

Dulux: South Africa's Finest for Africa's Greenest

Dulux is the iconic brand from the world's No.1 paint company and leading colour authority, AkzoNobel; a Global Fortune 500 company with a passion for colour.

Long revered for its unwavering devotion to quality and excellence, Dulux prides itself in the consistent delivery of innovative products that have sustainability at their core.

LEADERS IN PROVIDING SUSTAINABLE PAINT SOLUTIONS

AkzoNobel has long cemented its position as a global sustainability leader and tops the latest rankings in the materials industry group of the esteemed Dow Jones Sustainability Index (DJSI). This esteemed first-place ranking, their commitment and their consistent performance over the years are clear evidence of how sustainability has been successfully integrated into the company's operations in all parts of the world.

When it comes to the Dulux brand portfolio, this conviction is no less compelling. Dulux South Africa is proudly living up to its pioneering status as a Silver Founding Member of the Green Building Council of South Africa (GBCSA) with a genuine commitment to efforts focussed on market-leading sustainable solutions.

In order to shape the paint market for the future, Dulux offers sustainable products and solutions that include a range of low odour; low VOC and Green label certified products for environmentally-conscious professionals.

IMPACTING ON LOCAL INFRASTRUCTURE THROUGH SUSTAINABILITY

Green technology and sustainability is the way of the future and Dulux is proud to be associated with more than half of all South Africa's Green Star rated building projects. We work with

professional architects, engineers, specifiers and contractors to ensure they "think green" when embarking on building projects.

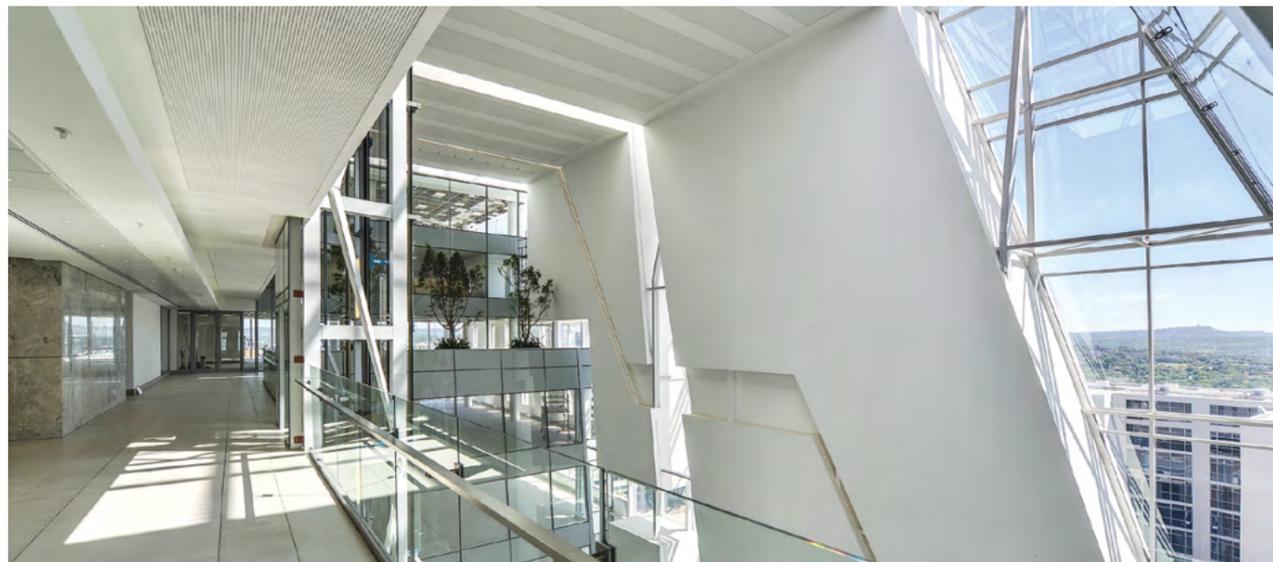
South Africa's finest for Africa's greenest

Dulux was paint solution brand behind Africa's 'greenest' hotel, Hotel Verde. Situated 400m from the Cape Town International Airport, the hotel showcases some of the most advanced, environmentally conscious installations, construction methods, procurement and operational practices in the world. A project of this nature, which has proven to not only set a local benchmark in terms of sustainability and responsible building practices, has surpassed borders and now boasts Africa's only Leadership in Energy & Environment Design (LEED) Platinum certification for New Construction. Most recently, Hotel Verde received the international World Responsible Tourism Award for Best City Hotel at World Travel Market UK on 5 November 2014.

Painting Sandton Green

Nedbank has always maintained a distinct leadership in its approach to protecting the environment, and the development of the Nedbank Phase 2 project provided the perfect opportunity for the bank to walk the proverbial talk. As the first project to receive a four-star Design Rating from the Green Building Council of South Africa, the building also achieved another pioneering first as the first building in South Africa to use low volatile organic compound paint. This project certainly proved to be a catalyst for environmentally conscious building and painting solutions, with the Dulux EcoSure range providing the ultimate solution.

90 GRAYSTON



Dulux TRADE

SPOTLIGHT ON 90 GRAYSTON

The ability to transcend simple functional needs with product solutions that address a growing list of sustainability, efficiency and even human resource considerations is what propelled Dulux to the preferred paint partner status on 90 Grayston. "As one of the most ecologically innovative developments in recent years, 90 Grayston demanded a paint solution that would not only meet the Green Star SA VOC limits, but that would prove to match up to the high aesthetic value of the buildings," says Jackie Lezar, Dulux Brand Manager. "The Dulux EcoSure range provided a dynamic solution that not only addressed the Green Star requirements but that also proved to offer the extensive choice in finishes and colour that a project of this architectural significance required."

The sustainability ethos at Dulux is one that runs deep throughout the business, with a firm commitment to reducing the impact of its business activity at every stage of operations – from procurement and suppliers through to how they manage their long-standing client relationships.

This commitment is underpinned by the global AkzoNobel 'Planet Possible' drive, which guides and challenges Dulux to consistently outperform, innovate and rethink their operations. 90 Grayston proved to be the perfect manifestation of this ethos, explains Lezar. "Our product performance contribution to the Green Star rating on 90 Grayston coupled with the partnership relationship we held with the architectural team at Grosskopff Lombart Huyberegts and Associates made this project one of the stand-out projects for the Dulux Trade team. Collaboration will always prove to be a critical link between vision and delivery in any project of this scale, and this was certainly a key aspect for all stakeholders. We appreciate this forward-thinking relationship and strive to maintain a similar partnership with all our clients rather than simply execute on order."

The wide range of Dulux decorative coatings include interior and exterior emulsion, gloss enamel, wood and metal finishes, sealers, primers and undercoats. Specialty coatings such as silicone paints, flexible texture coatings as well as high performance architectural coatings are also available for trade professionals.

AkzoNobel has reinforced its position as a global leader in sustainability and recently launched a new concept which captures the essence of the company's strategy to deliver more value from fewer resources. Planet Possible is designed to drive innovation and promote radical efficiency, and inspire and equip employees, customers and suppliers to realise new possibilities. It represents the next significant leap forward in the company's ongoing journey to connect value creation with resource efficiency.

For more information visit:
www.duluxtrade.co.za

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