

Smart Coatings Markets 2011

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Abstracts

Smart coatings include a wide variety of materials ranging polymers to many kinds of metal compounds to biomaterials of various kinds. They may also be single layers or multilayer formulations. What this very diverse collection of materials has in common and what these materials offer in the marketplace is the ability to offer significantly enhanced functionality in a number of important areas; hence the name “smart.”

More specifically, smart coatings are able to provide an appropriate and predictable response to outside conditions changes in environment. This gives them huge commercial potential to provide additional longevity, safety and efficiency in the energy, medical device, automotive and construction industries and in military applications. And from the perspective of the coatings supplier, smart coatings offer a new way to add value to products, create protectable IP and thus to attract capital.

Although many of the most interesting smart coatings are only just beginning to emerge from industrial laboratories, NanoMarkets believes that these coatings have a huge future revenue potential. With this in mind, we are publishing the first market analysis of the smart coatings business including an eight-year quantitative forecast by application and material type.

This report identifies where the sweet spots are for commercializing and marketing smart coatings, who the major players are and will be, and how smart coatings products will be enhanced in value by the latest developments in nanomaterials and bioengineering. It also discusses the interrelationship between smart coatings and the related areas of smart surfaces and multifunctional coatings.

This report will provide invaluable guidance to marketing and business development executives working in the smart coatings area and to those in the materials space planning to get into this business. In addition, investors who are interested in the smart

coatings business will find this report a “must read.

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