



## Press release

For immediate release

March 7, 2016

### Hempel Launches the Trusted Asset Protection Survey (TAPS)

#### **Global coatings supplier Hempel announces the launch of the Trusted Asset Protection Survey (TAPS) Digital Application in North America**

The cost of corrosion in North America has been estimated at over \$3B USD annually, and failing to have an overall maintenance plan will only increase this expense.

Hempel has developed the Trusted Asset Protection Survey (TAPS) interactive tool for the iPhone and iPad to facilitate coating condition surveys in a more dynamic, interactive and efficient way for our customers; allowing us to help the corrosion industry and our customers reduce maintenance costs while extending the life of their assets.

North America Marketing Director, Jose Luna, expressed our excitement as, "This launch is an important milestone in our Journey to Excellence Strategy, where we have committed to supporting continued growth in the maintenance market."

Traditionally, we have taken more time to deliver final coating recommendations to our customers because surveys were administered manually. The overall condition survey focuses on giving the asset a coating and corrosion condition status to help spot potential problems, minimize risk and prioritize the areas that need to be considered first for maintenance. Our trusted coating advisors and sales representatives' safe and reliable recommendations help our customers focus and plan on where to allocate operational expenses to conserve the performance and aesthetic appearance of their assets.

While further commenting on the TAPS launch, Jose Luna stated that, "We have developed this tool to assist our customers in the reduction of their maintenance costs by focusing on the long-term protection of their important assets."

All TAPS Reports will be stored on the Hempel server and will connect to our customer extranet; providing our customers with access to the most recent and best information available for managing assets.

TAPS will launch March 7, 2016 at the National Association of Corrosion Engineers (NACE) in Vancouver, Canada.

#### **Facts about Hempel:**

Hempel is a world-leading coatings supplier working in the decorative, protective, marine, container and yachts markets. Hempel's coatings help protect man-made structures – from wind turbines and bridges to ships and homes – from corrosive forces of nature.



Hempel is present in more than 80 countries and has in total 27 factories and 150 stock points located around the globe. Hempel has in the recent 10 years had a significant growth of more than 360 percent and expect to make a turnover of DKK 11-12 billion in 2015 with a strong EBITDA close to DKK 1.5 billion. In total Hempel has approximately 6.000 employees.

**Questions on the press release:**

- Jose Luna, Director of Marketing North America, +1 936-523-6000