



R&D POLICIES

R&D IS AT THE HEART OF OUR BUSINESS

Research and Development and innovation are very important elements of the Mäder Group's strategy.

A strong position

Mäder devotes **10% of its sales to its R&D efforts** and focuses on the most technical market segments, which have high barriers to entry and require constant technological effort and the ability to respond to increasingly stringent environmental constraints.

Thanks to its **innovation, quality products and outstanding level of service**, the Mäder Group occupies a **strong position** in all of its highly diversified customer markets today.

Always one step ahead

Mäder has always been one step ahead in the fields of innovation and high technology. Very early on, the group started focusing on the development of innovative and environmentally friendly solutions:

- **In the 1970s**, Mäder developed the very first waterborne industrial paints: a considerable leap forward in terms of respect for the environment and health.
- **In the 1990s**, the group made further improvements to this solution with the launch of bicomponent waterborne polyurethane paints.
- **In the 2000s**, the quality of the feel paints becomes progressively more important in the industrial paints sector. So Mäder decided to develop a range of solvent-based soft-touch paints that could be waterborne.
- **Today**, in association with the CNRS and its fundamental and applied chemistry research centers, Mäder continues to expand in all sectors:
 - Solvent-free UV-crosslinked paints, using innovative photoinitiator systems;
 - Protective films with anti-graffiti and anti-scratch properties...
 - Composite materials with unequalled "fire/smoke" resistance.

We are already hard at work making tomorrow's coatings even more efficient and environmentally friendly.

The role of Design has become increasingly important at Mäder. At the center of the innovation process, Design provides a creative synthesis between the R&D and marketing fields.