

# Cellulosic Fire Protection Intumescent Coatings Market Forecast (2025-2032): Industry Size, Market Share Data, Business Insights, Latest Trends, Opportunities, Competitive Analysis and Demand Outlook Report

https://marketpublishers.com/r/C29A0F79DB66EN.html

Date: October 2024

Pages: 147

Price: US\$ 4,550.00 (Single User License)

ID: C29A0F79DB66EN

### **Abstracts**

The global Cellulosic Fire Protection Intumescent Coatings market is experiencing a period of rapid growth, driven by a growing emphasis on sustainability, fire safety, and the adoption of innovative building materials. Cellulosic intumescent coatings, formulated with cellulose-based polymers, offer a unique combination of fire-retardant properties and eco-friendliness, making them an attractive alternative to traditional fire protection solutions.

Market Overview: These coatings work by expanding upon exposure to heat, forming a thick, insulating char layer that acts as a barrier to fire and heat transfer. This process delays the spread of flames, protects underlying materials, and provides valuable time for evacuation in case of a fire. Cellulosic intumescent coatings are gaining popularity due to their ability to offer effective fire protection while minimizing environmental impact, aligning with the increasing focus on sustainable building practices. 2024 has witnessed a surge in demand driven by stricter building codes, the growing need for fire-resistant materials in various structures, and a rising awareness of the benefits of using sustainable and eco-friendly coatings. This positive momentum is expected to continue into 2025, with the market poised for further growth fueled by advancements in coating technology, expanding applications, and a growing understanding of the value these materials offer in enhancing fire safety and sustainability.

The comprehensive Cellulosic Fire Protection Intumescent Coatings market research report delivers essential insights into current trends that are shaping the industry, along



with prescriptive analyses to capitalize on the market's future growth opportunities. This report is an indispensable tool for decision-makers, offering a thorough understanding of the Cellulosic Fire Protection Intumescent Coatings market dynamics—from raw material sourcing to end-use applications. It also addresses competitive pressures from substitutes and alternative products and enables you to formulate winning strategies.

Cellulosic Fire Protection Intumescent Coatings Market Revenue, Prospective Segments, Potential Countries, Data and Forecast

The research estimates global Cellulosic Fire Protection Intumescent Coatings market revenues in 2024, considering the Cellulosic Fire Protection Intumescent Coatings market prices, Cellulosic Fire Protection Intumescent Coatings production, supply, demand, and Cellulosic Fire Protection Intumescent Coatings trade and logistics across regions. Detailed market share statistics, penetration, and shifts in demand for different types, applications, and geographies in the Cellulosic Fire Protection Intumescent Coatings market from 2023 to 2032 are included in the thorough research.

The report covers North America, Europe, Asia Pacific, Middle East, Africa, and LATAM/South and Central America Cellulosic Fire Protection Intumescent Coatings market statistics, along with Cellulosic Fire Protection Intumescent Coatings CAGR Market Growth Rates from 2024 to 2032 will provide a deep understanding and projection of the market. The Cellulosic Fire Protection Intumescent Coatings market is further split by key product types, dominant applications, and leading end users of Cellulosic Fire Protection Intumescent Coatings. The future of the Cellulosic Fire Protection Intumescent Coatings market in 27 key countries around the world is elaborated to enable an in-depth geographical understanding of the Cellulosic Fire Protection Intumescent Coatings industry.

The research considered 2019, 2020, 2021, and 2022 as historical years, 2023 as the base year, and 2024 as the estimated year, with an outlook to 2032. The report identifies the most prospective type of Cellulosic Fire Protection Intumescent Coatings market, leading products, and dominant end uses of the Cellulosic Fire Protection Intumescent Coatings Market in each region.

Cellulosic Fire Protection Intumescent Coatings Market Structure, Competitive Intelligence and Key Winning Strategies

#### Competitive Landscape:



The Cellulosic Fire Protection Intumescent Coatings market is characterized by a mix of established paint and coating manufacturers, specialty fire protection companies, and innovative material suppliers. Leading companies are focusing on strategies that include:

Product Innovation: Developing new and improved cellulosic intumescent coating formulations with enhanced fire resistance, durability, and sustainability.

Strategic Partnerships: Collaborating with architects, engineers, and construction companies to promote the use of these coatings, build awareness of their benefits, and develop innovative applications.

Sustainability Focus: Promoting sustainable manufacturing practices, using recycled materials, minimizing environmental impact, and developing products that meet the growing demand for eco-friendly fire protection solutions.

Market Expansion: Exploring new geographical markets and expanding into new application areas, particularly in sectors where sustainability and fire safety are paramount.

Cellulosic Fire Protection Intumescent Coatings Market Dynamics and Future Analytics

The research analyses the Cellulosic Fire Protection Intumescent Coatings parent market, derived market, intermediaries' market, raw material market, and substitute market are all evaluated to better prospect the Cellulosic Fire Protection Intumescent Coatings market outlook. Geopolitical analysis, demographic analysis, and Porter's five forces analysis are prudently assessed to estimate the best Cellulosic Fire Protection Intumescent Coatings market projections.

Recent deals and developments are considered for their potential impact on Cellulosic Fire Protection Intumescent Coatings's future business. Other metrics analyzed include the Threat of New Entrants, Threat of New Substitutes, Product Differentiation, Degree of Competition, Number of Suppliers, Distribution Channel, Capital Needed, Entry Barriers, Govt. Regulations, Beneficial Alternative, and Cost of Substitute in Cellulosic Fire Protection Intumescent Coatings market.

Cellulosic Fire Protection Intumescent Coatings trade and price analysis helps comprehend Cellulosic Fire Protection Intumescent Coatings's international market



scenario with top exporters/suppliers and top importers/customer information. The data and analysis assist our clients in planning procurement, identifying potential vendors/clients to associate with, understanding Cellulosic Fire Protection Intumescent Coatings price trends and patterns, and exploring new Cellulosic Fire Protection Intumescent Coatings sales channels. The research will be updated to the latest month to include the impact of the latest developments such as the Russia-Ukraine war on the Cellulosic Fire Protection Intumescent Coatings market.

Your Key Takeaways from the Cellulosic Fire Protection Intumescent Coatings Market Report

Global Cellulosic Fire Protection Intumescent Coatings market size and growth projections (CAGR), 2024- 2032

Russia-Ukraine, Israel-Palestine, Hamas impact on the Cellulosic Fire Protection Intumescent Coatings Trade, Costs and Supply-chain

Cellulosic Fire Protection Intumescent Coatings market size, share, and outlook across 5 regions and 27 countries, 2023- 2032

Cellulosic Fire Protection Intumescent Coatings market size, CAGR, and Market Share of key products, applications, and end-user verticals, 2023- 2032

Short and long-term Cellulosic Fire Protection Intumescent Coatings market trends, drivers, restraints, and opportunities

Porter's Five Forces analysis, Technological developments in the Cellulosic Fire Protection Intumescent Coatings market, Cellulosic Fire Protection Intumescent Coatings supply chain analysis

Cellulosic Fire Protection Intumescent Coatings trade analysis, Cellulosic Fire Protection Intumescent Coatings market price analysis, Cellulosic Fire Protection Intumescent Coatings supply/demand

Profiles of 5 leading companies in the industry- overview, key strategies, financials, and products

Latest Cellulosic Fire Protection Intumescent Coatings market news and developments



The Cellulosic Fire Protection Intumescent Coatings Market international scenario is well established in the report with separate chapters on North America Cellulosic Fire Protection Intumescent Coatings Market, Europe Cellulosic Fire Protection Intumescent Coatings Market, Asia-Pacific Cellulosic Fire Protection Intumescent Coatings Market, Middle East and Africa Cellulosic Fire Protection Intumescent Coatings Market, and South and Central America Cellulosic Fire Protection Intumescent Coatings Markets. These sections further fragment the regional Cellulosic Fire Protection Intumescent Coatings market by type, application, end-user, and country.

These sections further fragment the regional Cellulosic Fire Protection Intumescent Coatings market by type, application, end-user, and country. Countries Covered North America Cellulosic Fire Protection Intumescent Coatings market data and outlook to 2032 **United States** Canada Mexico Europe Cellulosic Fire Protection Intumescent Coatings market data and outlook to 2032 Germany United Kingdom France Italy Spain BeNeLux

Russia



| Asia-Pacific Cellulosic Fire Protection Intumescent Coatings market data and outlook to 2032              |
|---|
| China   |
| Japan   |
| India   |
| South Korea   |
| Australia   |
| Indonesia   |
| Malaysia  |
| Vietnam   |
| Middle East and Africa Cellulosic Fire Protection Intumescent Coatings market data and outlook to 2032    |
| Saudi Arabia  |
| South Africa  |
| Iran  |
| UAE   |
| Egypt   |
| South and Central America Cellulosic Fire Protection Intumescent Coatings market data and outlook to 2032 |
| Brazil  |
| Argentina   |



Chile

Peru

\* We can include data and analysis of additional countries on demand

Who can benefit from this research

The research would help top management/strategy formulators/business/product development/sales managers and investors in this market in the following ways

- 1. The report provides 2024 Cellulosic Fire Protection Intumescent Coatings market sales data at the global, regional, and key country levels with a detailed outlook to 2032 allowing companies to calculate their market share and analyze prospects, uncover new markets, and plan market entry strategy.
- 2. The research includes the Cellulosic Fire Protection Intumescent Coatings market split into different types and applications. This segmentation helps managers plan their products and budgets based on the future growth rates of each segment
- 3. The Cellulosic Fire Protection Intumescent Coatings market study helps stakeholders understand the breadth and stance of the market giving them information on key drivers, restraints, challenges, and growth opportunities of the market and mitigating risks
- 4. This report would help top management understand competition better with a detailed SWOT analysis and key strategies of their competitors, and plan their position in the business
- 5. The study assists investors in analyzing Cellulosic Fire Protection Intumescent Coatings business prospects by region, key countries, and top companies' information to channel their investments.

#### **Available Customizations**

The standard syndicate report is designed to serve the common interests of Cellulosic Fire Protection Intumescent Coatings Market players across the value chain and include selective data and analysis from entire research findings as per the scope and price of the publication.



However, to precisely match the specific research requirements of individual clients, we offer several customization options to include the data and analysis of interest in the final deliverable.

Some of the customization requests are as mentioned below -

Segmentation of choice – Our clients can seek customization to modify/add a market division for types/applications/end-uses/processes of their choice.

Cellulosic Fire Protection Intumescent Coatings Pricing and Margins Across the Supply Chain, Cellulosic Fire Protection Intumescent Coatings Price Analysis / International Trade Data / Import-Export Analysis,

Supply Chain Analysis, Supply – Demand Gap Analysis, PESTLE Analysis, Macro-Economic Analysis, and other Cellulosic Fire Protection Intumescent Coatings market analytics

Processing and manufacturing requirements, Patent Analysis, Technology Trends, and Product Innovations

Further, the client can seek customization to break down geographies as per their requirements for specific countries/country groups such as South East Asia, Central Asia, Emerging and Developing Asia, Western Europe, Eastern Europe, Benelux, Emerging and Developing Europe, Nordic countries, North Africa, Sub-Saharan Africa, Caribbean, The Middle East and North Africa (MENA), Gulf Cooperation Council (GCC) or any other.

Capital Requirements, Income Projections, Profit Forecasts, and other parameters to prepare a detailed project report to present to Banks/Investment Agencies.

Customization of up to 10% of the content can be done without any additional charges.

Note: Latest developments will be updated in the report and delivered within 2 to 3 working days



#### **Contents**

#### 1. TABLE OF CONTENTS

- 1.1 List of Tables
- 1.2 List of Figures

## 2. GLOBAL CELLULOSIC FIRE PROTECTION INTUMESCENT COATINGS MARKET REVIEW, 2024

- 2.1 Cellulosic Fire Protection Intumescent Coatings Industry Overview
- 2.2 Research Methodology

## 3. CELLULOSIC FIRE PROTECTION INTUMESCENT COATINGS MARKET INSIGHTS

- 3.1 Cellulosic Fire Protection Intumescent Coatings Market Trends to 2032
- 3.2 Future Opportunities in Cellulosic Fire Protection Intumescent Coatings Market
- 3.3 Dominant Applications of Cellulosic Fire Protection Intumescent Coatings, 2024 Vs 2032
- 3.4 Key Types of Cellulosic Fire Protection Intumescent Coatings, 2024 Vs 2032
- 3.5 Leading End Uses of Cellulosic Fire Protection Intumescent Coatings Market, 2024 Vs 2032
- 3.6 High Prospect Countries for Cellulosic Fire Protection Intumescent Coatings Market, 2024 Vs 2032

# 4. CELLULOSIC FIRE PROTECTION INTUMESCENT COATINGS MARKET TRENDS, DRIVERS, AND RESTRAINTS

- 4.1 Latest Trends and Recent Developments in Cellulosic Fire Protection Intumescent Coatings Market
- 4.2 Key Factors Driving the Cellulosic Fire Protection Intumescent Coatings Market Growth
- 4.2 Major Challenges to the Cellulosic Fire Protection Intumescent Coatings industry, 2024- 2032
- 4.3 Impact of Wars and geo-political tensions on Cellulosic Fire Protection Intumescent Coatings supplychain

#### 5 FIVE FORCES ANALYSIS FOR GLOBAL CELLULOSIC FIRE PROTECTION



#### INTUMESCENT COATINGS MARKET

- 5.1 Cellulosic Fire Protection Intumescent Coatings Industry Attractiveness Index, 2024
- 5.2 Cellulosic Fire Protection Intumescent Coatings Market Threat of New Entrants
- 5.3 Cellulosic Fire Protection Intumescent Coatings Market Bargaining Power of Suppliers
- 5.4 Cellulosic Fire Protection Intumescent Coatings Market Bargaining Power of Buyers
- 5.5 Cellulosic Fire Protection Intumescent Coatings Market Intensity of Competitive Rivalry
- 5.6 Cellulosic Fire Protection Intumescent Coatings Market Threat of Substitutes

## 6. GLOBAL CELLULOSIC FIRE PROTECTION INTUMESCENT COATINGS MARKET DATA – INDUSTRY SIZE, SHARE, AND OUTLOOK

- 6.1 Cellulosic Fire Protection Intumescent Coatings Market Annual Sales Outlook, 2024- 2032 (\$ Million)
- 6.1 Global Cellulosic Fire Protection Intumescent Coatings Market Annual Sales Outlook by Type, 2024- 2032 (\$ Million)
- 6.2 Global Cellulosic Fire Protection Intumescent Coatings Market Annual Sales Outlook by Application, 2024- 2032 (\$ Million)
- 6.3 Global Cellulosic Fire Protection Intumescent Coatings Market Annual Sales Outlook by End-User, 2024- 2032 (\$ Million)
- 6.4 Global Cellulosic Fire Protection Intumescent Coatings Market Annual Sales Outlook by Region, 2024- 2032 (\$ Million)

## 7. ASIA PACIFIC CELLULOSIC FIRE PROTECTION INTUMESCENT COATINGS INDUSTRY STATISTICS – MARKET SIZE, SHARE, COMPETITION AND OUTLOOK

- 7.1 Asia Pacific Market Insights, 2024
- 7.2 Asia Pacific Cellulosic Fire Protection Intumescent Coatings Market Revenue Forecast by Type, 2024- 2032 (USD Million)
- 7.3 Asia Pacific Cellulosic Fire Protection Intumescent Coatings Market Revenue Forecast by Application, 2024- 2032(USD Million)
- 7.4 Asia Pacific Cellulosic Fire Protection Intumescent Coatings Market Revenue Forecast by End-User, 2024- 2032 (USD Million)
- 7.5 Asia Pacific Cellulosic Fire Protection Intumescent Coatings Market Revenue Forecast by Country, 2024- 2032 (USD Million)
- 7.5.1 China Cellulosic Fire Protection Intumescent Coatings Analysis and Forecast to 2032



- 7.5.2 Japan Cellulosic Fire Protection Intumescent Coatings Analysis and Forecast to 2032
- 7.5.3 India Cellulosic Fire Protection Intumescent Coatings Analysis and Forecast to 2032
- 7.5.4 South Korea Cellulosic Fire Protection Intumescent Coatings Analysis and Forecast to 2032
- 7.5.5 Australia Cellulosic Fire Protection Intumescent Coatings Analysis and Forecast to 2032
- 7.5.6 Indonesia Cellulosic Fire Protection Intumescent Coatings Analysis and Forecast to 2032
- 7.5.7 Malaysia Cellulosic Fire Protection Intumescent Coatings Analysis and Forecast to 2032
- 7.5.8 Vietnam Cellulosic Fire Protection Intumescent Coatings Analysis and Forecast to 2032
- 7.6 Leading Companies in Asia Pacific Cellulosic Fire Protection Intumescent Coatings Industry

## 8. EUROPE CELLULOSIC FIRE PROTECTION INTUMESCENT COATINGS MARKET HISTORICAL TRENDS, OUTLOOK, AND BUSINESS PROSPECTS

- 8.1 Europe Key Findings, 2024
- 8.2 Europe Cellulosic Fire Protection Intumescent Coatings Market Size and Percentage Breakdown by Type, 2024- 2032 (USD Million)
- 8.3 Europe Cellulosic Fire Protection Intumescent Coatings Market Size and Percentage Breakdown by Application, 2024- 2032 (USD Million)
- 8.4 Europe Cellulosic Fire Protection Intumescent Coatings Market Size and Percentage Breakdown by End-User, 2024- 2032 (USD Million)
- 8.5 Europe Cellulosic Fire Protection Intumescent Coatings Market Size and Percentage Breakdown by Country, 2024- 2032 (USD Million)
- 8.5.1 2024 Germany Cellulosic Fire Protection Intumescent Coatings Market Size and Outlook to 2032
- 8.5.2 2024 United Kingdom Cellulosic Fire Protection Intumescent Coatings Market Size and Outlook to 2032
- 8.5.3 2024 France Cellulosic Fire Protection Intumescent Coatings Market Size and Outlook to 2032
- 8.5.4 2024 Italy Cellulosic Fire Protection Intumescent Coatings Market Size and Outlook to 2032
- 8.5.5 2024 Spain Cellulosic Fire Protection Intumescent Coatings Market Size and Outlook to 2032



- 8.5.6 2024 BeNeLux Cellulosic Fire Protection Intumescent Coatings Market Size and Outlook to 2032
- 8.5.7 2024 Russia Cellulosic Fire Protection Intumescent Coatings Market Size and Outlook to 2032
- 8.6 Leading Companies in Europe Cellulosic Fire Protection Intumescent Coatings Industry

## 9. NORTH AMERICA CELLULOSIC FIRE PROTECTION INTUMESCENT COATINGS MARKET TRENDS, OUTLOOK, AND GROWTH PROSPECTS

- 9.1 North America Snapshot, 2024
- 9.2 North America Cellulosic Fire Protection Intumescent Coatings Market Analysis and Outlook by Type, 2024- 2032(\$ Million)
- 9.3 North America Cellulosic Fire Protection Intumescent Coatings Market Analysis and Outlook by Application, 2024- 2032(\$ Million)
- 9.4 North America Cellulosic Fire Protection Intumescent Coatings Market Analysis and Outlook by End-User, 2024- 2032(\$ Million)
- 9.5 North America Cellulosic Fire Protection Intumescent Coatings Market Analysis and Outlook by Country, 2024- 2032(\$ Million)
- 9.5.1 United States Cellulosic Fire Protection Intumescent Coatings Market Analysis and Outlook
- 9.5.2 Canada Cellulosic Fire Protection Intumescent Coatings Market Analysis and Outlook
- 9.5.3 Mexico Cellulosic Fire Protection Intumescent Coatings Market Analysis and Outlook
- 9.6 Leading Companies in North America Cellulosic Fire Protection Intumescent Coatings Business

# 10. LATIN AMERICA CELLULOSIC FIRE PROTECTION INTUMESCENT COATINGS MARKET DRIVERS, CHALLENGES, AND GROWTH PROSPECTS

- 10.1 Latin America Snapshot, 2024
- 10.2 Latin America Cellulosic Fire Protection Intumescent Coatings Market Future by Type, 2024- 2032(\$ Million)
- 10.3 Latin America Cellulosic Fire Protection Intumescent Coatings Market Future by Application, 2024- 2032(\$ Million)
- 10.4 Latin America Cellulosic Fire Protection Intumescent Coatings Market Future by End-User, 2024- 2032(\$ Million)
- 10.5 Latin America Cellulosic Fire Protection Intumescent Coatings Market Future by



Country, 2024- 2032(\$ Million)

- 10.5.1 Brazil Cellulosic Fire Protection Intumescent Coatings Market Analysis and Outlook to 2032
- 10.5.2 Argentina Cellulosic Fire Protection Intumescent Coatings Market Analysis and Outlook to 2032
- 10.5.3 Chile Cellulosic Fire Protection Intumescent Coatings Market Analysis and Outlook to 2032
- 10.6 Leading Companies in Latin America Cellulosic Fire Protection Intumescent Coatings Industry

## 11. MIDDLE EAST AFRICA CELLULOSIC FIRE PROTECTION INTUMESCENT COATINGS MARKET OUTLOOK AND GROWTH PROSPECTS

- 11.1 Middle East Africa Overview, 2024
- 11.2 Middle East Africa Cellulosic Fire Protection Intumescent Coatings Market Statistics by Type, 2024- 2032 (USD Million)
- 11.3 Middle East Africa Cellulosic Fire Protection Intumescent Coatings Market Statistics by Application, 2024- 2032 (USD Million)
- 11.4 Middle East Africa Cellulosic Fire Protection Intumescent Coatings Market Statistics by End-User, 2024- 2032 (USD Million)
- 11.5 Middle East Africa Cellulosic Fire Protection Intumescent Coatings Market Statistics by Country, 2024- 2032 (USD Million)
- 11.5.1 South Africa Cellulosic Fire Protection Intumescent Coatings Market Outlook
- 11.5.2 Egypt Cellulosic Fire Protection Intumescent Coatings Market Outlook
- 11.5.3 Saudi Arabia Cellulosic Fire Protection Intumescent Coatings Market Outlook
- 11.5.4 Iran Cellulosic Fire Protection Intumescent Coatings Market Outlook
- 11.5.5 UAE Cellulosic Fire Protection Intumescent Coatings Market Outlook
- 11.6 Leading Companies in Middle East Africa Cellulosic Fire Protection Intumescent Coatings Business

## 12. CELLULOSIC FIRE PROTECTION INTUMESCENT COATINGS MARKET STRUCTURE AND COMPETITIVE LANDSCAPE

- 12.1 Key Companies in Cellulosic Fire Protection Intumescent Coatings Business
- 12.2 Cellulosic Fire Protection Intumescent Coatings Key Player Benchmarking
- 12.3 Cellulosic Fire Protection Intumescent Coatings Product Portfolio
- 12.4 Financial Analysis
- 12.5 SWOT and Financial Analysis Review



## 14. LATEST NEWS, DEALS, AND DEVELOPMENTS IN CELLULOSIC FIRE PROTECTION INTUMESCENT COATINGS MARKET

14.1 Cellulosic Fire Protection Intumescent Coatings trade export, import value and price analysis

#### **15 APPENDIX**

- 15.1 Publisher Expertise
- 15.2 Cellulosic Fire Protection Intumescent Coatings Industry Report Sources and Methodology



#### I would like to order

Product name: Cellulosic Fire Protection Intumescent Coatings Market Forecast (2025-2032): Industry

Size, Market Share Data, Business Insights, Latest Trends, Opportunities, Competitive

Analysis and Demand Outlook Report

Product link: <a href="https://marketpublishers.com/r/C29A0F79DB66EN.html">https://marketpublishers.com/r/C29A0F79DB66EN.html</a>

Price: US\$ 4,550.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

## **Payment**

Eirot nama:

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <a href="https://marketpublishers.com/r/C29A0F79DB66EN.html">https://marketpublishers.com/r/C29A0F79DB66EN.html</a>

To pay by Wire Transfer, please, fill in your contact details in the form below:

| riist name.   |                           |
|---------------|---------------------------|
| Last name:    |                           |
| Email:        |                           |
| Company:      |                           |
| Address:      |                           |
| City:         |                           |
| Zip code:     |                           |
| Country:      |                           |
| Tel:          |                           |
| Fax:          |                           |
| Your message: |                           |
|               |                           |
|               |                           |
|               |                           |
|               | **All fields are required |
|               | Custumer signature        |
|               |                           |
|               |                           |

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <a href="https://marketpublishers.com/docs/terms.html">https://marketpublishers.com/docs/terms.html</a>

To place an order via fax simply print this form, fill in the information below



and fax the completed form to +44 20 7900 3970