

AkzoNobel Powder Coatings is SMaRT



AkzoNobel

Tomorrow's Answers Today



AkzoNobel Powder Coatings is the **FIRST** coatings company to be officially recognised as SMaRT, with sustainable **platinum** certification

What does SMaRT stand for?

SMaRT means **S**ustainable **M**aterials **R**ating **T**echnology



What is SMaRT?

Launched in 2002, SMaRT® is the ultimate standard for product sustainability.

It's a carefully considered third party certification that evaluates sustainability performance over a product's life cycle and supply chain. It assesses important sustainability criteria such as Health and Safety, Environment, Social Equity and Reclamation. What's more, SMaRT certification is transparent and verifiable.

Based on the Leadership in Energy & Environmental Design (LEED) model, SMaRT is a consensus based system that rates companies over a selection of prerequisite and optional factors. SMaRT is to products what LEED is to buildings.

Who created SMaRT?

SMaRT is managed by the Institute for Market Transformation to Sustainability (MTS), a non profit public charity based in Washington, D.C, USA.

Does SMaRT have global reach?

Yes, the SMaRT certification is recognized internationally.

What does SMaRT involve?

SMaRT is a careful, global evaluation of a products performance over a set of established criteria. It actually incorporates 41 leading standards, such as ISO 14001 Environmental Management, and Forest Stewardship Council (FSC) Certified Wood. A Life Cycle Assessment (LCA) and Environmental Product Declaration (EPD) scientifically measure the environmental impact occurring throughout the product lifecycle, from raw materials extraction, manufacturing, product disposal and re use. This is in line with ISO 14001 LCA.

Why SMaRT?

There are many sustainable product certifications throughout the world, for example there are 23 recognized by the Green Building Alliance, such as EnergyStar, Cradle to Cradle Green Seal, a nonprofit organization that advances economic prosperity and human well-being by driving market demand for green buildings and green building products, and EcoLogo. It is now widely recognized that there are 5 critical requirements for conducting an optimal transparent sustainable product certification.

Those 5 requirements are:

1. International methodology,
2. Comprehensive,
3. Streamlined process,
4. Resource efficiency,
5. A supply chain approach.

However the **only** sustainable product standard that meets all 5 requirements is SMaRT.

What does SMaRT Sustainable Platinum status mean?

There are four different levels of certification and AkzoNobel Powder Coatings have achieved the highest possible rating - a Sustainable Platinum Certification



SMaRT also recognised our strengths in:

- international adherence to REACH
- 3% average energy reduction / ton of product
- 14% average CO₂ reduction / ton of product
- strong environmental management systems
- strong social policies
- strong supplier policies

How did AkzoNobel Powder Coatings achieve platinum SMaRT certification?

We followed the standardized procedure to achieve certification. This involved passing an internal MTS data audit and executing a legally binding certification pursuant to U.S Federal Trade Commission (FTC) Environmental Marketing Guides. We were also required to pass an external audit and will have to renew our certification every three years, to ensure we are still in line with requirements.

Why are Interpon and Resicoat powder coatings a sustainable option?

- There are no Volatile Organic Compounds (VOC's) in our powder coatings.
- There are no toxic heavy metals such as lead or chromium (VI) in our powder coatings.
- There is almost no waste when using our powder coatings as any overspray can be reclaimed and recycled or reprocessed.
- Our powder coatings offer durable protection, reducing the need for replacement products or coatings.
- Most of our powders have a lower ecological footprint than competing products.

Sustainability is a continuous process – we are working closely with all our stakeholders towards a sustainable future. We are constantly sourcing more sustainable and renewable raw materials and energy resources from our suppliers. We are also focusing significant R&D efforts on reducing future energy requirements at every stage of the process. Our ecological footprint has been recognized as among the lowest in the coatings industry and we use ecological efficiency analyses (EEA's) to reconfirm for both ourselves and our customers, that powder is a sustainable coatings material.



Isn't this just Greenwash?

We don't think so. AkzoNobel is 100% committed to improving sustainability – our rating in the DJSI is one of our core objectives and we are fully committed to continual sustainability improvement. Making sure that our products are sustainable, and are recognized as such, is an important part of this.

For more information please ask for your copy of our Sustainability brochure.



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AkzoNobel is the largest global paints and coatings company and a major producer of specialty chemicals. We supply industries and consumers worldwide with innovative products and are passionate about developing sustainable answers for our customers. Our portfolio includes well known brands such as Dulux, Sikkens, International and Eka. Headquartered in Amsterdam, the Netherlands, we are a Global Fortune 500 company and are consistently ranked as one of the leaders in the area of sustainability. With operations in more than 80 countries, our 55,000 people around the world are committed to excellence and delivering Tomorrow's Answers Today™.

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