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Dear Customer,

These are truly exciting times for Hempel North America as we embark on our new global five year Strategy, ‘Journey to Excellence’. One of our essential strategic goals is to deliver best-in-class service to our customers, one opportunity to do so is by being close to our customers through strategically placed Service Center operations, which you will learn more about in this Newsletter.

Hempel North America has grown substantially through the acquisition of Jones-Blair Company, whom we acquired in March 2015. As we move forward in integrating and becoming One Hempel North America, we are constantly challenging ourselves to become better, and to continue to bring more products and innovative solutions to the market.

I hope you will enjoy learning more about these initiatives and more in this latest issue.

Kind regards,

Jeffrey J. Powell
Group Vice President, North America
Hempel’s new logo, known as the Helix, symbolizes the dynamic layers and motion of mixing coatings, while also being indicative of the globally connected company that Hempel has become. Overall the new identity has been designed to affirm Hempel’s position as an innovative and progressive partner in providing coating solutions.

The move to integrate all Hempel’s visual communications into one consistent style is further evidence of the company’s strategy to work and feel as one Hempel while continuing to offer customers trusted solutions that deliver the highest level of performance and efficiency.

The importance of one brand around the world becomes even more significant as Hempel’s business expands, absorbs new acquisitions and extends into new markets.

Today, Hempel is present in over 80 countries and delivers trusted solutions across the Protective, Decorative, Marine, Container and Yacht markets; making it a true global powerhouse in the coatings industry.
Malte V. Eggers, Head of Communications at Hempel A/S, agrees:

“Our new brand reflects the confident, contemporary and diverse nature of our business, which is no longer defined solely by our marine heritage.

Marine, yacht and container coatings continue to be core areas of our business, but we have grown dramatically within the protective industries while also building an impressive profile and presence in decorative coatings. Today, Hempel offers the world a comprehensive portfolio of trusted coating solutions.”

The Hempel Foundation, the company’s sole owner, will also adopt the new brand identity. This alignment will ensure absolute consistency across all of Hempel’s commercial, social and charitable initiatives.

“Our new brand reflects the confident, contemporary and diverse nature of our business, which is no longer defined solely by our marine heritage.”
Quattro XO embarks in North America

Hempel North America introduces Hempadur Quattro XO 17820, a new state-of-the-art pure epoxy coating.

Quattro XO is a universal primer for ballast water tanks as well as for applications above and below the waterline.

Hempadur Quattro XO was created to take uni-primers and ballast tank coatings to the next level of performance with improved abrasion resistance and all year-round application. It is an ideal coating for new building and water ballast tanks and it has been certified to IMO PSPC WBT MSC.215 (82) requirements.

Applicators will appreciate excellent spray properties, fast drying times and year-round application achievable from one product. Quattro XO can be applied in temperatures that range from 14°F/-10°C to 113°F/45°C so users do not have to stock winter and summers versions.

Owners will appreciate the enhanced durability, prolonged corrosion protection and reduced maintenance costs offered in the aluminum pigment and/or micro-fiber technology versions.

Aluminum pigments significantly enhance the anti-corrosive properties of the coating by improving the barrier effect while Hempel’s proprietary fiber reinforcement technology adds strength, flexibility and crack resistance.

“Shorter recoat intervals, 80% volume solids and low VOC make Quattro XO an ideal fit for North American shipyards”, says Marine Segment Manager, Scott Preece.

Hempadur Quattro XO will deliver superior asset protection on areas above or below the waterline for both new building and maintenance, as well as oil and gas offshore structures.

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<thead>
<tr>
<th>Features</th>
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<tr>
<td>Excellent corrosion and abrasion resistance</td>
<td>Superior long term asset protection</td>
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<td>Reduced maintenance costs</td>
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<td>IMO PSPC WBT compliant</td>
<td>Proof of performance</td>
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<td>Pure epoxy</td>
<td>Meets owner/yard preference for pure epoxy</td>
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<td>Aluminum pigmented shades</td>
<td>Enhanced corrosion protection</td>
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<td>Low VOC (189 g/l ; 1.6lbs/US gallon)</td>
<td>Reduces VOC emission into the environment</td>
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<td>Complies with VOC regulations</td>
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<td>Fast drying and fast overcoating</td>
<td>One or more coats per day – all seasons</td>
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<td>High flexibility and productivity for application</td>
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<td>Easy to apply</td>
<td>Uniform film thickness – high quality</td>
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<td>Cures down to 14°F/-10°C</td>
<td>All year workability with the same product</td>
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<td>Universal application</td>
<td>Simplifies total paint specifications and working procedures</td>
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<tr>
<td>Excellent adhesion</td>
<td>Impact and abrasion resistance – providing long term protection</td>
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<tr>
<td>Good surface tolerance</td>
<td>May be applied as a primer on power tooled and water jetted substrates</td>
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80% volume solids

“Shorter recoat intervals, 80% volume solids and low VOC make Quattro XO an ideal fit for North American shipyards”
How to find the correct CUI coating?

A look at which tests we can use to characterize the coating materials’ likely resistance to heat.

Are you curious about how to select the correct coating for environments with corrosion under insulation? This article by Hempel Oil and Gas Segment Manager, Simon Daly, looks into the types of testing which can be carried out to ensure the correct specification and selection of coatings for high heat and Corrosion Under Insulation (CUI) environments.

Many operators in the protective coatings business have seen the horror pictures of corrosion under insulation and appreciate that coatings can play a very important part in preventing this problem. This corrosion issue has been around for many years and a number of those horror pictures were probably once newly coated pipes.

But what makes a coating system fail to provide the level of resistance expected in an insulated environment? Of course, we can look at many of the usual culprits: Poor application, application of an incorrectly specified product, or, more rarely, a defective product itself. However, I would like to look at just one specific aspect, namely how we determine if a coating is suitable for an environment where corrosion under insulation can occur so we can avoid specifying an unsuitable material.
The role of temperature in coating specifications

CUI is widely described as occurring within the temperature range of 122°F/50°C to 347°F/175°C, although in environments with high relative humidity - the so-called 'sweating' pipe syndrome - corrosion beneath insulation can occur below this temperature.

Of course, in the case of a modern paint specification this temperature range is only one of many, generally resulting in specification of a variety of different paint systems. It is also fair to say that when specifying coating systems for new construction projects, protecting against CUI is simply one of many coating properties to be considered, albeit an important one.

Then there is the issue of temperature itself. We very often categorize coatings by the temperature range that they can withstand but what do we really mean by that; minimum temperature, maximum temperature, maximum constant operating temperature, peak excursion temperature etc.? Many different terms are used and this may affect our product recommendations significantly.

An example of this is pipework coated with an Epoxy Novolac coating. Routinely operating at a "temperature" of 320°F/160°C beneath insulation, we would not expect this temperature to pose any issues for this material. However, subject it to regular steaming out or process cycles to a peak operating temperature above 392°F/200°C, and it would not be unreasonable to see degradation of the coating over a period of time; ultimately manifesting itself as coating failure. In the absence of a protective coating, CUI can then start to work its destructive cycle.

Also, how often do we arrive at our temperatures from process information or engineering drawings? The reality between process temperatures and skin temperatures can be significant. This may take the pipe external temperature very clearly into the range at which CUI occurs. However, there is another thing to consider here. Coatings that work well at high temperatures should also work well at lower temperatures, right? Wrong! Many protective coatings undergo a transformation when exposed to heat. In some cases, this is necessary, such as in the case of some silicone resins where heat is necessary to remove the organic binder and leave behind the hard heat resistant silicon matrix. They will show different performance characteristics depending on the thermal conditions they have previously been exposed to.

Relevant coating tests

So how can we better categorize coating materials for high heat and CUI type environments?

We can break down the types of testing we could consider into three main types:

1) Those that we can use to characterize the material and its behavior under thermal conditions.
2) Tests that indicate the performance of the coating material when exposed to a real or simulated CUI environment.
3) Tests that could reasonably be needed to determine a coating suitability for multiple uses. For example if we wish to use a coating for insulated and uninsulated environments what other proof of performance should we consider in addition to number 2 above.

Coating characterization tests

We can use many of the standard coating terms we regularly see on product data sheets as a guide to what the material looks and feels like. Generic type, volume solids, VOC level, density are to name but a few. But how do we measure a coatings ability to resist temperature?

ASTM D 2485 is used to determine a coating's resistance to heat. This test exposes coated panels to a variety of different temperatures where they are left for a period of time. They are then allowed to cool off (either by air or water immersion), and inspected visually for any signs of blistering, cracking, flaking and delamination from the metal surface.

Following this, panels are exposed to a corrosive environment via accelerated corrosion testing for a limited time, or a real life atmospheric corrosion test. The purpose of this is to identify any areas where the heating of the coating has caused cracking which may have penetrated to the substrate and subsequently become a site for corrosion. In this case, micro-cracks and CUI are very similar - what you can’t see can definitely hurt you.
Hempel CUI

Microscope evaluation of fiber reinforced thick film silicone after exposure to 1202°F/650°C reveals no significant micro-cracking.

You may also use a more detailed analysis by optical microscopy in lieu of the visual inspection. This allows more thorough inspection of micro-cracking and characterization of crack width and crack length. Research by the Danish Technical University revealed one form of micro-cracking to be an oxidative mechanism with cracking initiating at the surface and progressing through the coating as it is exposed to longer periods of heat and oxygen exposure at the base of the crack.

Modified versions of this test carried out at low temperatures can determine a coating’s ability to withstand cryogenic conditions.

ASTM D2402 describes the use of thermogravimetric analysis (or TGA). This uses highly accurate measurements of mass loss as a small sample of coating material is heated. This can be useful to characterize the polymer backbone in a coating material and the temperature at which degradation begins. Significant mass loss may also be indicative of porosity within the final coating film.

Other methods of thermal analysis such as differential scanning calorimetry (DSC) can be used to highlight key events in the thermal profile of a coating. Events such as glass transition temperatures and the degradation onset temperature can all help to paint a picture of the coating material’s behavior about heat exposure.

Hopefully, this article will have provided an indication of some of the issues which make it important to ensure we correctly specify coating materials for CUI environments, but also how knowledge about the candidate coatings behavior towards heat will help assist in correct material selection.
“Moving forward with our Hempel North America ‘Journey to Excellence’ Strategy, one of our goals is to provide Best-In-Class service to our customers. One opportunity to do so is through our Service Center operations.”

mentioned Jeff Powell, Group Vice President Hempel North America
A Service Center is a geographically located facility that provides quick access to products, service and support. Service Centers can color match, tint, and supply core products to customers within 24 hours or less. Our goal is to conveniently provide our customers with the products they require. Our Service Centers will be capable of handling Hempel, Jones-Blair, and NEOGARD products.

Jason Musloski, recently promoted to Service Centers Operation Manager for North America, describes them in a simple but powerful way,

“The way I see it, we supply the smaller needs of larger customers”.

As part of our ‘Journey to Excellence’ Strategy, we are planning to integrate Hempel products into the existing Jones-Blair Service Centers. We also plan to convert most, if not all, existing Hempel Distribution Centers into Service Centers. Finally, we plan to add additional new Service Center locations. Our Service Centers will be designed to support all Hempel segments, and Jason Musloski will work closely with the local sales and Service Center personnel to ensure that we are working to be considered Best-In-Class by our customers.

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**Jones-Blair has 6 Service Centers**
1. Chattanooga, TN
2. Houma, LA
3. San Antonio, TX
4. Fort Worth, TX
5. Dallas, TX
6. Houston, TX

* See on the map

**Hempel has 9 Distribution Centers**
7. Edmonton, AB
8. Conroe, TX
9. Harahan, LA
10. Deer Park, TX
11. O’Fallon, MO
12. Miami, FL
13. Surrey, BC
14. Clifton, NJ
15. Veracruz, MX

** See on the map
Traffic coatings are intended to waterproof an elevated concrete slab and prevent water, chloride and other potentially damaging chemicals from compromising the integrity of the concrete structure.

Standard traffic coating systems generally require a primer, base coat, wear coat, aggregate broadcast and a top coat while the NEOGARD T-Systems utilizes pre-textured top coats with aggregate in suspension to eliminate the need for broadcasting aggregate.

T-Systems are built with a primer, base coat and an integrally textured top coat and may be strengthened further by adding an additional textured wear coat for high abrasion areas such as ticket booths, spiralled ramps and turn areas where a more heavy duty application is often required.

NEOGARD’s T-System technology

NEOGARD’s T-System products are an advancement in coating technology for the traffic coating industry.

NEOGARD’s T-System products have been built upon a foundation of established and trusted traffic coating products and have proven more durable than traditional systems. They provide a well textured non-slip surface with a consistent finish due to the even aggregate distribution within the coating rather than the inconsistent coverage of aggregate broadcast in the field.

NEOGARD offers integrally textured T-System coatings in both standard and fast cure formulations for the Auto-Gard vehicular and Peda-Gard pedestrian coating systems. They are ideal for elevated pedestrian and vehicular decks, walkways and ramps, stadiums, balconies, terraces and rooftop recreational areas.
Jones-Blair two-component aerosol coatings

Jones-Blair Industrial’s two-component aerosol custom color kits open the door to better maintenance solutions for small repairs while achieving an appearance, performance and quality equal to OEM coatings.

Ureprime 2.8 Epoxy-Urethane Primer and Acrylithane 2.8 Urethane Topcoat are available in the recently introduced two-component aerosol packaging and our service centers are equipped to fill cans with custom colors.

There is no need to sacrifice quality for convenience and ease of application when you can use a high performance two-component aerosol spray coating for maintenance and repairs. Inhibit rust and provide chemical and corrosion resistance with Ureprime 2.8 primer and follow with Acrylithane 2.8 for an incredibly durable coating with the benefits of gloss and color retention as well as chemical and corrosion resistance.

The two-component aerosol packaging system uses a dual chamber spray can with the catalyst housed in an inner cylinder to provide isolation from the paint component. This stable storage system allows the aerosol can a potential shelf life of several years. The aerosol’s pot life begins upon mixing and may last several days in some cases with an average pot life two-to-three times longer than the standard liquid paint.

To activate the coating in the can simply remove the red button housed in the lid and attach it to the valve at the bottom of the can. When pressed, the button will rupture the inner cylinder and instantly mix the catalyst with the paint.

The aerosol can delivers the paint with a wide dispersion pattern and little overspray similar to a professional spray gun pattern, making it possible to achieve a two component OEM-like coating finish for maintenance and repair situations without sacrificing technical performance or appearance.
With this in mind, the Hempel Foundation has set out to work with the Leer Foundation by funding a project with a goal to make a difference in the education of 1843 children from La Caldera and the Capital city of Salta, in Salta Province.

The educational community in Argentina is deeply affected by a harsh state of affairs where the schools and teachers face hard challenges while holding major responsibilities.

The data is alarming. Six out of 10 children grow up below the poverty line and almost a 1.5 million adolescents are excluded from formal education and employment.

The Salta province has one of the highest levels of poverty in Argentina. Unemployment rates reach 10.6%, and are the highest in the area at almost twice the average of neighboring provinces.

In Salta, we see students leaving elementary school without the necessary skills for success. In fact, the repetition rate for students in high school is 11.99% and the dropout reaches 6.87%.

With this in mind, the Hempel Foundation has set out to work with the Leer Foundation by funding a project with a goal to make a difference in the education of 1843 children from La Caldera and the Capital city of Salta, in Salta Province.

Our goal is to improve primary school children’s reading and writing skills with the understanding that reading and writing are a key part of the foundation for current and future education as well as the students’ development into active and productive citizens.
The five year project began in 2015 and intends to work directly with the children for every year of the project’s duration.

The Leer Foundation has already delivered by improving the learning environments at schools as well as training teachers in family literacy and reading promotion over the first six months of the plan.

Future plans from February 2016 through December 2016 designate that the emphasis will be placed on training first and second grade teachers and improving the learning environments of their classrooms. Teachers will also be trained to support children who are reading below the expected level for their grade.

“"The project will benefit 10 schools, 1843 children and their families. It will also benefit parents, school teachers and directors. Around 4000 beneficiaries in total."

Stated Bente Mølgaard
Hempel’s Strategy ‘Journey To Excellence’

After a successful One Hempel - One Ambition Strategy in which key strategic objectives were fulfilled, we are excited to move forward on our new ‘Journey to Excellence’ Strategy.

Hempel’s vision for the coming strategy period is a combination of organic growth and operational excellence.

In North America, the recent acquisition of the Jones-Blair Company has helped to expand our platform in protective coatings as well as providing Hempel entrance into the Industrial Coatings Market. The integration of Jones-Blair into Hempel is moving forward, and in 2016 we will be working on many internal projects to further integrate both companies as we create a strong foundation for Hempel North America.

Our message is simple: Hempel North America will remain focused in the Marine, Protective and Industrial markets. In the short-term, we are developing an infrastructure to better service and support our customers and markets. Product development will play an integral part in the success of our business and it will be a key component to our strategy.

In an effort to grow faster than the industry, we look forward to work hand-in-hand with both our customers and employees in our efforts to become ‘One Hempel North America’ and to be considered Best-In-Class by our customers.

Jeff Powell, Group Vice President, North America said,

“We are excited about the potential of ‘One Hempel North America’ in the years to come.”

Where we are headed

We have established a clear strategy for success. The ‘Journey to Excellence’ identifies global Must-Win Battles and key enablers, which all help support our business within Decorative, Marine and Protective.
Hempel and Jones-Blair support the Goodwill Industries of Dallas

While we at Hempel strive to create workplaces around the world with minimal environmental footprints that are safe, healthy and diverse for our employees, we recognize that our corporate responsibility extends beyond our business practices.

As such, we take an active role in contributing to educational and cultural projects in the communities in which we operate.

Following Hempel’s acquisition of the Jones-Blair Company in early 2015 and the subsequent technology overhaul of Jones-Blair’s office, we had the opportunity to donate excess computers and equipment to the Goodwill Industries of Dallas’ Dell Reconnect program.

81 laptops, 37 desktops, 13 printers and other assorted equipment from Jones-Blair were refurbished and made available at a local Dallas Goodwill store at affordable prices to eliminate the price barrier faced by many local families.

“We after working with these machines, I can’t thank you enough for your decision and generosity.”

Ryan Ewers, Recycling Manager at Goodwill Industries of Dallas, Inc., commented that, “after working with these machines, I can’t thank you enough for your decision and generosity. The low-income families that we serve are getting a great, long-lasting machine at a price within their budget.”

All aspects of the donated equipment were taken into account including parts that were unsuitable for refurbishment. Those components were broken down and sourced for raw materials such as metals, plastic and glass and the proceeds from their salvaging were returned to Goodwill.

Since 2004, the Goodwill Dell Reconnect program has kept over 427 million pounds of e-waste out of landfills while creating local opportunities for green jobs and providing affordable technology to local communities.

We at Hempel and Jones-Blair were proud to take part in Goodwill’s mission to, “enhance the quality of life of individuals and families by strengthening communities, eliminating barriers to opportunity, and helping people in need reach their full potential through learning and the power of work.”
Hempel launches 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.

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.

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.

“We are excited to reach this important milestone in our new ‘Journey to Excellence’ Strategy, where we are also focusing on continued growth in our maintenance market. This is the right time to launch due to the known market conditions; we have developed this tool to help our customers reduce their maintenance cost, focusing on their long term protection of their important assets” said Jose Luna, North America Marketing Director.

Please contact your local Hempel Sales Representative for more information on TAPS.
The countries represented were: Dominican Republic, Costa Rica, Panama, Venezuela, Honduras, Guatemala and El Salvador. Having seen substantial growth in this territory over the last 5 years; the theme of the meeting was “how can we accelerate our growth while sharing our best practices within the Caribbean and Central America Distributor Network.”

Luis Naime, CEO of Industrial Marine Coatings and host said “it has been an honor for IMC to host this meeting in Panama. Being a Hempel distributor for 17 years, this has been the best meeting that I have attended. Most importantly, I have seen how Hempel has been transformed, and even how the distributors continue to impact Hempel’s long term strategic plans and in this case the new ‘Journey to Excellence’ Strategy.”

“I have seen how Hempel has been transformed, and even how the distributors continue to impact Hempel’s long term strategic plans”
said Luis Naime

All distributors in attendance delivered a presentation focusing on their growth plans, sales goals, key targets per segment and pipeline of projects. Hempel shared the ‘Journey to Excellence’ Strategy, new brand, operational excellence initiative, logistics plans and reinforced the latest innovative products. Hempaguard, Avantguard, Hempacore, NEOGARD and Versiline. Several workshops were held that focused on ensuring the main objectives were met and our customers receive full Hempel support.

Arturo Flores, Hempel Mexico, Caribbean and Central America Sales Director said “I took over the challenge of expanding and growing my role outside of Mexico last year, it has been extremely exciting and we have grown tremendously. This is just the start as we continue to work together and deliver our plans to optimize upon synergies within our top brands. North American brands include Jones-Blair Industrial and NEOGARD, so we can accelerate and grow faster than the marketplace.”
## Upcoming Trade Shows

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<tr>
<th>Brand</th>
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<tr>
<td></td>
<td>Congreso Mexicano de Petroleo</td>
<td>Monterrey, MX, Mexico</td>
<td>June 8-11, 2016</td>
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<td></td>
<td>API - Tanks, Valves, and Piping Conference &amp; Expo</td>
<td>Las Vegas, NV, USA</td>
<td>October 10-11, 2016</td>
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<td>Pacific Marine Expo</td>
<td>Seattle, WA, USA</td>
<td>November 17-19, 2016</td>
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<td>International Workboat Show</td>
<td>New Orleans, LA, USA</td>
<td>November 30 – December 2, 2016</td>
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<td>Canadian Parking Association</td>
<td>Ottawa, ON, Canada</td>
<td>October 22-26, 2016</td>
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<td>PACK Expo</td>
<td>Chicago, IL, USA</td>
<td>November 6-9, 2016</td>
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<td>PBTE AIA CSI</td>
<td>Honolulu, HI, USA</td>
<td>October 25, 2016</td>
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<td></td>
<td>Construct Canada</td>
<td>Toronto, ON, Canada</td>
<td>November 30 - December 2, 2016</td>
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<td>POC - Pacific Oil Conference</td>
<td>Los Angeles, CA, USA</td>
<td>September 6-8, 2016</td>
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<td></td>
<td>NACS Imaging</td>
<td>Atlanta, GA, USA</td>
<td>October 18-21, 2016</td>
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Since 1915 Hempel has been a world-leading coatings specialist, providing protection and inspiration to the world around us. Today we have over 5,500 people in 80 countries delivering trusted solutions in the protective, decorative, marine, container, industrial and yacht markets. This includes many recognized brands like Crown Paints, Schaepman and Jones-Blair.

Hempel is proudly owned by the Hempel Foundation, which supports cultural, humanitarian and scientific causes across the world.