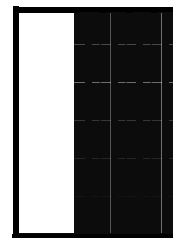


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TITOLO:

INTERVISTA CON SANDRO PANICCIA
« THERE IS STRONG DEMAND IN NORTHERN
EUROPE AND ITALY



Interview Furniture coatings

“There is strong demand in Northern Europe and Italy”



ICA Group's
president Sandro
Paniccia expects
further growth in
the furniture coat-
ings segment

Source: ICA Group

With a recovering economy, demand for furniture coatings grows in certain regions of Europe, according to Sandro Paniccia, President of ICA Group. Waterbased coatings for wooden surfaces represent the cutting edge technology for him, not only because of their eco-friendly character but also for their performance attributes.

What regions show the strongest demand for furniture coatings? To what extent will this change? Where and for what segments do you expect growth?

Sandro Paniccia: There is strong demand in Northern Europe and in Italy, thanks to the economic recovery of these areas. We expect there to be growth in the interior furniture sector and a drop in the door and window sector.

How do you rate the market potential for waterborne and UV-systems in furniture coatings compared to conventional solventborne coatings?

Sandro Paniccia: Waterborne and UV-waterborne coatings have now come into their own, and are being deliberately chosen by users. Indeed, these products, including the interior coatings, have reached aesthetic and performance standards that can confidently be compared to those achieved by traditional polyurethane coatings. Waterborne coatings represent the cutting edge of technology in the field of coating products for wood, and they guarantee a reduction in solvent emissions of around 90%. And thus, they are

delivering a better quality of life for those who apply the products and a drastic reduction in pollution.

If we split our 2009 turnover in terms of the various types of products, it emerges that waterborne coatings for interiors accounted for a substantial proportion of around 9%.

What trends in furniture coatings will affect the market in the future?

Sandro Paniccia: The focus on, and respect for, the environment will play an increasingly important role in the market. One of the main signs is compliance with Directive 200/42/CE, known as the VOC Directive.

In this regard, ICA Group's waterborne products have not had to undergo any changes to their formulations, because their content of volatile substances is already well below the threshold imposed by the directive for the period 2007-2010. Part of the impetus for the development of eco-friendly coatings has come from the increased awareness on the part of clients in relation to the protection and safeguarding of the environment. (gag)



Eventtip:

European Coatings CONFERENCE:
“Furniture coatings”
2-3 March 2010, Berlin, Germany
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events/ecc53.cfm](http://www.european-coatings.com/events/ecc53.cfm)