

# How to Boost Quality in the Architectural Coatings Market

---

The following whitepaper presents different research efforts, both technical and VOC-capture, with the intent of positively transforming the market. This was accomplished by obtaining a clear understanding of value chain key players in the architectural coatings market, current paint quality levels, and the most important paint attributes to these market players.

## How to Boost Quality in the Architectural Coatings Market

In order to increase the current understanding of the architectural coatings market, first we must rigorously define and map out the end users' needs in each value chain. This has an additional level of complexity due to the diversity of distribution channels, consumer profiles, and specific geographic needs. Due to this added complexity, properly identifying the target consumers is key.

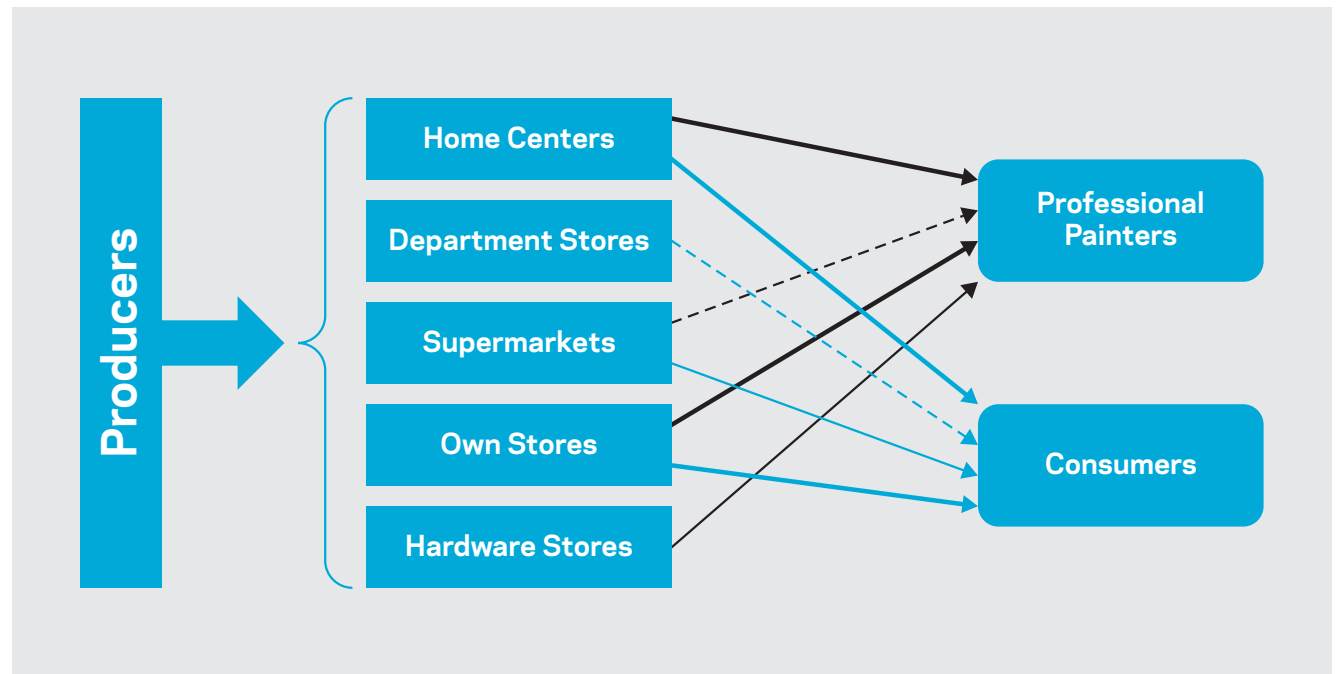
Distribution channels play a major role in end user interaction. Depending on the country, considering cultural influences and purchasing power, channels may differ in the ways they influence distributors.

In this value chain, there are two main end users: professional painters and consumers. But they are also divided into other sub-categories, and in each case, purchasing decisions may be affected at various steps. Thus, understanding the main requirements of the Region / End User / Channel / Application combination will allow us to generate value offerings that become meaningful to our customers.

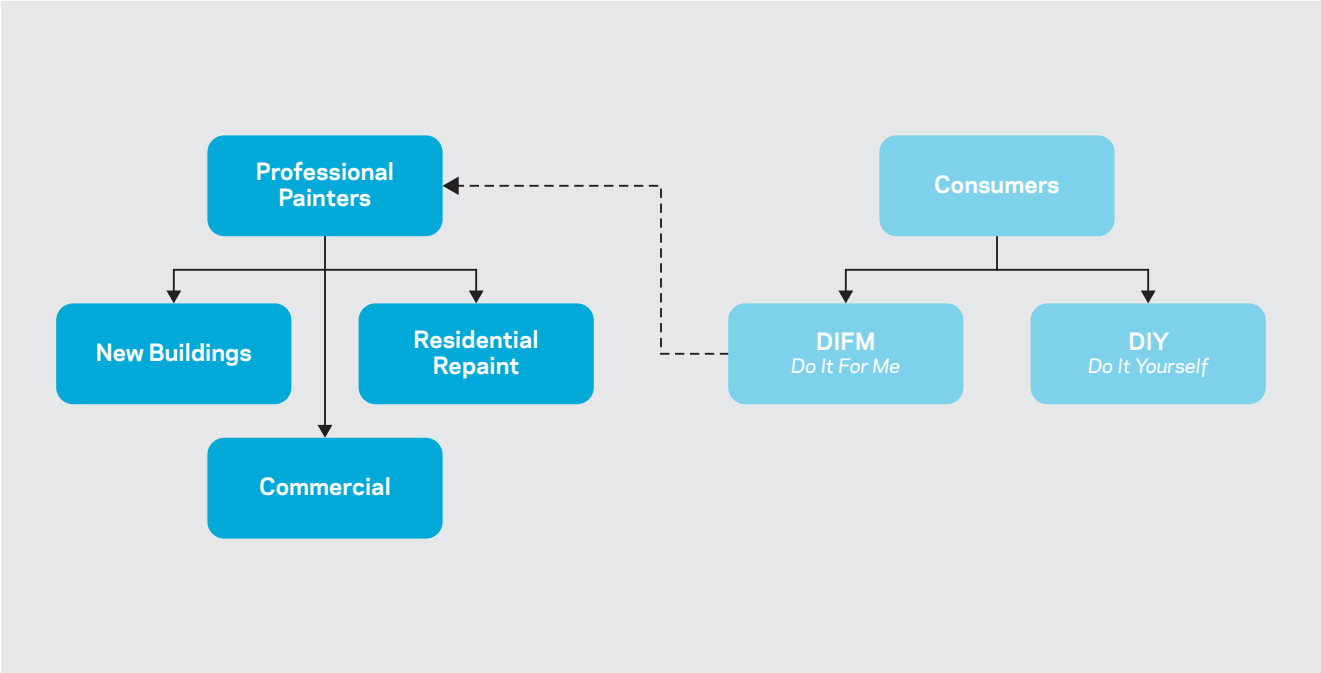
The goal of our market studies is to bring our customers a picture of the opportunities within their market. This view can allow them to improve their current offering, and determine how to best communicate these opportunities to their sales force, who then influence end users directly.

**FIGURE 1:**  
**Diverse Distribution Channels Between Producers and End Users of Architectural Paint**

Black arrows represent main channels for professional painters whereas blue arrows represent main channels for consumers.



**FIGURE 2:**  
Segmentation of the  
Two Main End Users for  
Architectural Coatings



As an example, we will use the Latin American & US markets, which are similar in many ways. In both cases, professional painters are important decision makers when it comes to paint selection, but their decision may be affected by factors such as budget. In both markets, there's the constant need to complete the job as fast as possible while generating the best possible visual result to their customer. Channels may be different, but, depending on demographics, big box retailers are gaining space within the professional painters' segment in both these regions.



## Defining Quality in Measurable, Comparable & Relevant Terms

To what do we refer when we talk about quality in architectural paint?

Our methodology to analyze the architectural coatings value chain can be divided in two fundamental stages. In stage one, we study the market using VOC analysis to translate ideas and opinions into measurable and comparable properties. In stage two, we determine the real performance of these properties in paints sold in a specific market.

In total, we have studied over 500 painters in 18 different countries, and performed technical analysis on more than 2,000 architectural paints. The end goal of these combined studies was to achieve a clear view of the architectural coatings market landscape, and determine where value-adding opportunities exist; whether through improvement of existing

offerings or creation of new products that satisfy end users' needs.

Professional painters shared their feedback and opinions on the paints tested in each of the aforementioned studies, letting us gather key data on attributes and properties perceived to be most important when choosing a paint.

These studies consist generally of both qualitative and quantitative evaluations:

- In-depth interviews with professional painters, by which we obtain very detailed insights based on their own experience.
- Surveys, from which the main takeaway is the reasons painters prefer one paint over another, and which properties are most important to them when choosing a product.
- Applied studies, to understand the reasoning behind current preferences, and determine what kinds of innovations or features may capture their interest.

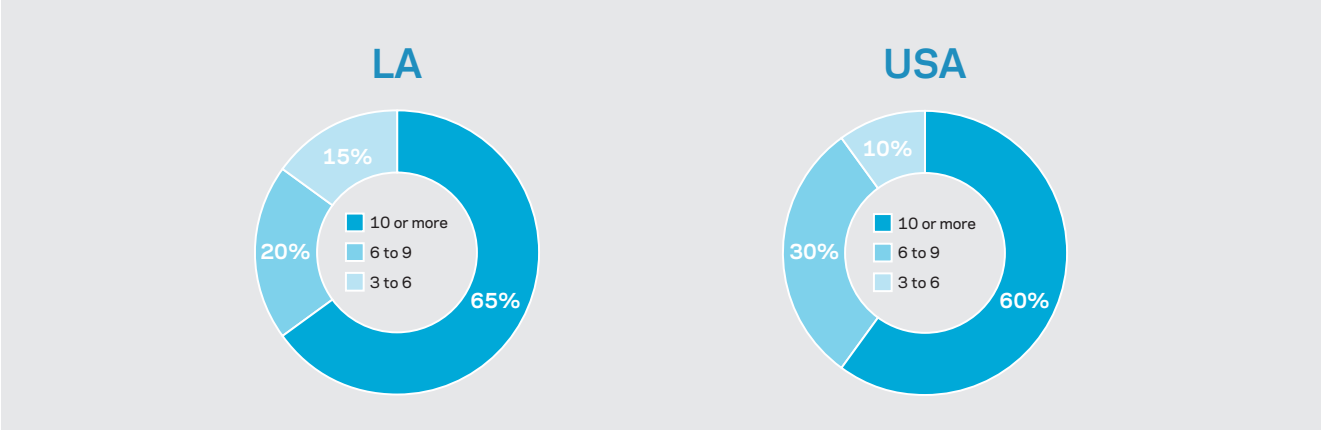
**FIGURE 3:**  
The Two Main Market  
Analysis Stages  
Performed for the  
Coatings Market



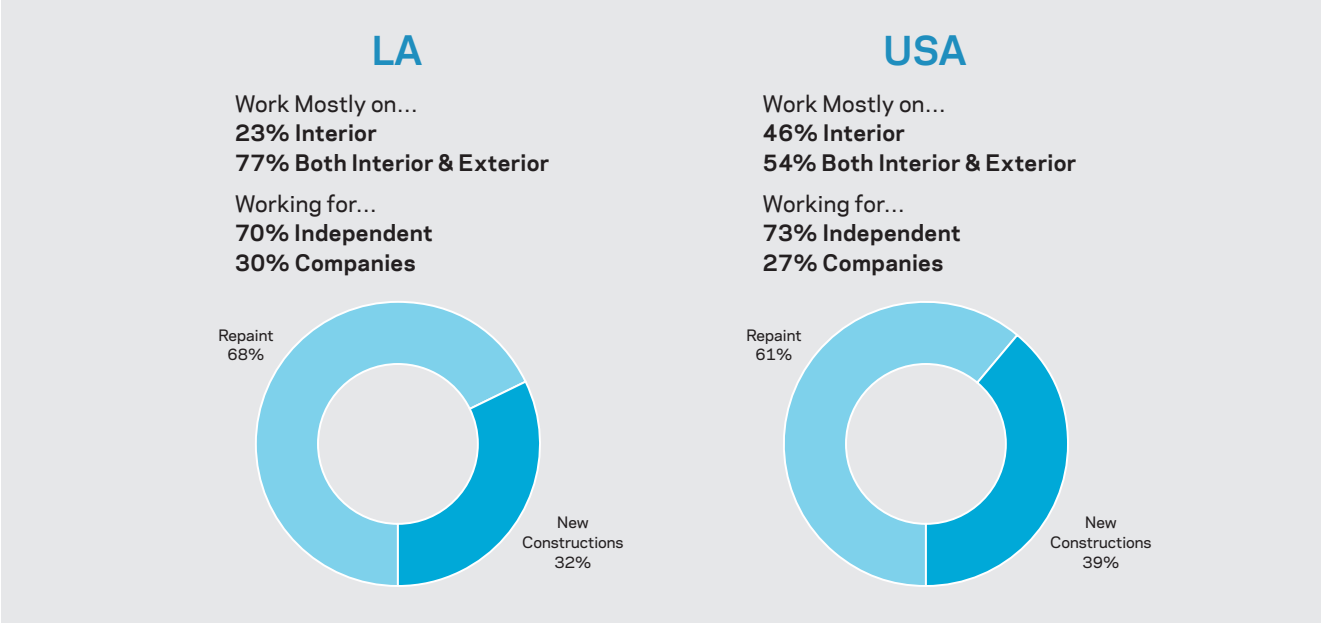
# How to Boost Quality in the Architectural Coatings Market

In Latin America, for example, 65% of painters that participated in our studies had 10 + years of experience. The results were similar in the US.

**FIGURE 4:**  
Years of Experience of Painters Participating in Our Studies



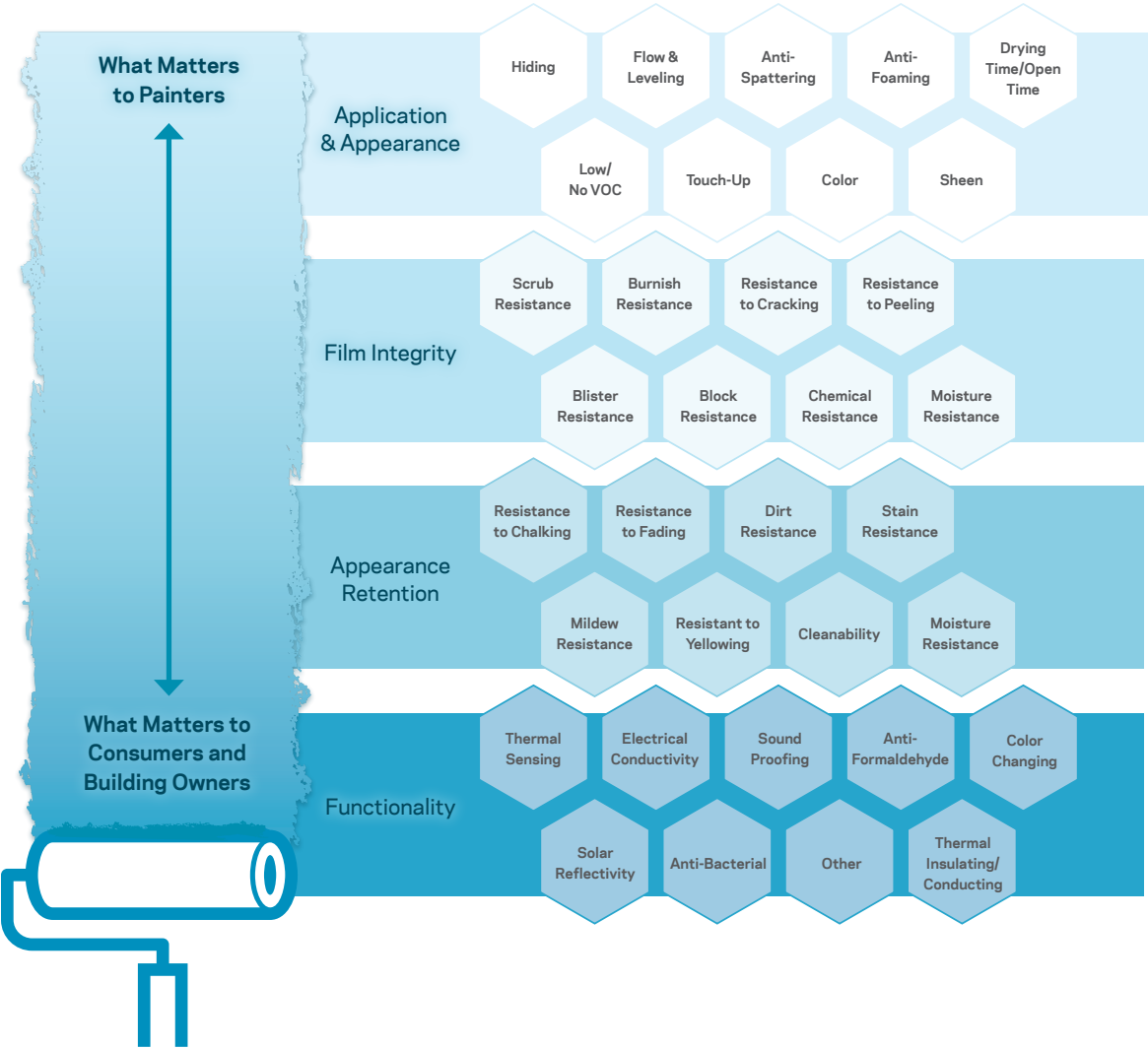
**FIGURE 5:**  
Validating Professional Painters Experience Both in Latin America and the US



# How to Boost Quality in the Architectural Coatings Market

Within the wide spectrum of properties that an architectural paint can have, it becomes critical for us to be able to separate them based on end user experience. Once we have this conceptualization, we can connect it to the information professional painters provided in the various VOC-capture methods.

**FIGURE 6:**  
**Architectural Paint**  
**Main Properties**  
**Based on End User**  
**Experience and**  
**Type of Property**



## How to Boost Quality in the Architectural Coatings Market

Productivity makes a difference, and professional painters are no exception. To them, paints that ultimately help them improve productivity will be preferred over those that don't. One of the most consistently sought after paint attributes is better hiding power; because improved hiding can dramatically increase productivity.

Other critical aspects for this market segment are color intensity and stability, ease of application, wet hiding power, and good leveling. All these properties create a perception of overall quality to the professional painter. Thus, we understand it is very important to have a good balance of properties in the end product.

### Benchmarking Studies to Objectively Determine Architectural Paint Quality

One of our major foundations of our value proposition are benchmarking studies. It is important to gather and analyze a representative amount of architectural paints correspondent to each region/country, so we can be confident that the results are reliable and indicative of the trends for their respective markets.

#### Which properties are measured?

To determine which attributes are going to be measured in each benchmarking study, we use information gathered from our professional painters' studies. Since we have learned which properties are important to them, our efforts are directed primarily to those paint attributes.



# How to Boost Quality in the Architectural Coatings Market

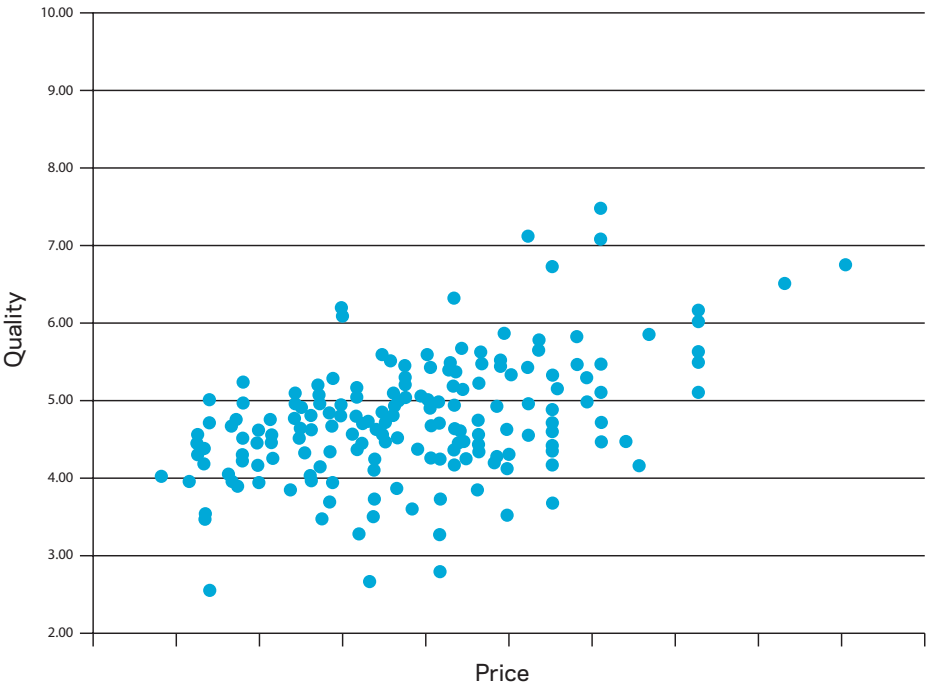
Having the most relevant information of the architectural paints market for determined country/region, we then carry out a correlation analysis between a paint's overall perceived quality and its retail price.

This is how we determine the trends regarding quality paints in a particular market, and understand where the current quality standards sit and where the gaps are; as well as opportunities to improve sales and improve positive perception by end users.

Through this market analysis methodology, we have found opportunities for our customers to differentiate their offering, satisfying real needs of professional painters: one of the most important customer segments of the architectural coatings market.

With the data from many such studies, we have been able to generate a large amount of highly relevant and important insights that allow us to better understand the architectural coatings market. Our purpose has been to identifying opportunities for our customers to create products that exceed their customers' expectations for each country/region-customer-channel-application combination.

**FIGURE 7:**  
Quality Perception of Different Architectural Paints Versus Their Retail Price





### ABOUT TI-PURE™ PIGMENTS

Ti-Pure™ titanium dioxide (TiO<sub>2</sub>) pigments are known for brightness you can see. But they also deliver performance you can measure.

#### Paints containing Ti-Pure™ pigments offer:

- **Superior Hiding Power:** Providing brighter brights and whiter whites, Ti-Pure™ increases hiding power for uniform, one coat coverage with no need to prime.
- **Ease of Application:** With fewer drips, smoother brush strokes, and faster drying time, Ti-Pure™ can help boost your productivity.
- **Uncompromising Endurance:** The UV protection that comes from Ti-Pure™ in paint leaves a durable, washable surface that resists fading, cracking, and discoloration over time.
- **Smaller Environmental Footprint:** Long lasting paint that only requires one coat is better for the environment – the cradle-to-grave carbon footprint of Ti-Pure™ paints is 22% smaller than that of paint containing universal pigments.

The Chemours Company, through its Ti-Pure™ branded offering, is willing to bring this data-driven support to the industry in order to provide our partners and customers with this competitive advantage, and therefore add value to the whole architectural coatings chain.

For more information on Ti-Pure™ products, visit [Ti-Pure.com](http://Ti-Pure.com) or call:

**Asia Pacific -North:**

+ 86 21 3862 2539

**Asia Pacific - South:**

+ 91 124 479 7400

**Europe/**

**Middle East/Africa:**

+41 22 719 1500

**Latin America Brazil:**

0800 110 728

**Mexico:**

1 800 737 5623 /

+55 55 5125-4907 (DF)

**US & Canada:**

+ 1 800 441 9437



The information set forth herein is furnished free of charge and based on technical data that Chemours believes to be reliable. Chemours makes no warranties, expressed or implied, and assumes no liability in connection with any use of this information. Nothing herein is to be taken as a license to operate under or a recommendation to infringe on any patents or trademarks.

© 2018 The Chemours Company FC, LLC. Ti-Pure™ and any associated logos are trademarks or copyrights of The Chemours Company FC, LLC.

Chemours™ and the Chemours Logo are trademarks of The Chemours Company.