

# IMCD is exploring innovations for "Building Tomorrow"

IMCD has a global footprint that includes nearly 3.300 employees in over 50 countries across six continents. As an ever-evolving company, IMCD is increasingly aware of the importance of growth and having a greater presence in the Sub-Sahara region. For this reason, IMCD South Africa has implemented a successful strategy by expanding into neighbouring territories, such as Kenya and Uganda. The flagship in the region, IMCD South Africa is now celebrating 15 years of operations and is a leading speciality chemical company in Sub-Saharan Africa. With its head office in Johannesburg, IMCD South Africa also has branches in Cape Town and Durban, as well as extensive warehousing facilities in Johannesburg, Cape Town, Durban, Port Elizabeth and East London. The company also has a local coatings laboratory for development and optimisation of coating formulations.

IMCD Coatings & Construction is focussing on understanding today's evolving trends and aims to help manufacturers to create high-quality, future-proof formulations that respond the market trends. Their recent release **Building Tomorrow**, a new trends commentary for the coatings and construction industry explores the trends in the markets in which IMCD operates.

The report features a series of sit-down interviews with technical and commercial experts from IMCD Coatings & Construction, who share relevant insights on megatrends such as sustainability, safety, smart technology, and efficiency. The expert viewpoints reveal how each of four trends are now strongly evolving in response to today's market innovations:

- *Green & Circular – The Quest for Sustainability:*



Sustainability is no longer an end goal to be achieved, but a journey with an ever-evolving destination, and the process matters more than ever. In fact, three of every four people say sustainability is now more important than ever and that companies should operate in an eco-friendly manner.

- *Clean Label & Safe Use for a healthy future:*

Tomorrow's producers, applicators and consumers want solutions that are not only safe, but actively beneficial to health. Future-proof formulations should surpass regulatory expectations while setting new standards in biocide reduction.

- *Smart Functionality – Adding New Features:*

Every 16 months, another city grows beyond 10 million inhabitants, with SMEs developing

smart new solutions for compact urban space. New coatings not only maintain, but even enhance the functionality of surfaces; and

- *Time for Efficiency – Making More with Less:*

Efficiency relies on maintaining an artful balance between innovation, regulation, quality of production, ease of distribution, cost effectiveness and ease of use. Manufacturers can now optimise every element to ensure speed and value, from shortening drying time to eliminating layers, without sacrificing performance or aesthetic appeal.

SAPMA members who would like to access the full details and learn all about the advice provided in the **Building Tomorrow** report, should visit [IMCD's Trends Commentary Page](#)

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