

Colombes, 04/03/2025

ARKEMA HOSTS, WITH INDUSTRY LEADERS, THOUGHT LEADERS PANEL ABOUT CARBON FOOTPRINT REDUCTION ACROSS COATING VALUE CHAIN AT 2025 EUROPEAN COATINGS SHOW

Arkema, a leader in specialty materials, is bringing together [AkzoNobel](#), [Omya](#), [Beckers](#), [ADEO](#) and [PPG](#) to discuss how, collectively across the coatings industry, Carbon Footprint Reduction can be accelerated. Those trends include driving the change towards more sustainable paints for homes, lower carbon footprint materials and processes for the built environment, new coating applications for safer electric vehicle batteries.

THE EVENT WILL BE HELD AT THE ARKEMA BOOTH (HALL 3A BOOTH #308), MARCH 25 AT 4 P.M. LOCAL TIME AND IS OPEN TO ANYONE ATTENDING THE SHOW.

“Our industry is at a tipping point where real progress is only possible if we all come together and address specific challenges related to key sustainability drivers,” said **Julie Haevermans, Chief Marketing Officer, Arkema Coating Solutions**. *“At this year’s European Coatings Show, we are joining forces together with industry partners to discuss most recent consumer demands and societal expectations, where the industry needs to move faster, and more importantly, offer real world examples of how we can answer.”*

THE EVENT WILL FEATURE

Cooperative discussions among industry leaders with focus on high-performance, tangible, and inspiring solutions that represent the future of the industry:

- **Driving the Changes:** Addressing consumer expectations and the request for more informed choices
- **Inventing the Paint of the Future:** Introducing low-carbon options with bio-circular content, leveraging formulation intelligence
- **Decarbonizing the Built Environment:** A Roadmap to Net-Zero Prepainted Metal Infrastructure
- **Transforming the EV Market:** Exploring how coatings play a role in improving EV battery safety and enabling lower carbon intensive processes.

SPEAKERS

From Arkema

- Marc Schuller, Chief Operating Officer
- Julie Haevermans, Chief Marketing Officer Coating Solutions
- Helene Pernot, Director of Sustainable Offer Coating Solutions

From ADEO

- Jean-Laurent Dhaeyer, Industrial buyer for decorative market

From AkzoNobel

- Wijnand Bruinsma, Director of Sustainability

From Omya

- Nadine Nicolai, Global Business Development Director Construction

From Beckers

- Thomas Lüder, Global Director of Sustainability Partnerships

From PPG

- Thierry Destruhaut, Sustainability Director, Automotive

The event is open to all attendees of the show. Arkema will also be presenting on several topics through the European Coatings Show program (more information can be found here [2025 European-Coatings-Show](#)) and will be meeting with attendees at their booth, (Hall 3A Booth #308).

Building on its unique set of expertise in materials science, **Arkema** offers a portfolio of first-class technologies to address ever-growing demand for new and sustainable materials. With the ambition to become a pure player in Specialty Materials, the Group is structured into 3 complementary, resilient and highly innovative segments dedicated to Specialty Materials - Adhesive Solutions, Advanced Materials, and Coating Solutions - accounting for some 92% of Group sales in 2024, and a well-positioned and competitive Intermediates segment. **Arkema** offers cutting-edge technological solutions to meet the challenges of, among other things, new energies, access to water, recycling, urbanization and mobility, and fosters a permanent dialogue with all its stakeholders. The Group reported sales of around € 9.5 billion in 2024, and operates in some 55 countries with 21,150 employees worldwide.

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