



CERTIFICATION RECEIVED | SMaRT PLATINUM

TOTAL POINTS RECEIVED | 96

	earned	max
Safe for Public Health and Environment	11	33
Renewable Energy or Reduction in Energy	23	42
Materials (Recycled Content, Biobased, EPP)	6	30
Manufacturing Facility Requirements	18	18
Reclamation—End of Life Practices	23	23
Innovation in Manufacturing	15	15
TOTAL POINTS EARNED	96	161

POWDER COATING PLATFORM OF PRODUCTS



Automotive

ACE (Agricultural and Construction Equipment)

Architectural

Appliance

IT

Furniture

Functional

GI/GTC (General Industrial / General Trade Coaters)

SMaRT INNOVATION POINTS AWARDED TO AKZONOBEL!

AKZONOBEL was awarded 10 points for its innovative, exclusive agreement with the Forest Stewardship Council

CERTIFIED BY:
The Institute for Market Transformation to Sustainability
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MISSION

AkzoNobel's mission continues to be providing high quality products that ensure the safety of people and the environment. We're committed to reducing our impact on the planet and delivering more sustainable products and solutions to our customers. But we can only do this if sustainability is at the heart of everything we do. That's why we've integrated sustainability into every area of our business - for the benefit of our clients, shareholders, employees and the world around us.

REVIEW | AkzoNobel's Sustainability Report

<http://report.akzonobel.com/2009/sustainability.html?cat=m/>

- AkzoNobel Powder Coatings contain 0% VOCs
- 28 % of energy used by AkzoNobel Powder Coatings in 2009 came from renewable sources.
- AkzoNobel Powder Coatings in last five years has decreased its energy consumption by 3%.
- AkzoNobel Powder Coatings in last five years has reduced its CO2 emissions by 14% by switching to cleaner energy sources and increasing renewable energy sources.
- Reclamation of materials in the application process results on average in 96%
- Patented dematerialization process results in average 50% reduction in materials.

OTHER NOTABLE SUSTAINABILITY ACHIEVEMENTS:

1. AkzoNobel has entered into an exclusive agreement with FSC.
2. AkzoNobel Powder Coatings has designed a process to incorporate biobased materials into its powder coating products.
3. AkzoNobel is Ranked #2 in the Dow Jones Sustainability Index for 2010 and is listed there since already six years.
4. AkzoNobel is a member of Coatings Care. *(Environmental health and safety management program for coatings manufacturers around the world)*
5. AkzoNobel is a member of Responsible Care. *(Chemical industry's global initiative that drives continuous improvement in health, safety and environmental performance)*

WHY IS THE CERTIFIED SUSTAINABLE PRODUCT NECESSARY?

Credible information based on third party product certification to an approved, transparent, consensus-based sustainable product standard is the best product information about the environment and social equity. It eliminates unlawful, harmful and widespread greenwash.

WHY IS SMaRT THE CHOSEN STANDARD?

SMaRT is a multi-attribute standard and is very comprehensive incorporating over 42 other world class environmental standards.

SMaRT requires adherence to the FTC Environmental Marketing Guides.

SMaRT requires an ISO compliant LCA for certification. LCA evaluates environmental benefits of a product over its entire life from raw materials extraction to reuse.

REVIEW | [SMaRT—Frequently Asked Questions](#)

AKZONOBEL CONTACT
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FREQUENTLY ASKED QUESTIONS (FAQS):

Q: What Does SMaRT Stand For?

A: Sustainable Materials Rating Technology.

Q: What are SMaRT Sustainable Products?

A: They are independently certified products deemed to be the best option for the overall sustainability of the environment.

Q: How are SMaRT Sustainable Products Identified?

A: In order to achieve SMaRT Certification a company must score a minimum of 28 out of 157 possible points in the following areas covering all product stages across their supply chain:

1. Safe for Public Health.
2. Safe for the Environment.
3. Energy Reduction and Renewable Energy Materials.
4. Overall Company/Facility Sustainability Requirements including Social Equity.
5. Reduce, Reuse, and Reclamation Programs in Place.
6. Innovation in Manufacturing and Design.

Q: How are SMaRT Sustainable Products Certified?

A: Manufacturers must:

1. Complete the application process.
2. Pass an audit.
3. Execute a legally binding contract certifying that the data submitted is accurate, not misleading, and qualified professionals were used.
4. Publish a summary of the certification.
5. Pass a third party audit.
6. Renew and verify certification every three years in order to stay current with environmental trends.

Q: What are the Certification Levels that can be Achieved?

A: Certified	28 to 40 points
Silver	41 to 60 points
Gold	61 to 89 points
Platinum	90 to 161 points



FREQUENTLY ASKED QUESTIONS (FAQS) - continued:

Q: What are Benefits of Specifying SMaRT Certified Products?

A: SMaRT Products:

1. Reduce overall pollutants including climate pollution, toxic pollutants, acid rain, ozone depleters, water/air pollutants, and solid/hazardous waste
2. Reduce conventional energy
3. Reuse and recycle products in order to lessen the waste in landfills and incinerators
4. Improve manufacturer/distributor profitability, brand, and competitive advantage
5. According to consumer surveys done by the Federal Trade Commission and environmental research firms, SMaRT Certified products are overwhelmingly preferred.

Q: Why Choose a SMaRT Certified Manufacture?

A: SMaRT is:

1. The brand with the most adoptions including AIA, USGBC / LEED Credit, FireMan's Fund, Sustainable Furniture Council, and City of Santa Monica.
2. Transparent, quantified, global and prevents green wash which is unlawful.
3. Incorporates over 20 leading sustainable product standards.
4. Developed a consensus standard, the result of 15 years of approvals including Life Cycle Assessment (LCA).
5. Favored for adoption by governments and capital markets, because it is a leadership consensus standard greatly advancing global sustainability and consensus standards substantially reduce risk and uncertainty.

Q: What is LCA and why does SMaRT mandate it?

A: LCA evaluates multiple environmental impacts over all product stages as required by law for sustainable products.