



# Press release

**AkzoNobel**  
Tomorrow's Answers Today

## Florida Body Shop Owners and Painters Spend an “Evening with Wanda”

**Norcross, GA – April 7 2010** – Florida’s tropical beaches and colorful nightlife have long provided the perfect backdrop to a variety of celebrity events. This was true as Florida paint distributors recently rolled out the red carpet for Wanda, an emerging auto refinish system that took center-stage during three “Evening with Wanda” launch events.

The paparazzi may not have been in attendance, but the brand’s “Wanda” spokeswoman was there to speak with dozens of area body shop owners and painters who gathered at Elite Refinish Supply, LLC in Bradenton; Tampa Industrial Automotive in Tampa; and Ivaroan World Kolor, Inc. in Orlando, to get their first good look at Wanda—the newest car refinish system by AkzoNobel North America. The event provided attendees with an upbeat, interactive introduction to the products, as well as opportunities to win valuable prizes and get their picture taken with “Wanda.”

“This is a brand that has come of age,” said Mark Rapson, AkzoNobel’s Commercial Manager of Trade Brands, North America. “Increasing numbers of body shops and refinish specialists, including enthusiasts and car hobbyists, are asking distributors for easier-to-use products that provide an excellent color match and flawless, professional-looking finish. The ‘Evening with Wanda’ events are a great way for painters and body shop owners to learn firsthand how Wanda can meet their needs, while saving them money.”

The Wanda car refinish system is quickly gaining momentum throughout North America after its debut in the U.S. in 2007. Wanda has been a leading brand in South and Latin America, as well as the Caribbean for more than 75 years; receiving its unique name by the brand’s founder whose daughter was born that same year.

The secret to Wanda’s global success is its color match, simplified approach to mixing ratios of clear, primer and color products, utilizing a universal hardener and extensive color documentation tools for a “right the first time” finish. Fewer products make the system easier to use and help reduce inventory.

Wanda distributors interested in hosting an “Evening with Wanda” event in their area can email [wandarefinish@akzonobel.com](mailto:wandarefinish@akzonobel.com) for more details and an Event Request Form. For more information about the full range of Wanda products and color tools, visit our website at [www.wandarefinish.com](http://www.wandarefinish.com).

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### **Note to Editor**

Car Refinishes is one of the world’s leading suppliers of paints and services for the car repair, commercial vehicles and automotive plastics markets. It sells coatings for car body refinishing, or recoating, to customers including bodyshops, distributors, fleet owners, automotive suppliers and major bus and truck producers. Brands include Sikkens®, Lesonal®, Dynacoat®, Wanda®, and Autocoat® BT. Operating in more than 60 countries, Car Refinishes has specialists around the world who understand local markets and can serve local needs. Its state-of-the-art customer services, color and technology solutions include offering technical and logistical support and the delivery of training programs.

Internet: <http://www.carrefinishes.com>

### **For more information:**

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### **Safe Harbor Statement**

This press release contains statements which address such key issues as Akzo Nobel’s growth strategy, future financial results, market positions, product development, products in the pipeline, and product approvals. Such statements should be carefully considered, and it should be understood that many factors could cause forecasted and actual results to differ from these statements. These factors include, but are not limited to, price fluctuations, currency fluctuations, developments in raw material and personnel costs, pensions, physical and environmental risks, legal issues, and legislative, fiscal, and other regulatory measures. Stated competitive positions are based on management estimates supported by information provided by specialized external agencies. For a more comprehensive discussion of the risk factors affecting our business please see our latest Annual Report, a copy of which can be found on the company’s corporate website [www.akzonobel.com](http://www.akzonobel.com).