



Press release

AkzoNobel
Tomorrow's Answers Today

Unikote Treats Area Body Shops and Painters To Three Summer “Evenings with Wanda”

NORCROSS, GA – August 13, 2010 – Temperatures may have been sizzling along the Eastern Seaboard this summer, but it was the three “Evening with Wanda” events hosted by Unikote in mid-July, that caused temperatures to rise for area body shop owners, painters and car enthusiasts.

AkzoNobel’s newest car refinish brand, Wanda, is capturing the attention of paint distributors and their customers nationwide, as the brand’s unmatched performance and cost-sensitive pricing, is giving higher-priced competitive product lines a run for their money.



Unikote’s Bedford, PA Store Manager, Terry Zegles, stated, “Body shops and painters in this region tend to be very loyal to their refinish systems, so I wasn’t sure how open these guys would be to hearing about Wanda. By the end of our event however, the information presented during the evening was so compelling, we had three of our customers asking for onsite demos in their body shops.” Sales Representative, Chad Clevenger, of Unikote’s Frederick, MD store and Albert Joseph, Sales Representative for Unikote’s Mt. Jackson, VA store, who also hosted the events at their locations, shared the same sentiments. After seeing the product application in action, their attendees couldn’t believe that a lower-priced product could perform at that level of quality. They even received calls the next day from a couple of the shops who wanted to purchase the Wanda color products.

Painters are taking note of Wanda’s simplified approach to mixing ratios of clear, primer and color products. The brand’s unique color match capability, universal hardener and extensive color documentation tools not only make the system easier to use, but also helps painters achieve a professional looking “right-the-first-time” finish. Fewer products also help reduce inventory for distributors.

The “Evening with Wanda” events—hosted by local paint distributors across the U.S. and emceed by the lovely “Wanda” brand representative—were developed as a fun and relaxed interactive event that utilizes an informative video presentation and engaging quiz show-type game, complete with prizes and refreshments, to help educate area body shops, painters and car enthusiasts on the cost and performance benefits associated with the Wanda product line.

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.

Jim Harbell, 38-year car refinish veteran and co-owner of Unikote paint stores, along with daughter Pamela Poffenberger, added “From the moment we were introduced to Wanda two years ago, we had high-hopes for the brand in this market. We’ve received such positive responses from the July events; we plan to hold at least two more in September.”

For more information about the full range of Wanda products and color tools, visit our website at www.wandarefinish.com. For Wanda distributors interested in hosting an “Evening with Wanda” event in their area, email wandarefinish@akzonobel.com for more details.

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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.

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