



Media release

AkzoNobel takes hull performance to the next level with B-Free® Explore - its new biocide-free fouling control

AkzoNobel is providing recreational boaters with stand-out multi-season performance that helps them reduce their environmental impact, with the launch of a revolutionary, next-generation biocide-free fouling control system.

B-Free® Explore - from its **International®** brand - is the first product in a new range of dedicated biocide-free coatings under the B-Free banner.

It provides a straight-forward solution for boaters facing updated regulations that mean they can no longer apply conventional, multi-seasonal fouling systems, as well as those who are looking to maximise their sustainability credentials.

Its specially-developed, unique silicone polymer technology results in an exceptionally smooth and slick hull.

This controls fouling by preventing microorganisms like barnacles, slime and algae from forming strong bonds with the underside surface of the boat. Any that do adhere can be wiped away by hand or water jet.

The result is a reduction in drag, which saves fuel, improves hull efficiencies and boating performance.

The culmination of a multi-season development program and extensive real-world testing, B-Free Explore is based on technology developed by International that has been adapted to meet the needs of boaters in the pleasure boat market.

The B-Free Explore system can be applied to new hulls or directly to existing antifouling, without the need for the removal of the previous antifouling coating. This makes it simple for boaters to upgrade from their traditional coatings to this new technology as it is straightforward to apply on all types and sizes of boats including aluminium, GRP, steel and wood.

The B-Free Explore system comprises B-Free Conversion Coat, a two-pack primer/sealer for overcoating existing antifouling in good condition, a two-pack primer Tie-Coat, and the B-Free Explore Topcoat.

B-Free Explore is available in red, navy and black alongside a super bright white that doesn't suffer from the discoloration that is common in other traditional fouling control paints.

Jemma Lampkin, Global Commercial Director of AkzoNobel Yacht Coatings Division

comments: "Boaters are becoming more aware of the impact they have on the environment, but they still require technologies that deliver high-performance fouling control.

“Our revolutionary, new fouling control coating B-Free Explore provides a stand-out solution for both of these challenges.

“Its cutting-edge technology, which allows boaters to remove fouling with unprecedented ease, exemplifies the restless spirit of innovation which has been the cornerstone of our International® brand for over 140 years.

“Ultimately, the innovations at the heart of B-Free Explore allow boaters to focus more on what truly matters to them: being out on the water.”

B-Free Explore will launch at METSTRADE in Amsterdam, where a team of AkzoNobel experts will be on hand to showcase it. For more information head over to stand H-01.271.

ENDS

About AkzoNobel

We supply the sustainable and innovative paints and coatings that our customers, communities – and the environment – are increasingly relying on. Our world-class portfolio of brands – including Dulux, International, Sikkens and Interpon – is trusted by customers around the globe. We're active in more than 150 countries and have set our sights on becoming the global industry leader. It's what you'd expect from a pioneering paints company.

Not for publication – for more information

Democracy PR
T: 0161 881 5941
E: jom@democracypr.com
Contact: Jo Mallaber