

Powerful Partnerships: Adding Value to Paint Brands with High-Performance Polymers

Maurille Secher, Technical Manager Architectural Coatings - Europe

The façade paint market in Europe has experienced significant evolution in recent years, driven by changing regulations and increasing consumer demand for products that are not only versatile in terms of tinting but also easier to use.

For specifiers and manufacturers of exterior masonry coatings, a key factor in this evolution is the adoption of proven technologies that enhance product performance and durability.

In this webinar, we will present Synthomer's unique polymer technologies for façade coatings and our brand licensing program, which allows our clients to capitalize on the strong reputation of our established brands, helping them strengthen their market position and enhance product appeal.