



Press release

AkzoNobel
Tomorrow's Answers Today

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AkzoNobel wins approval for McDonald's redesign

AkzoNobel has developed a coatings menu for McDonald's which involves supplying a range of paint products for the re-imaging of hundreds of its Purely Simple style restaurants.

The agreement was arranged by AkzoNobel Global Image Solutions (GIS), which was specifically set up to offer a "one stop shop" to customers requiring a range of different coatings products from across the company's portfolio. Financial details were not disclosed.

The latest approval will see the company provide powder coatings for use on furniture in all Purely Simple outlets across Europe. AkzoNobel already has approval from McDonald's Europe to provide Dulux® decorative paint for the Purely Simple stores. Established less than a year ago, GIS approvals have already been received from customers such as Shell, Volvo and Iveco.

"This is another great example of how we are fully focused on meeting the needs and contributing to the success of our customers," said AkzoNobel CEO Hans Wijers. "As the world's largest coatings company we have global capability and expertise which give us that all-important competitive edge."

Added GIS Business Development Manager Angus Findlay: "Our single point of contact approach opens doors to answers from right across AkzoNobel's high quality product range, while at the same time keeping project management beautifully streamlined and simple.

"One of the main requirements of this latest agreement was that the coatings we supplied should be resistant to the extensive cleaning required for all McDonald's restaurant surfaces. Following several trials and tests, McDonald's European Restaurant Development & Design Studio (ERDDS) selected the Interpon® Titanium powder coating from our Elements color collection as it meets their twin requirements for aesthetic appearance and resistance to cleaning materials."

McDonald's Europe has invested heavily in upgrading the customer experience and is conducting a major restaurant re-imaging program. In total, nine "off plan" designs for restaurant décor have been developed, including the minimalist Purely Simple range consisting of neutral colours and tones.

Said an ERDDS spokesman: "We're delighted to be working with AkzoNobel on Purely Simple and are already looking ahead to further collaboration."

McDonald's operates more than 30,000 local restaurants globally, serving 52 million people in more than 100 countries every day. Its Purely Simple outlets account for a quarter of the food retailer's presence across Europe.



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Note to editors

AkzoNobel is proud to be one of the world's leading industrial companies. Based in Amsterdam, the Netherlands, we make and supply a wide range of paints, coatings and specialty chemicals - pro forma 2007 revenue totaled €14.4 billion. In fact, we are the largest global paints and coatings company. As a major producer of specialty chemicals we supply industries worldwide with quality ingredients for life's essentials. We think about the future, but act in the present. We're passionate about introducing new ideas and developing sustainable answers for our customers. That's why our 60,000 employees - who are based in more than 80 countries - are committed to excellence and delivering Tomorrow's Answers Today™.

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