

ICI Pakistan extends affiliation with Nihon Parkerizing

KARACHI: Pakistan's leading paints company, ICI Pakistan Ltd (part of the AkzoNobel Group), has announced the extension of its partnership with the Japanese Pre-treatment Chemicals giant, Nihon Parkerizing Co.

Agreement to this effect was signed in Tokyo earlier this month by Dr Amir Jaffri, Vice President, ICI Paints and S. Ono, President and COO, Nihon Parkerizing Co.

Nihon Parkerizing Co. with its innovative and modern technology helps overcome the limitations of metal materials, hence resulting in the durability of metals. Nihon's chemical agents include Palbond, designed to eliminate rust in automobiles and Palena, designed to prevent rust, eliminate odours and reduce the retention of water drops.

Nihon has also refined the two processes of rust prevention and heat treatment, besides pursuing the development of value added products used to strengthen iron, aluminum, zinc and other metallic structures to improve the performance of coatings and preserve the quality of several consumer durables.

"Nihon Parkerizing has been a strategic partner for us for along time and we immensely value this relationship, as it helps us to serve our customers with quality products", said CEO of ICI Pakistan Ltd Waqar A Malik.

ICI paints business is the undisputed leader in Pakistan's paint market since its arrival in 1960. Globally, both ICI and AkzoNobel have headed global scientific discovery and research that has resulted in the introductions of newer and innovative products in the marketplace such as water-borne paints, reactive dyes, etc.

On the continued affiliation with the Nihon group, Dr. Amir Jaffri, Vice President of ICI Paints stated, "It further consolidates our presence in the Automotive segment of the market and positions us well to introduce a complete range of topcoats, something that is our paramount objective for this segment of the market."—PR