

# 2017 Paint and Coatings Companies Marketing Strategies

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## Abstracts

This new report from VPGMarketResearch.com provides analysis of the marketing strategies of global paint and coatings companies. The report presents:

Promotional tactics.

Distribution approaches.

Product service and support.

Customer relations.

The companies analyzed in the report include Akzo Nobel, BASF, DuPont, Henkel, Kansai Paint, Nippon Paint, PPG, RPM, Sherwin-Williams, and Valspar. Contains 60 pages

## Contents

1. AKZONOBEL
2. BASF
3. DUPONT
4. HENKEL
5. KANSAI
6. NIPPON PAINT
7. PPG
8. RPM
9. SHERWINWILLIAMS
10. VALSPAR

### **FOR EACH COMPANY, THE REPORT PROVIDES:**

- Promotional tactics.
- Distribution approaches.
- Product service and support.
- Customer relations

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