5 (very important) to 1 (irrelevant), the delegates clearly see legislative regulations as the most important driving force for innovations with an average ranking of 4.33; rising raw material and energy costs closely behind at 4.17; and the group of customer demands for lower-cost solutions as well as the market pull towards higher performance and more functionalities coming in next at 3.74 and 3.67, respectively. Clearly, though, with no conceivable factor ranking as unimportant, it is typically a mix of factors that truly drives the development.



Conference delegates' ranking current driving factors governing coatings R&D



Relevance of coatings technologies for the future coatings development, as seen by the ACC participants

ACC Honors Innovation with a Bold, New Award

★ Researchers from the University of Southern Mississippi win the ACC's first American Coatings Award.

A prestigious new prize celebrating innovations in coatings research, co-sponsored by NPCA and Vincentz Network, was awarded to a team of scientists from the University of Southern Mississippi. The winning paper, "Letting Nature Tackle the Dirty Work: The Future of Coatings



2008 ACC Award winner James W. Rawlins proudly displays his trophy

Additives," describes the team's collaboration with Reactive Surfaces Ltd. of Austin, Texas to develop a self-synthesizing film. Vincentz's Barbara Brune and NPCA's Michael Morgan presented the \$2,500 award to the paper's lead author, James Rawlins, at an awards ceremony attended by hundreds of conference participants on Monday.

"Competition for the prize was intense. We received 180 abstracts for 72 presentation slots," said Morgan. "The winning paper had to be innovative, scientific, clearly presented and of wide-ranging interest. Short-listing 12 finalists was tough, but Rawlins' team was the clear winner."

When asked how he planned to use the prize money, Rawlins said: "We'll buy a bottle of champagne, then split the remainder among the younger team members to reward their passionate pursuit of science."