



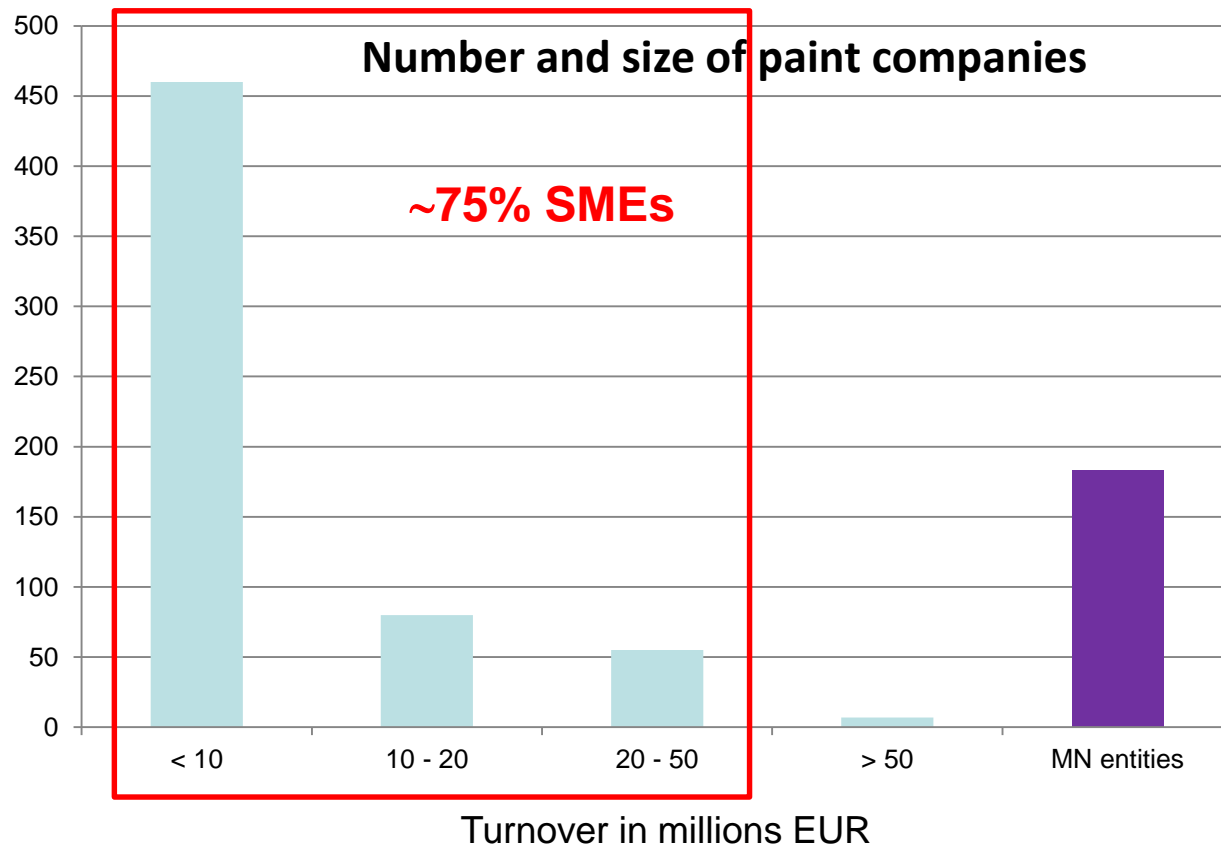
About CEPE



CEPE is the EU collective body that represents:

<u>Companies</u>	<u>Value</u>
Approx. 800 paint producers	13 billion EUR/y
75 printing ink 	3 billion EUR/y
20 artists' colours 	0.3 billion EUR/y
110,000 people directly employed	85% of market value
20 national associations	

W. Europe





Waterborne Paints in EU



In the past 30 years the paint industry made a massive change by moving away from solvent based paints to waterborne.

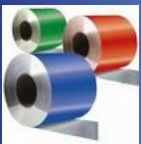


From today's 4 million tons of paints for buildings **some 85 % is waterborne.**

This switch to waterborne was made possible by small additions of biocides to allow for:

- The **supply-chain** to cope with the dwelling times of up to 24 months before the moment a consumer actually buys the waterborne paint.

- The **consumer** to find fresh paint when opening the paint container and to use his purchased paint as much as possible. For more than one paint job as long as he closes the container between jobs.



Waterborne Paints in EU



The tool-box with effective biocides gets smaller and smaller for paints.

Reducing efficacy at in-can preservation

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increase of off quality paint volume going into waste

May this day contribute to obtaining a holistic approach on the use of biocides for products that cannot do without them.

