

Press Release

____(collision repair center name)____ becomes “Ecological Ambassador” leading the way to a better tomorrow

Local company goes “green” using AkzoNobel’s environmentally friendly waterborne products

Date (City, State)- Some talk... some act... others lead. shop name of city has teamed up with AkzoNobel to become an environmental ambassador for the collision repair industry.

“Some things you do, not because you have to, but because you feel it is the right thing to do,” said shop owner, owner of shop name. “We are concerned about the environment, and want to do our part as a business to protect the environment. It is important to us to set an example and lead the industry as an early adaptor of waterborne paint in our area. AkzoNobel’s Sikkens Autowave was the right product and now was the right time.”

California law makers are requiring all collision repair shops to implement waterborne paint technology by the end of 2009 and other states are also considering similar legislation. However, some businesses like shop name are choosing to lead the way by making the switch to better products for a better tomorrow, today.

“It’s really a win-win situation,” shop owner said. “AkzoNobel’s Autowave is a superior paint product that is much more environmentally friendly. It contains less VOC emissions and therefore is less harmful to the environment. The product produces a beautiful, long lasting finish that our customers love and we feel better knowing we’re doing something good for the future of our environment.”

“It’s rewarding to see collision repair centers make pro-active choices. It’s not only a smart move for their business but also for their customers and the community,” said Tim Loden Director of Marketing for AkzoNobel Car Refinishes Americas. “AkzoNobel was a pioneer in waterborne technology with forward thinking shops in Europe and now we are fortunate to lead the way in North America.”

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