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AkzoNobel

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TRAINING

AWLGRIIP TRAINING GOES FROM STRENGTH TO STRENGTH

Following the opening of our most recent Yacht Paint Application Center (YPAC) in Cocoa Florida our training courses have never been so popular! Within 3 months of opening all courses for 2011 were booked out and already 2012 is looking busy!

With so many world class builders and applicators the yacht industry is a fiercely competitive place to be. Those striving to stay ahead of the game are investing in their personnel. A knowledgeable, capable, trained workforce is the key to maximizing efficiency, quality and output.

Awlgrip has three Yacht Paint Application Centers, located in Southampton, UK, Viareggio, Italy, and Cocoa, Florida USA where we not only train our own team, as part of our outstanding technical back up and support, we also provide training for all customers such as applicators, paint foremen, new project managers, specifiers and yards, no matter what their role is within the industry.

In instances when customers require training for specific projects, Awlgrip experts also provide hands-on technical training and support on-site at the customer's premises.

All Awlgrip training courses feature all products and systems, covering a wide range of areas, such as achieving the finest finish through best practices on preparation and application, health and safety guidance in all aspects of application, and Personal Protective Equipment requirements. Awlgrip also offer bespoke programs tailored to individual requirements.

Now, following the success of our existing training courses and YPAC centers, we are pleased to announce the development of new facilities based in Holland once a suitable location is found. Work will begin on the new centre in the near future and it will feature the same state-of-the-art application equipment, specially designed areas [for theory and practical training], breakout area, classroom and large application booth as our existing facilities.

As well as our numerous existing courses we are now developing and rolling out our Paint Quality course. Previewed at the inaugural Yacht Management Symposium (see page 3) the course is designed to help project managers set specifications for individual yacht projects and will be available from early 2012.



A wide range of Awlgrip training courses are offered and custom programs can be tailored to individual requirements. To arrange or discuss a course contact your local Awlgrip Technical Service Representative.



SPONSORSHIP EVENTS

INAUGURAL YACHT MANAGEMENT SYMPOSIUM



After months of careful planning and organization Awlgrip Europe proudly presented its inaugural Yacht Management Symposium in London on 31st August 2011. The one-day event included a series of open panel sessions and presentations from senior Awlgrip representatives, covering a range of areas including the development of products, technical service, paint quality and finish standards, as well as regulations.

Chris Toole, Awlgrip Senior Global Product Manager comments: "With the increasing significance of Management Companies in technical management of major projects we appreciate the necessity of a collaborative approach to building mutually beneficial relationships. We want to work together with the Management Companies in order to keep projects moving forward, and we believe we can be a valuable partner and resource for delivering quality and compliance."

Over the last few years the Yacht industry has come under increasing pressure from many areas. The supply and application of coatings for yachts has come under particularly close scrutiny and it is generally agreed that painting will get harder due to legislative pressures. As a world renowned leader in yacht coatings Awlgrip has always been committed to supplying the best and most effective coatings. Using our close relationships with worldwide regulatory bodies and experts we also ensure that our products and systems are not only compliant in the short-term but also for the long-term. Working together with Management Companies we can both keep projects moving forward, and believe we can be a valuable partner and resource for delivering quality and compliance.

A key aspect of the symposium was to give participants access to the immediate Awlgrip team present and the wider base of field staff that are supported by these core experts.

Building and forming these close ties allows the Management companies unrivalled and personal access to our support network.

Delegates included representatives from Burgess, Burness Corlett Three Quays, Camper & Nicholsons, Edmiston Yacht Management, John Winterbotham & Partners, Ocean Independence, Royale Oceanic, Solent International, and Yachting Partners International (YPI).



Heather Morton, Ken Hickling and Chris Toole

The event, held at the prestigious Westbury Hotel in Mayfair, was a great success with positive feedback received from all delegates. Peter McCarthy of Camper & Nicholsons remarked: "I enjoyed the day; it was informative and I learnt a good deal. I will, in the future, make more use of Awlgrip's technical department's expertise if needed." Mike Worthington-Leese of John Winterbotham & Partners found the event "Very informative, with useful and lively discussion."

Following the success of this inaugural event similar sessions will be held globally. Chris Toole, Awlgrip Senior Global Product Manager comments: "We were pleased with the attendance and response we had and have already begun arranging the next event for early next year in North America."

As well as the detailed sessions and forum held during the day, delegates also received a preview of the topics that will be covered in a newly developed Awlgrip training course on paint quality. The course is designed to help project managers set specifications for individual yacht projects and will be available from early 2012.





NEW TECHNOLOGY

AWLGRIP & DEVILBISS CO-DEVELOP A NEW, REVOLUTIONARY SPRAYGUN FOR THE YACHT MARKET

At Awlgrip, continually striving for excellence is part of who we are. Our highly skilled team are always looking for innovative and novel ways to advance yacht topcoats, and not just by developing new products.

Using our three core strengths; Scientific Expertise, Making a Difference and Involvement, Awlgrip, through our Global Technical Services team, recently collaborated with DeVilbiss resulting in the development of a revolutionary new spraygun solely for the yacht market.

Through sharing and using our Scientific Expertise, Making a Difference to our customers' businesses and getting Involved with applicators, this whole project epitomises all the Awlgrip brand stands for.

During an extensive work program assessing Awlgrip topcoats through a range of DeVilbiss sprayguns, ITW DeVilbiss and Awlgrip spotted an opportunity to utilize both theirs and our level of knowledge in this area and jointly develop a new gun specifically for Yacht topcoats.

Just like the paint industry, the spray gun industry has been under regulatory pressure for a considerable time. UK regulations, launched in 1990, spawned the growth of High Volume Low Pressure (HVLP) technology and other legislation globally. Driven by other industries, such as the car refinish market, these guns and technologies were not designed with Yacht topcoats in mind. In 1998 equipment manufacturers found a different way to comply with legislation and so was born the 'compliant' spray gun.

Compliant sprayguns, like the DeVilbiss GTI and Satajet RP ranges, have become the standard setups in many yards but interestingly the regulations governing the use of these guns does not actually apply to the yacht painting market. For companies like DeVilbiss, Sata and others, yacht applicators are traditionally placed in the same category as other metal and plastics industrial painters and thus they are sold the same gun setups as are recommended to everybody else. The result is that many yacht painters are purchasing and using sprayguns which were not specifically developed for yacht coatings. New spraygun ranges developed by manufacturers also have far fewer options for applicators wanting to continue to use conventional, "old fashioned" equipment.

Following some exploratory work between Awlgrip and ITW DeVilbiss it became clear very quickly that older spraygun technology was more suited to yacht topcoats. Thus began a collaborative project resulting in the creation of a 'Superyacht' spray gun.

Initially, in order to try to understand every aspect of gun set up and the influence on finish, Steve Mannouch (ITW DeVilbiss) and Stuart Downie (Awlgrip, GTS), working in the Yacht Paint Application Center in Southampton, applied Awlgrip Topcoat through various guns under numerous parameters.

The next few months saw much communication between Awlgrip and DeVilbiss regarding how to achieve exactly what the yacht applicator needs from a spray fan.

Specifications from various 'old favorite' aircaps were combined and turned into prototypes, which were tested, refined and re-tested in the Southampton YPAC, at the Awlgrip Global Technical Review in Florida and at DeVilbiss' test center in Bournemouth, UK.

This culminated in Steve Mannouch refining the original gun designs to incorporate a different fan shape and the new



DeVilbiss Cspray

Superyacht Spraygun was born! The next step was testing with a customer and so Klaas Apperlo (New Build Manager, Awlgrip Europe) kindly helped with a high profile trial together with a major applicator and the results were extremely positive. So much so that the applicator wanted to buy a set of these new sprayguns immediately!



DeVilbiss Cspray Aircap with CDT Technology

New Spraygun Launch

Following this great success and numerous other positive trials, DeVilbiss have confirmed the production of the gun, branded as the Cspray Gun. Featuring an updated handle design and incorporating Controlled Droplet Technology (CDT), the gun was launched at the recent METS 2011 event in Amsterdam.

Awlgrip is proud to have been part of the development of this new gun, working with our partners and contributing our expertise.



SOCIAL MEDIA

FOLLOW US ON FACEBOOK

We have just launched our official Facebook page, facebook.com/awlgripfinishfirst, as a new platform to communicate with customers, applicators and yards.

Fans of Awlgrip will be able to find out about the latest product launches, product news and event updates, as well as being able to view the Awlgrip Customer Showcase and various videos. Allowing for fast and easy interaction, the new Facebook page will enable fans to share their own experiences of Awlgrip products and a chance to communicate with Awlgrip directly via the Wall application.

Chris Toole, Global Senior Product Manager, Awlgrip commented: "Social media is a powerful communication tool and via Facebook we have been able to create a visually attractive and content-led community that can be easily accessed by our clients, even when on the go."

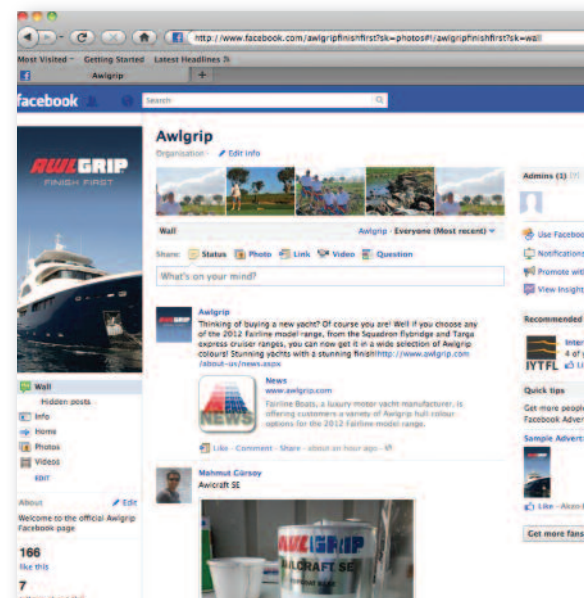
WHAT DOES THE AWLGRIP FACEBOOK PAGE INCLUDE?

Home

As well as showing our brand video this is where you 'Like' us to gain full access to all the information on our page!

The Wall

Here you will find all the latest information from Awlgrip and this is where you'll be able to post all your Awlgrip stories and successes.



Photos

As well as pictures from our customer showcase we want to see your successful Awlgrip projects.

And much more...

This is just a snippet of what is on the page with more being added weekly. Like us now and always be up to date with the latest Awlgrip news!



Find us on facebook
www.facebook.com/awlgripfinishfirst





CUSTOMER'S SUCCESS WITH AWLGRIP

BLACK PEARL BY NAME, BLACK PEARL BY COLOR

The successful launch of the stunning 31.5m "Black Pearl" superyacht marks the first significant application of Awlcraft SE in the Asia Pacific region. The revolutionary Awlcraft SE, is designed to work as one layer of a multi-part system where the Awlcraft SE imparts the color finish and Awlcraft 2000 provides the gloss & durability. This combination forms a high performance, high gloss robust topcoat system demonstrated admirably by the Black Pearl ...

Following the owner's request to build and coat their latest yacht with a Tahitian black pearl finish, Diverse Projects NZ chose Awlcraft SE, the Awlgrip effect topcoat system, to achieve his wishes. The successful launch of the stunning 31.5 m "Black Pearl" superyacht marks the first significant application of Awlcraft SE in the Asia Pacific region.

New Zealand's Diverse Projects build team spent over 200,000 man hours, 5 staircases, 3 decks and over 3,000 liters of Awlgrip products to build the "Black Pearl". To create the perfect foundation for the finish, Diverse Projects applied the full Awlgrip exterior finishing system which included Awlgrip primers (High Build Epoxy Primer & Ultra Build Epoxy Primer), Awlgrip fillers (Awlfair LW & Awlfair Surfacing Filler) and Awlgrip Surfacers (High Build Epoxy Primer & Awlquik Epoxy Primer). Along with these Diverse Projects also used the revolutionary Awlcraft SE Topcoat system to provide the pearl effect finish.

In order to ensure the ultimate finish on "Black Pearl", Brent Gribble, Technical Sales Representative-NZ in conjunction with Michael Stacey, Yacht Business Manager NZ, delivered extensive training on Awlcraft SE with the staff and application crew of Diverse Projects. As well as training and technical advice Brent also regularly reviewed and



Black Pearl

refreshed all aspects of the painting process with Diverse Projects, creating a close working relationship that will continue to deliver more yachts like "Black Pearl".

Awlgrip is proud to have been able to contribute to the success of this project and we look forward to other exciting opportunities with Diverse Projects in the future.

MADE BY JADE, COATED WITH AWLGRIP



The former fishing boat / coast guard vessel specialist Jade Yachts have completed their first own branded yacht - 'Jade 95-foot Explorer', marking their move into the superyacht market.

Established in 2004, Jade Yachts began as a division of Jong Shyn Shipbuilding building commercial fishing boats and coast guard vessels. Who would have dreamed that today the former fishing boat / coast guard vessel specialist would be producing a masterpiece like the Jade 95' Explorer?

Following the recent removal of pleasure boating restrictions, the Taiwanese government is encouraging local yards to brand their own yachts rather than building OEM's for American, European, Middle East and Australian dealers. Jade Yachts have seized this opportunity and produced what Global Senior Product Manager, Awlgrip Chris Toole, describes as 'An exquisite yacht. The Jade 95' Explorer sets a high benchmark and is no doubt the first of many beautiful Jade Superyachts'.

Jade are a long standing supporter of Awlgrip products and we are so proud to have seen 14,500 liters of Awlgrip coatings contribute toward making this stunning yacht. Jade Yachts specified a full Awlgrip system to create the unmistakably Awlgrip glossy finish that Jade 95' Explorer exemplifies. The system included Awlfair LW, 545 Epoxy Primer, High Build Primer and finally the Awlcraft 2000 topcoat.

Awlgrip is proud to have been such an integral part of this project and look forward to working with Jade on other exciting projects in the future.



Jade Yachts



CUSTOMER'S SUCCESS WITH AWLGRIP

AWLGRIP FINISHED ATTESSA IV WINS 'BEST REBUILT YACHT 2011'



Attesa IV

The award winning Attesa IV, launched in December 2010, is the result of the largest refit in North America to date. The Attesa IV, formally known as Evergreen (launched in 1999), has been declared the 'Best Rebuilt Yacht of 2011' at the World Superyacht Awards.

"Evergreen", as she was then known, arrived in North Vancouver at the Washington Yachting Group yard in spring 2007 to begin the "world's finest & most ambitious refit" explains Chris Toole, Global Senior Product Manager, Awlgrip. Her transformation took 3½ years to complete, which included lengthening the vessel from 300 ft to 330 ft.

Attesa IV Renovations

As a part of the extensive re-fit the existing coatings of the Attesa IV were tested extensively for their integrity and in many cases removal, before application of approximately 15,000 gallons of Awlgrip products, including 4,500 gallons of Awlgrip primers, such as Hullgard, Ultra Build, High Build & 545 Epoxy Primer. Washington Yachting Group chose the complete Awlgrip system due to the ease of use, extended recoating intervals and reduced working time, saving numerous hours on this ambitious project.

As part of the complete Awlgrip system for the Attesa IV, Washington Yachting Group also chose to use the Awlfair mixing machine along with Awlfair LW, the premium, epoxy trowelable fairing compound, to fair the existing and new sections of the hull. The creamy smooth texture and easy application properties of Awlfair made it the obvious choice for Attesa IV and an estimated 8,000 gallons were used to create the smooth, 'better than new' look the owner desired. Tony McCormick, lead Awlgrip Technical Representative on the project explains "labor savings were equivalent of two full time workers by the use of the fairing machine, which operated flawlessly throughout the three year refit".

Another milestone for this project was the extensive use of Awlcraft SE, the revolutionary metallic topcoat system on the exterior of the sunbridge superstructure and mast as well as various entry areas, all in a custom silver metallic including a specially color matched non-metallic pearl for the satellite domes and radar antennas. The fast drying, high opacity product provided an excellent and even metallic finish on significantly large surfaces not normally considered suitable for metallics.

Completing the amazing transformation were over 800 gallons of Awlgrip topcoat to give an unmistakable finish and performance for an unrivalled masterpiece. Awlgrip is proud to have been such an integral part of this successful project and looks forward to other exciting projects with Washington Yachting Group in the future.



Attesa IV

2011

DECEMBER

 Salon Nautique International de Paris – Paris, France 03-11

2012

JANUARY

 London International Boat Show – London, UK 06-15
 Boot Düsseldorf – Düsseldorf, Germany 21-29
 Strictly Sail – Chicago, IL 26-29
 Seattle Boat Show – Seattle, WA 27-05 February

FEBRUARY

 Yacht & Brokerage Boat Show – Miami Beach, FL 06-20
 Seatec – Carrara, Italy 08-10
 Helsinki International Boat Show – Helsinki, Finland 10-19
 Boot Holland – Leeuwarden, Netherlands 10-15
 Eurasia Boat Show – Istanbul, Turkey 10-19
 Belgian Boat Show – Gent, Belgium 11-13 and 17-19
 Mumbai International Boat Show – India 23-26

MARCH

 Yokohama Boat Show – Yokohama, Japan 01-04
 Dubai International Boat Show – Dubai, UAE 13-17
 Moscow International Boatshow – Russia 20-25
 PIMEX - Phuket Boat Show – Thailand 29-01 April

APRIL

 Hainan Rendez Vous 2012 – China 05-08
 20th Edition Boat Asia – Singapore 12-15
 Shanghai Boat Show – Shanghai – China 19-22
 Yacht & Boat Korea – Korea 19-22
 Singapore Yacht Show – Singapore 27-29
 Palma International Boat Show – Spain 28-06
 MYBA Charter Show – Genoa, Italy 30-04 May

MAY

 Sanctuary Cove International Boat Show – Gold Coast, Australia 24-27
 Korea International Boat – Korea 30-03 June

JULY

 Melbourne Boat Show – Australia 05-09

AUGUST

 Sydney International Boat Show – Australia 02-06

SEPTEMBER

 HISWA – Amsterdam, Netherlands 04-09
 Auckland International Boatshow – New Zealand 05-09
 Festival de la Plaisance – Cannes, France 11-16
 Newport International Boat Show – Newport, USA 14-23
 Southampton Boat Show – United Kingdom 14-23
 Monaco Yacht Show – Monaco 19-22
 Grand Pavois – La Rochelle, France 19-24

OCTOBER

 US Sailboat Show – Annapolis, MD 04-08
 Genoa – Italy 06-14
 US Powerboat Show – Annapolis, MD 11-14
 Istanbul Boat Show – Istanbul, Turkey 17-22
 Athens International Boat Show – Athens, Greece 20-28
 Fort Lauderdale International Boat Show – USA 25-29
 China (Shenzhen) International Boat Show – China 26-29
 Hamburg International Boat Show – Hamburg, Germany 27-04 November

NOVEMBER

 METS – Amsterdam, Netherlands 13-15
 Goa International Boat Show – India 16-18

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