

# HAMMERITE ULTIMA



# Range

5362532	HM ULTIMA MATT BLACK 750ML
5362534	HM ULTIMA MATT DARK GREY 750ML
5362538	HM ULTIMA MATT WHITE 750ML
5362526	HM ULTIMA SMOOTH BLACK 750ML
5362530	HM ULTIMA SMOOTH BROWN 750ML
5362527	HM ULTIMA SMOOTH DARK GREY 750ML
5362528	HM ULTIMA SMOOTH LIGHT GREY 750ML
5362529	HM ULTIMA SMOOTH RUBY RED 750ML
5362531	HM ULTIMA SMOOTH WHITE 750ML





# Extensive research has identified the key end-user questions for the metalcare sector

Can I paint *all* my metal garden objects with one product?

What metal are my railings and garage door actually made from?



What is a ferrous or non-ferrous metal?

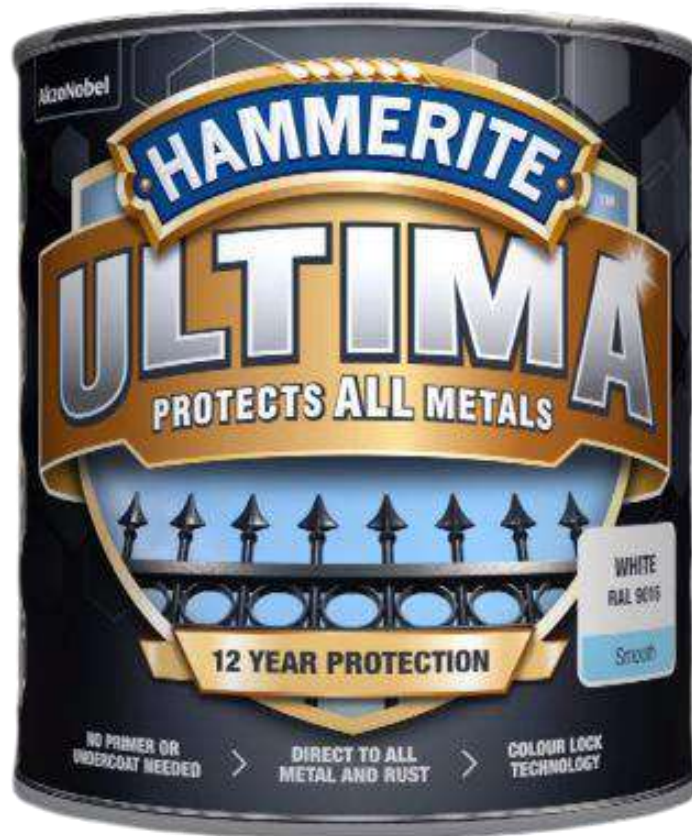
Can I paint directly onto a previous coat of paint?



**Hammerite Ultima has set the market benchmark for superior, user-friendly metal care paint ...**



# The Product



Formulated for use on any metal, Hammerite Ultima is the next evolution in metal paint.

The ultimate in long-lasting protection, it can be applied directly to rust, fighting off the forces of nature for up to 12 years.





# With a range of benefits that suit the end user



**12 YEARS  
PROTECTION**

**DIRECT  
TO  
RUST**

**ANY  
METAL**

**QUICK  
DRYING**

**NO PRIMER  
NECESSARY**

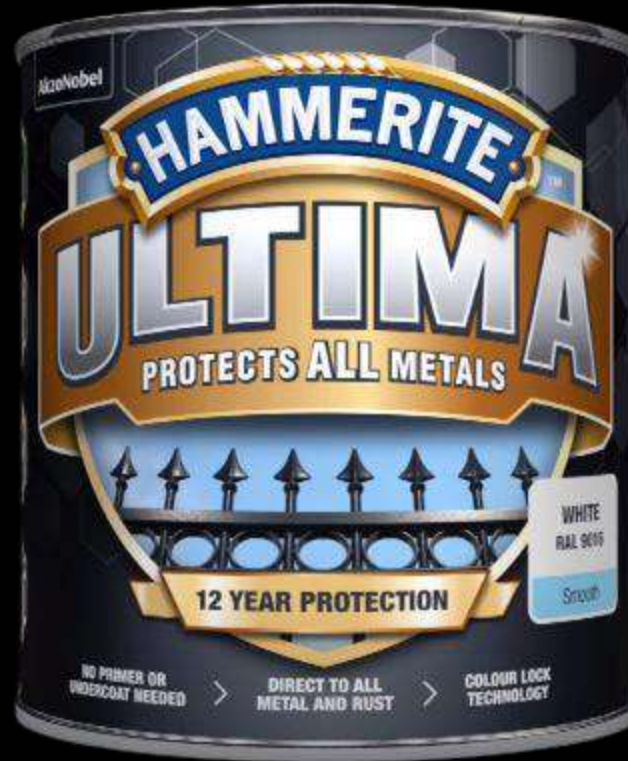




# And new attractive packaging

Elegant, outstanding premium design in gold and black

Clear presentation of the product's special features



Clear communication of main USP integrated into the logo

Finish indication on colour chip maximizing stand-out on shelf

# For use on any metal



AkzoNobel

**HAMMERITE**<sup>TM</sup>  
**ULTIMA**  
PROTECTS ALL METALS

12 YEAR PROTECTION

WHITE  
RAL 9016  
Smooth

NO PRIMER OR UNDERCOAT NEEDED > DIRECT TO ALL METAL AND RUST > COLOUR LOCK TECHNOLOGY

IRON

GALVANIZED

ALUMINIUM

ZINC

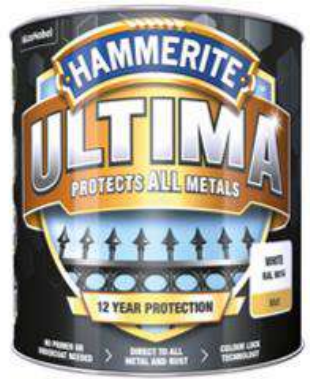


# In a range of popular colour options



<b>BLACK</b> RAL 9005 Smooth	<b>BROWN</b> RAL 8017 Smooth	<b>ANTHRACITE GREY</b> RAL 7016 Smooth	<b>GREY</b> RAL 7042 Smooth	<b>WHITE</b> RAL 9016 Smooth	<b>RUBY RED</b> RAL 3003 Smooth
------------------------------------	------------------------------------	--	-----------------------------------	------------------------------------	---------------------------------------

Smooth



<b>BLACK</b> RAL 9005 Matt	<b>ANTHRACITE GREY</b> RAL 7016 Matt	<b>WHITE</b> RAL 9016 Matt
----------------------------------	--	----------------------------------

Matt

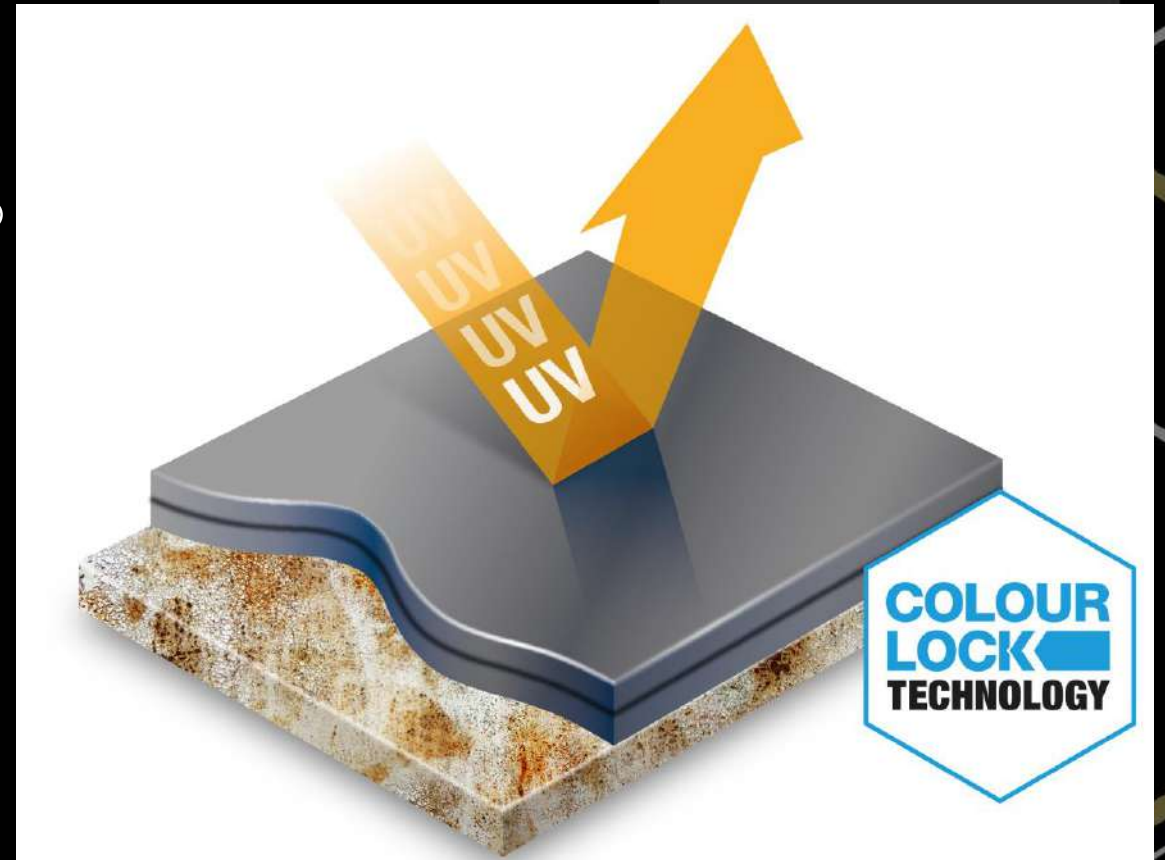
All colours available in Smooth and Matt in 750ml



# With an innovative colour formula

## Future-oriented COLOUR LOCK TECHNOLOGY

Leads to long-lasting colour  
and gloss stability

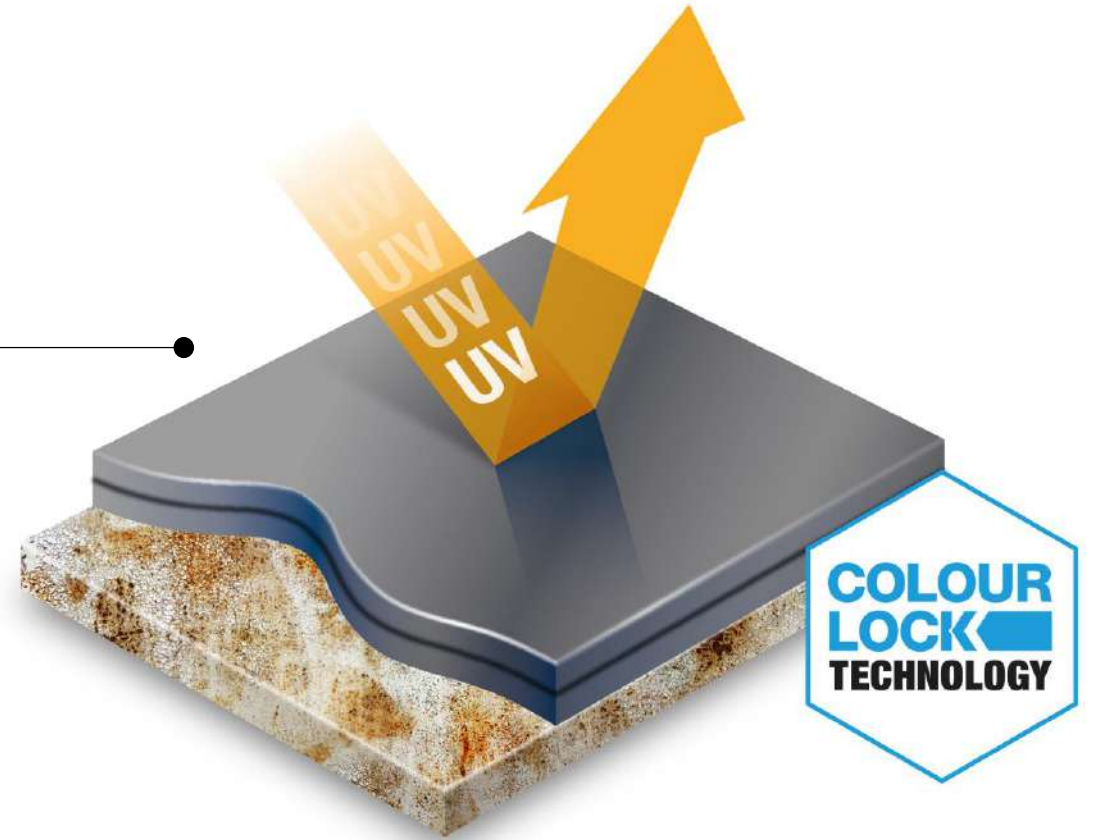




# With an innovative colour formula

## Future-oriented COLOUR LOCK TECHNOLOGY

Leads to long-lasting colour  
and gloss stability



# Marketing Communications



A knight in full plate armor stands in front of a dark, stormy sky with lightning. He holds a can of Hammerite Ultima paint aloft in his right hand. The can is labeled 'HAMMERITE ULTIMA PROTECTS ALL METALS 12 YEAR PROTECTION'. To the left, the Hammerite logo is above the text 'SUPERIOR PROTECTION FOR ANY METAL.' Below this, a blue banner reads 'Nothing beats Ultima. Nothing beats Hammerite.' To the right, five purple hexagons with gold borders list the product's benefits: '12 YEARS PROTECTION', 'DIRECT TO RUST', 'ANY METAL', 'QUICK DRYING', and 'NO PRIMER NECESSARY'. The AkzoNobel logo is in the top right corner.

**HAMMERITE**  
**ULTIMA**  
PROTECTS ALL METALS  
12 YEAR PROTECTION

**12 YEARS PROTECTION**

**DIRECT TO RUST**

**ANY METAL**

**QUICK DRYING**

**NO PRIMER NECESSARY**

**Nothing beats Ultima.  
Nothing beats Hammerite.**

AkzoNobel





# Marketing Communications

**HAMMERITE**  
**SUPERIOR PROTECTION FOR ANY METAL.**

**HAMMERITE ULTIMA**  
PROTECTS ALL METALS  
12 YEAR PROTECTION

**12 YEARS PROTECTION**  
**DIRECT TO RUST**  
**ANY METAL**  
**QUICK DRYING**  
**NO PRIMER NECESSARY**

**Nothing beats Ultima.  
Nothing beats Hammerite.**

AkzoNobel

Below the main image is a shelf displaying ten cans of Hammerite Ultima paint.

**HAMMERITE**  
**SUPERIOR PROTECTION FOR ANY METAL.**

**HAMMERITE ULTIMA**  
PROTECTS ALL METALS  
12 YEAR PROTECTION

**12 YEARS PROTECTION**  
**DIRECT TO RUST**  
**ANY METAL**  
**QUICK DRYING**  
**NO PRIMER NECESSARY**

**Nothing beats Ultima.  
Nothing beats Hammerite.**

Formulated for use on any metal, Hammerite Ultima is the next evolution in metal paint. The ultimate long-lasting protection, it can be applied directly to rust, fighting off the forces of nature for up to 12 years.

AkzoNobel





# Marketing Communications



A vertical advertisement for Hammerite Ultima paint. At the top, the Hammerite logo is displayed in a blue banner. Below it, a knight in full plate armor holds a can of Hammerite Ultima paint. The background shows a dark, stormy sky with lightning and a wrought-iron fence. At the bottom, the text "SUPERIOR PROTECTION FOR ANY METAL." is written in bold white letters. Below the knight, there is a color chart with two rows of color swatches. The first row is labeled "Dark" and the second row is labeled "Light". Each row contains three swatches: a dark color, a medium color, and a light color. Below the color chart, there is a paragraph of text describing the product and its benefits. At the bottom, the text "Nothing beats Ultima. Nothing beats Hammerite." is written in bold white letters.

**HAMMERITE**  
**ULTIMA**  
SUPERIOR PROTECTION FOR ANY METAL.

12 YEARS PROTECTION  
DURABLE TO RUST  
ANY METAL  
EASY TO APPLY  
NO PRIMER NECESSARY

**Dark**

Black RAL 9005	Dark Red RAL 3007	Dark Blue RAL 5010
Grey RAL 7042	Red RAL 3005	White RAL 9010

**Light**

Black RAL 9005	Dark Red RAL 3007	Dark Blue RAL 5010
Grey RAL 7042	Red RAL 3005	White RAL 9010

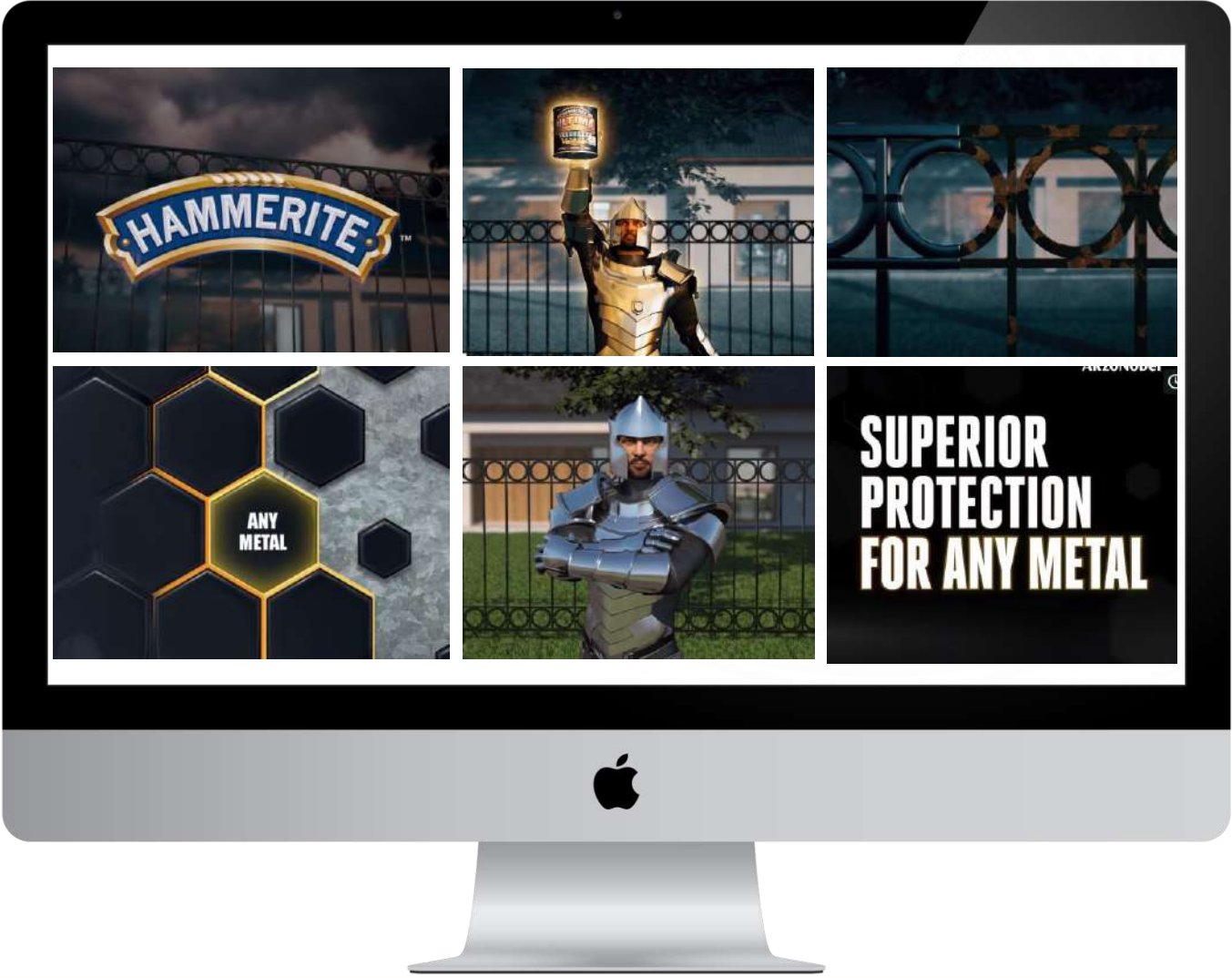
Formulated for use on any metal, Hammerite Ultima is the next evolution in metal paint. The ultimate long-lasting protection, it can be applied directly to rust, fighting off the forces of nature for up to 12 years.

**Nothing beats Ultima.  
Nothing beats Hammerite.**

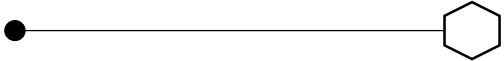
AkzoNobel







Video campaign support



# Upgrading to Hammerite Ultima

	Hammerite ULTIMA	Hammerite DIRECT TO RUST
Years of protection	Up to 12	Up to 8
Formulation	Water-based	Solvent-based
Application	On all ferrous and non-ferrous metals	Application on ferrous metals only
Direct to all metal and rust/no primer needed	✓	✓
Colour Lock technology	✓	
Odourless	✓	
Improved whiteness	✓	
Quick drying	✓	





# Hammerite Ultima

## Supporting R&D Technical Information



# Prohesion Test

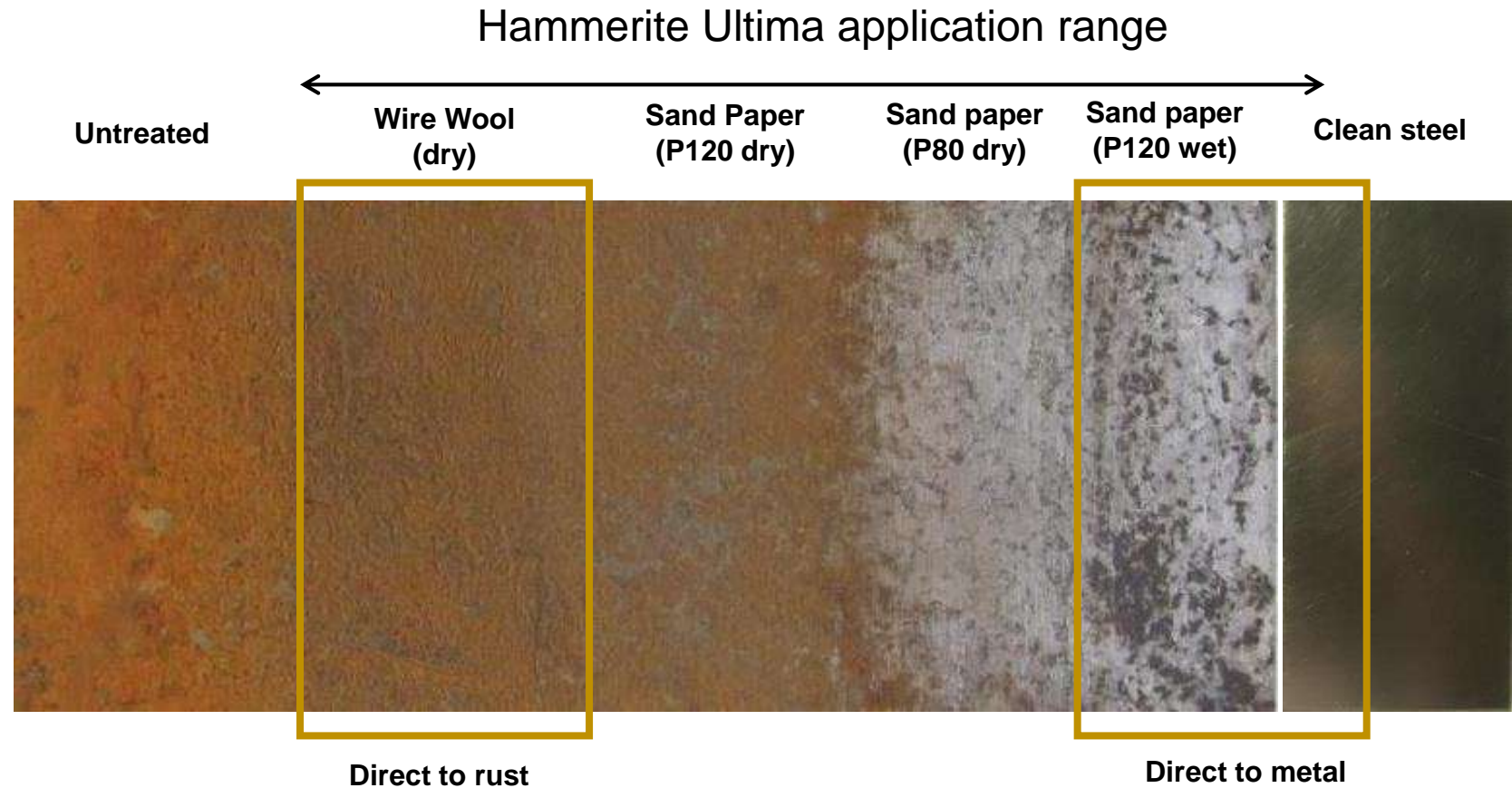
- Accelerated corrosion test with good correlation with outdoor exposure
- Modified cyclic salt spray: 1h diluted salt spray fog (room temperature) + 1h drying at 35°C
- Better correlation with decorative market than salt spray (continuous salt fog)





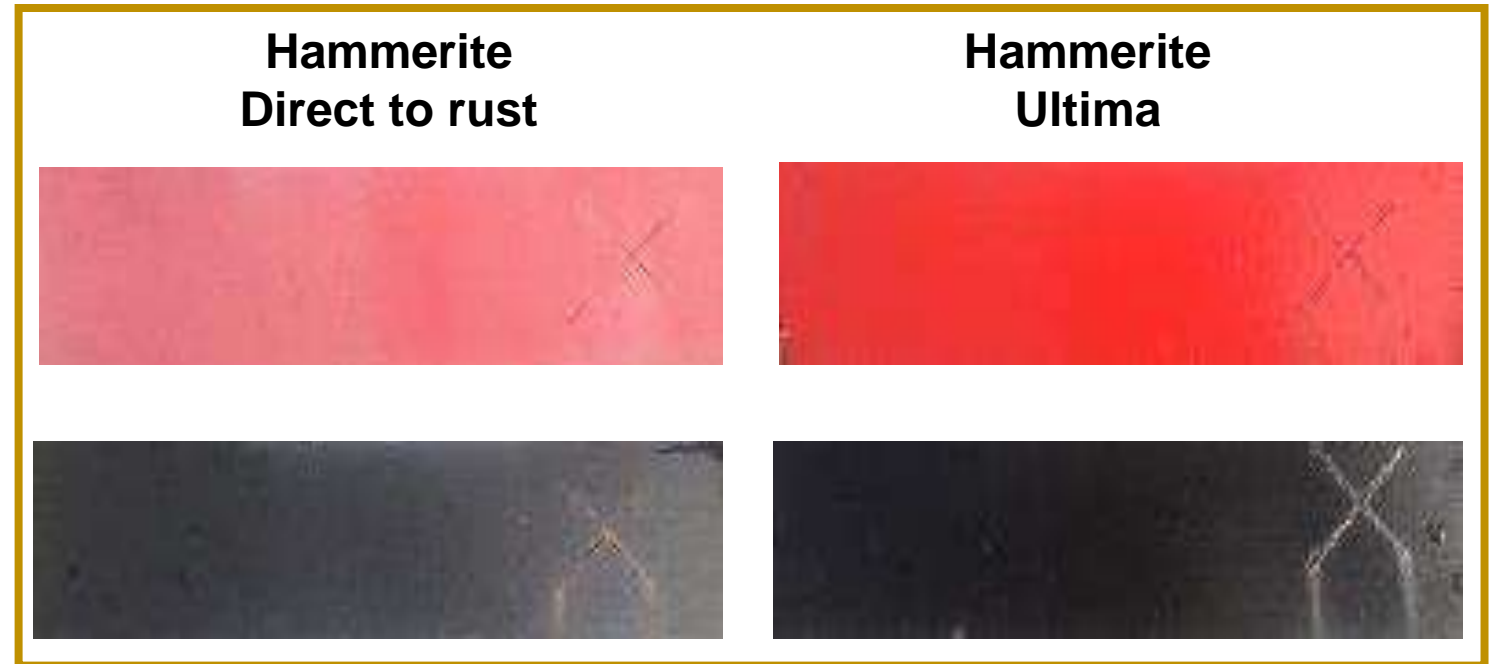
# Direct to rust test

- Minimal preparation needed
- Ultima can be applied direct to rust, just removing loose rust only. No intensive sanding required
- It also can be applied direct to metal



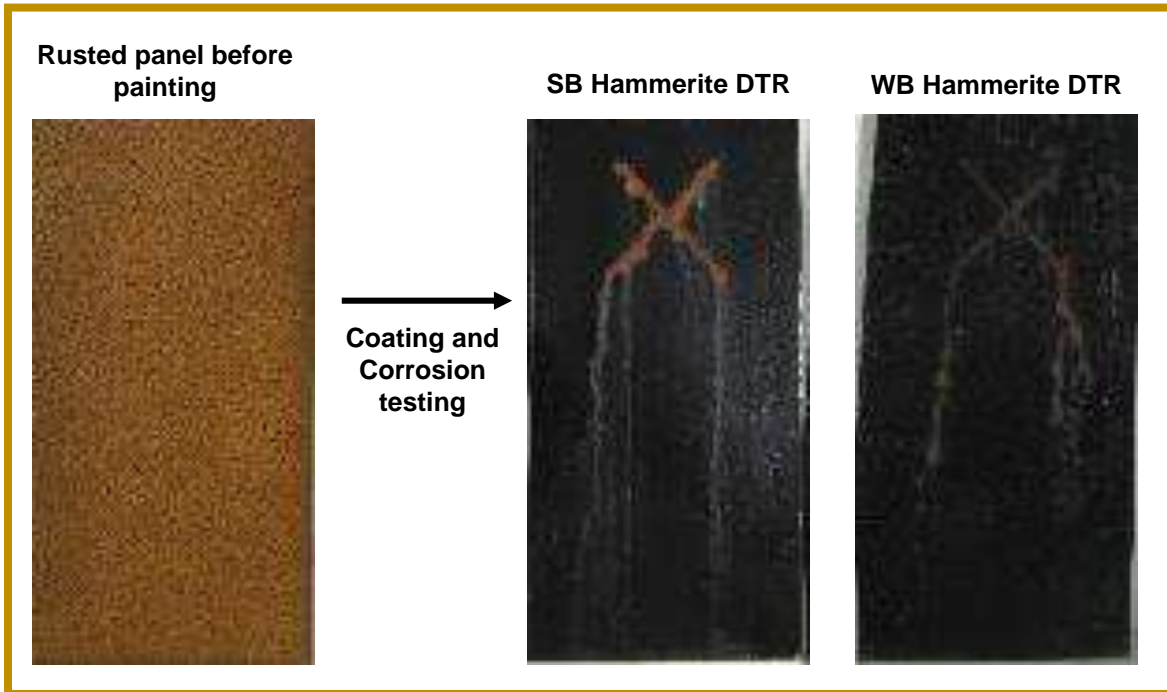
# Colour Lock

- Ensures longer gloss and colour retention
- Longer colour and gloss retention compared to Direct To Rust after 5 years of outdoor exposure





# The science behind Ultima



## Development of in-house styrene acrylic binder

- Based on specific hydrophobic monomer composition

## Flash rust inhibitor

## Selection of an anti corrosive pigment based on Calcium Strontium Phosphosilicate

- No HSE labelling
- Lower impact on gloss than conventional AC-pigments

## Addition of specific cross-linker to

- Create a barrier against moisture and improve protection on rust
- Promote adhesion



Thank you for your  
attention!

