

## CASE STUDY: ICA GROUP GREEN STRATEGY IN CHINA

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**ICA** GROUP

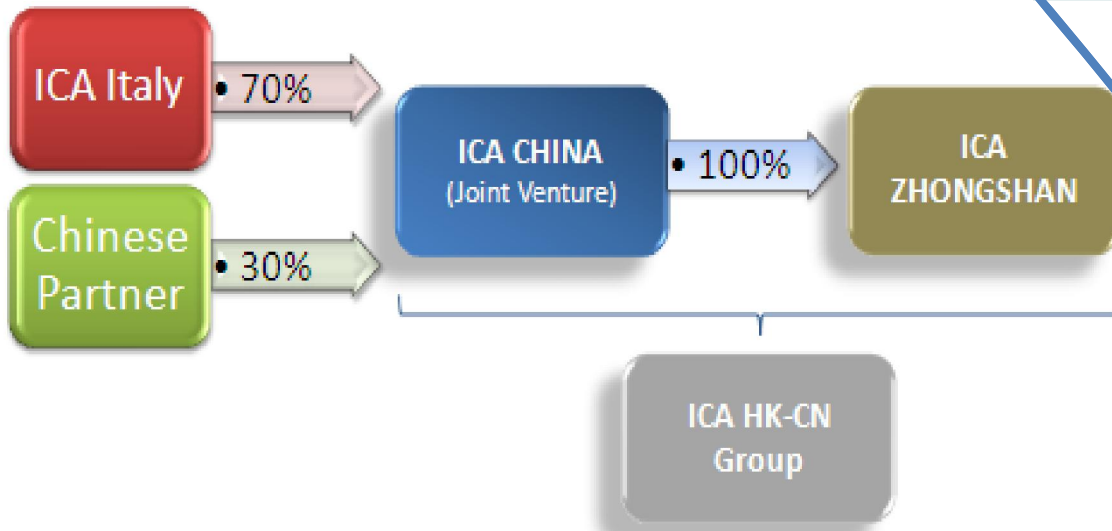
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## STRATEGIC ALLIANCE FOR CHINA



- ✓ Commercial Support
- ✓ General Support
- ✓ Technical Services



- ✓ Logistic arrangement
- ✓ Financial Arrangement
- ✓ Traveling facilities for italian sales staff

## GLOBAL TRENDS IN CHINESE COATING MARKET

### PERFORMANCE

- Chemical/physical resistance compliant with international standards
- Good aesthetic features
- High productivity



Matching the European of quality in furniture industry

### ECOLOGY

- Environmentally friendly coating cycles
- Safe to use products



Sustainable growth

## WINNING TECHNOLOGIES

- ✓ Start of the business in 2004, present time turnover 2,5 M €
- ✓ Decision to sell only water borne coatings – not competing with local producers
- ✓ Selection of advanced coating technologies to expand the business:

### Water borne coatings:

- Low VOC
- Easy to use
- Flexible application
- Tailor made properties

### Radiation curable coatings:

- Increasing productivity
- High solid and 100% coatings
- Combination with water borne technology possible

