



Decovery®

Do you want your brand to be a catalyst for change? Great, because it means we have something in common. Driving change is as close to our hearts as it clearly is to yours.

WE HAVE SO MUCH TO TALK ABOUT ...SO LET'S START A SUSTAINABILITY DIALOGUE

With Decovery® we are determined to reduce the amount of fossil-based oil used in paints. Every day, they're taking an unacceptable toll on our environment. Also, this is something more and more of your customers are demanding too.

We have devoted a lot of energy talking to, and advising people on, the following issues:

- **Sustainability strategies**
focusing on setting targets to reduce the carbon footprint
- **Market trends**
Exploring the drivers for change, including growing consumer demand
- **Sustainable paint technologies**
Understanding the difference between the C14 and biomass-balance concepts
- **Risks and mitigation**
Mitigating the common risks of using plant-based paints
- **Sustainability value**
Identifying value drivers and measuring the impact of plant-based solutions
- **Communicating the benefits**
Marketing persuasively to your customers, while talking from different angles to different markets.

Book your Sustainability Dialogue – an exclusive meeting for you and your colleagues

To ensure we focus solely on your business's needs, we offer sustainability dialogues on a company-by-company basis. Sessions work best with a maximum of 10 participants from the following specialities: Marketing, R&D and Sustainability and Innovation.

Together we really can make an impact, and we're looking forward to telling you more about this. Simply **complete the form** and we will arrange a mutually-convenient time to hold your sustainability dialogue.

We look forward to the discussion!

