



leadership in formulation science

*The Role of Measurement in Modern
Research Based Innovation Projects*

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Measurement & Modelling

Intertek MSG launch event
8th Nov 2007



Agenda

- Introduction
- The Role of Measurement
- Intertek Partnership
- Summary

Introduction

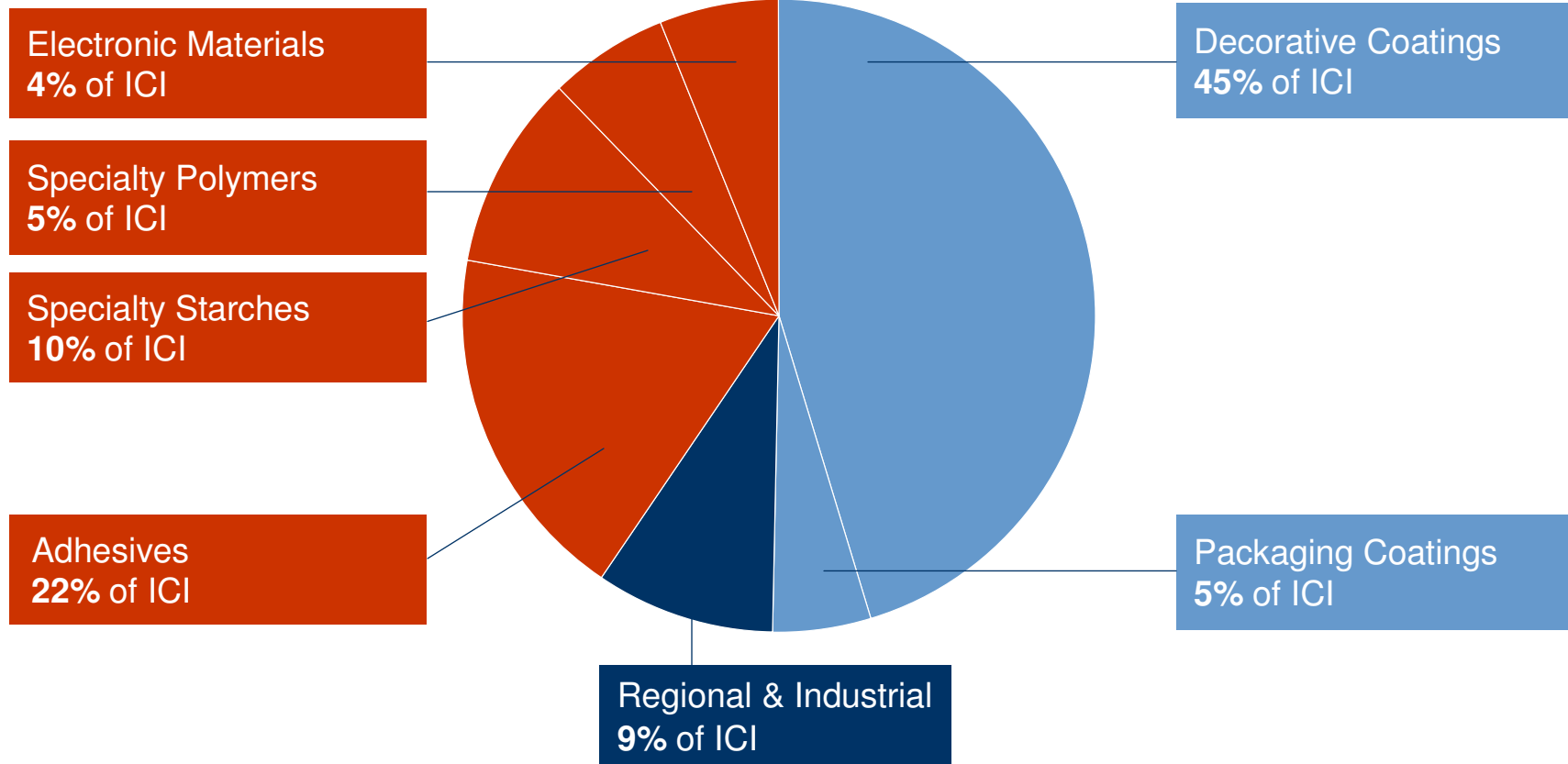


ICI – a £5bn global company

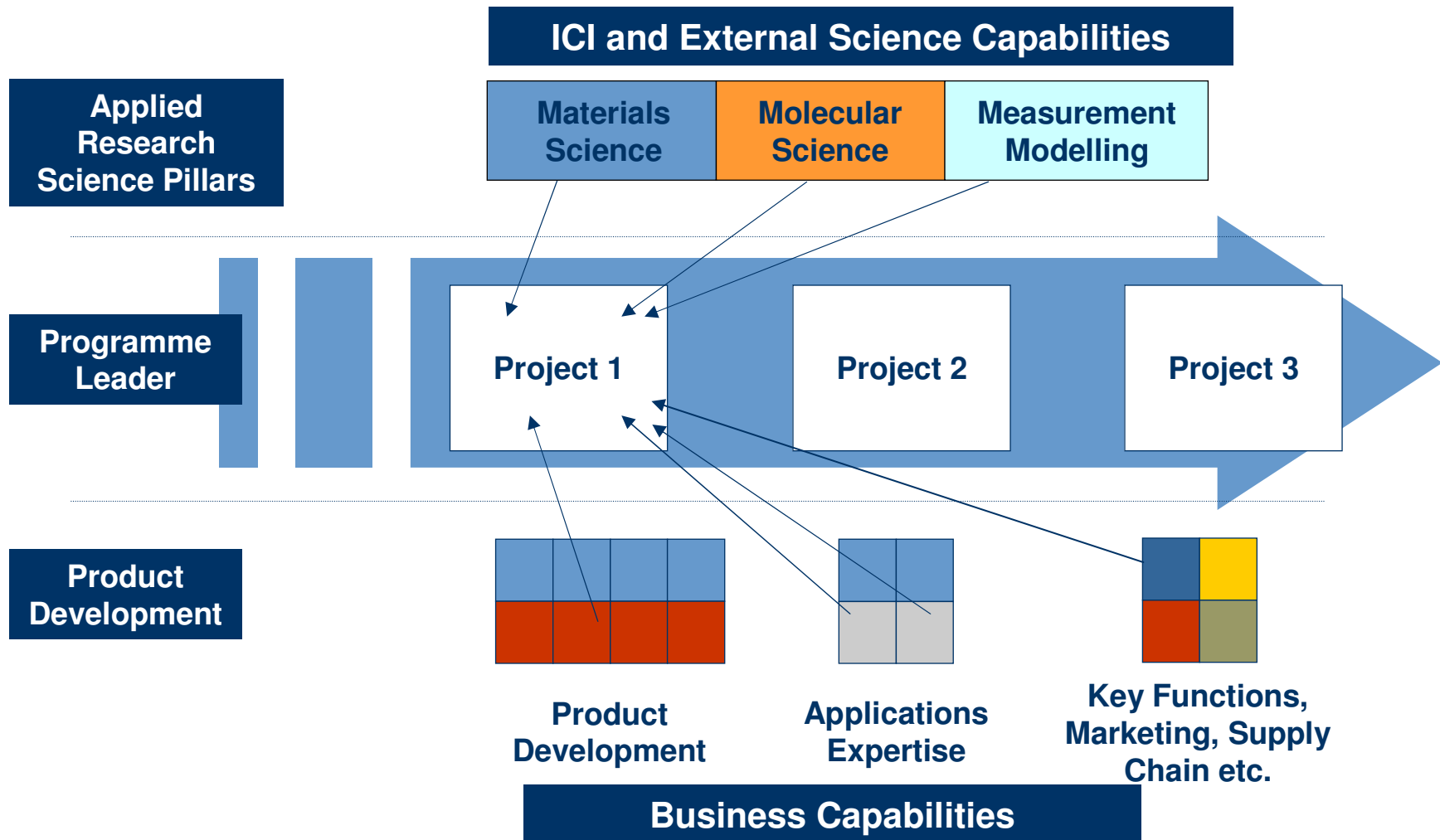


National Starch 41% of ICI

ICI Paints 50% of ICI



Programmes & Pillars BAP Delivering innovation





MSG within ICI

- **Long standing Centre of Excellence in the Wilton Materials Centre**
 - Historically also serving the needs of the major cluster of ICI businesses on Teesside
- **All the old ICI businesses now owned by 3rd parties**
 - Retained significant work for these businesses and attracted similar work for new customers
 - ICI share only 40%
- **ICI lacking skills or strategic intent to develop a high-end commercial Measurement business**
- **MSG remains critical part of ICI Measurement capability**



Akzo acquisition

- **On Monday 13th August, Boards of Akzo and ICI announced agreement on a cash purchase of ICI**
- **On-Sale of Adhesives and Electronic Materials to Henkel**
- **Offer for Sale of the Starch Division**
- **Shareholder meetings**
- **Regulatory and Court approval by 17th December**
- **Completion of acquisition by Akzo 2nd January**
- **Completion of on-sales during 2008**
- **Integration of ICI businesses into Decorative, Industrial Coatings and Chemicals Divisions of Akzo**

Role of Measurement





Challenges

- Mechanistic Understanding
- Confirmatory/Parametric
- Supply Chain Method Development
- Forensic

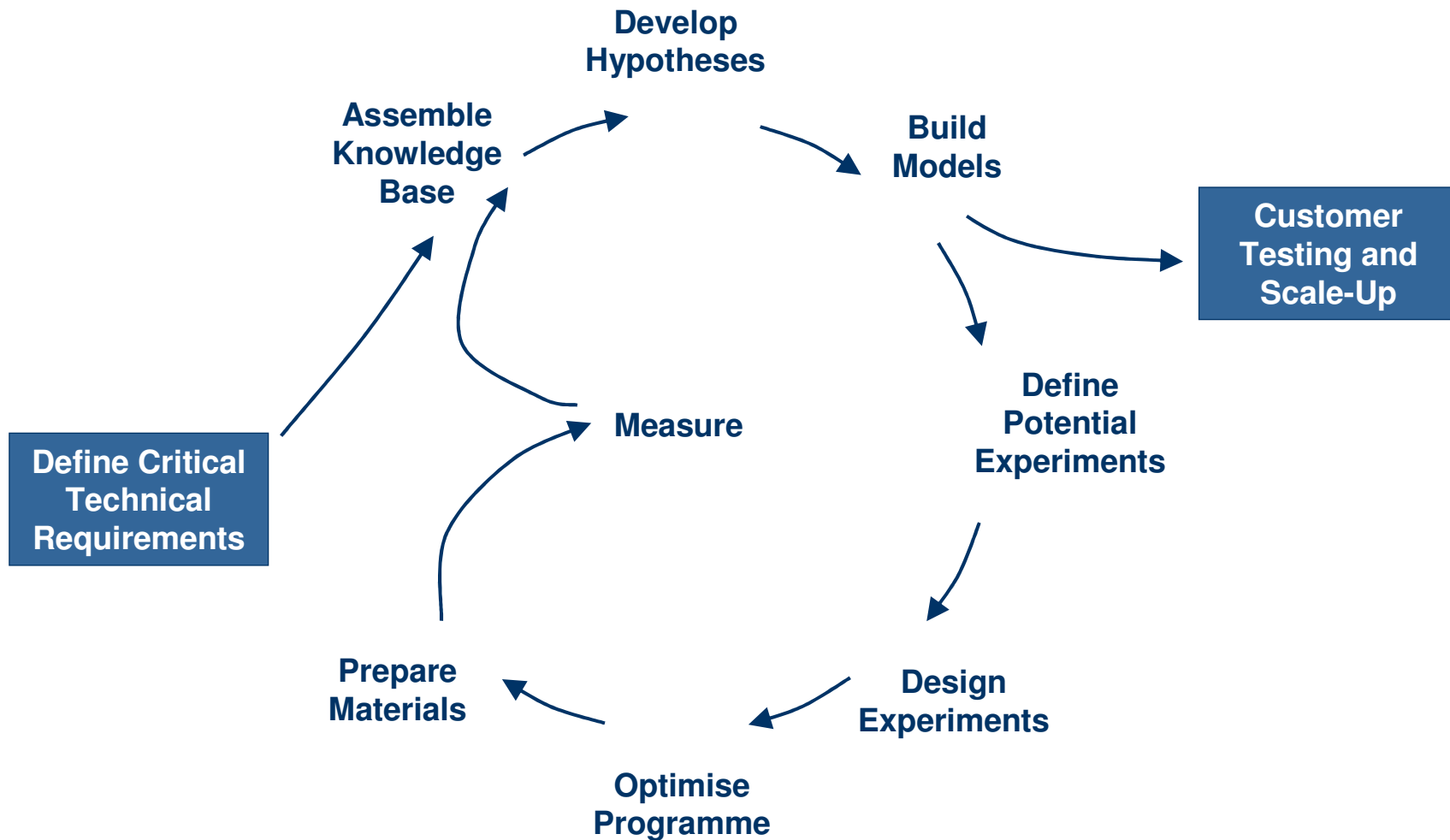
Profit Generation



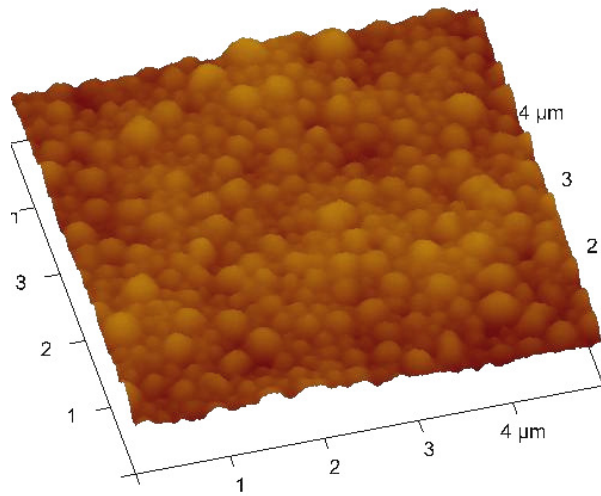
Profit Retention



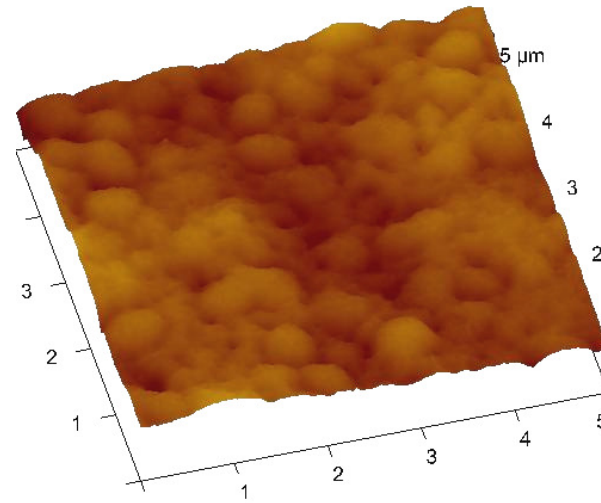
Applied Research Programmes



Stabiliser influences latex film formation



Standard stabilised latex



Novel stabilised latex

Latex film morphology

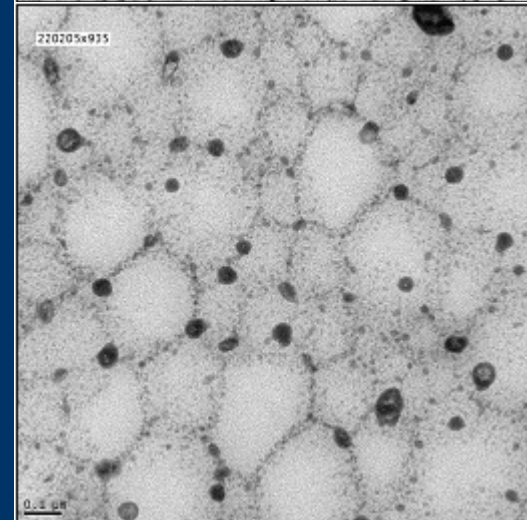
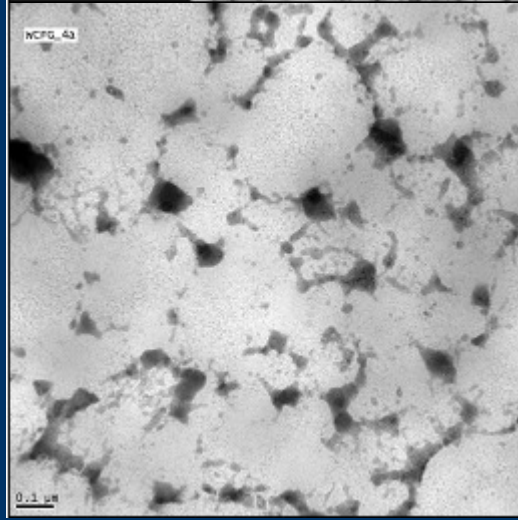
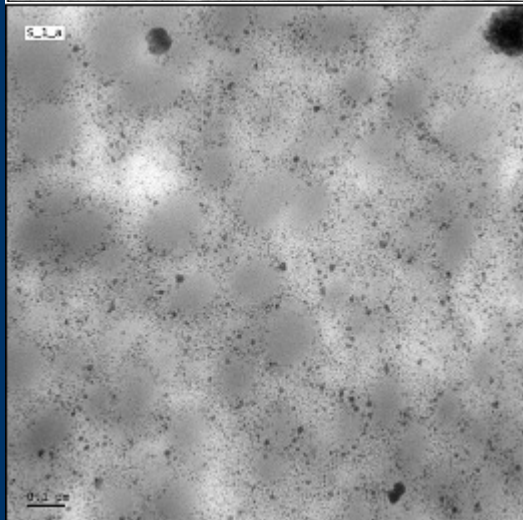
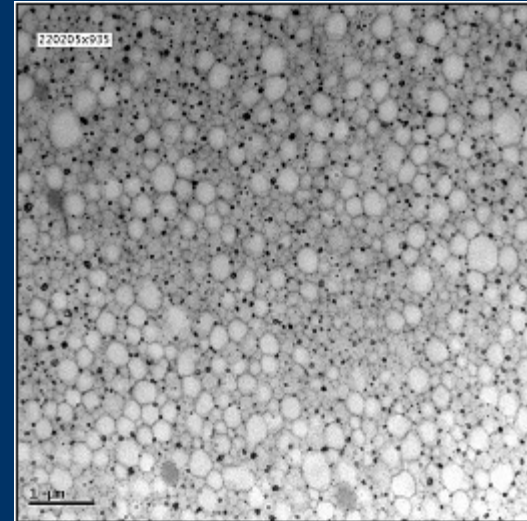
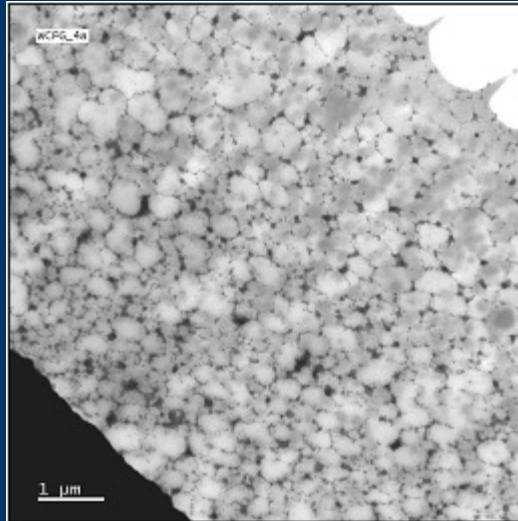
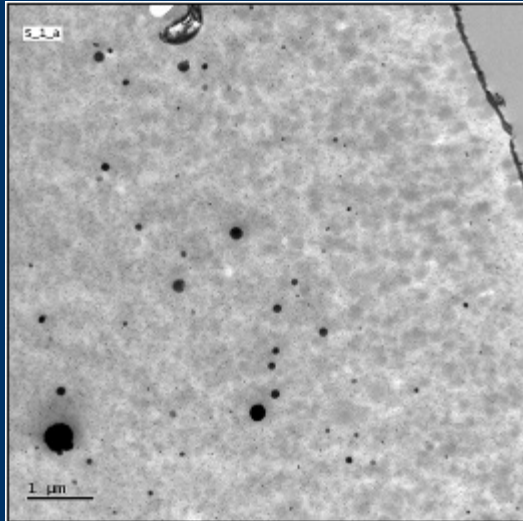
TEM – showing varying degree of coalescence



Surfactant only

Novel

Standard





Typical questions

- What influences film formation in paint and what species are localised at the interfaces?
- What role do milk proteins play in the formation of graininess in yoghurts?
- How does the morphology of a hot-melt adhesive develop on application and how does this relate to formulation design and application performance?

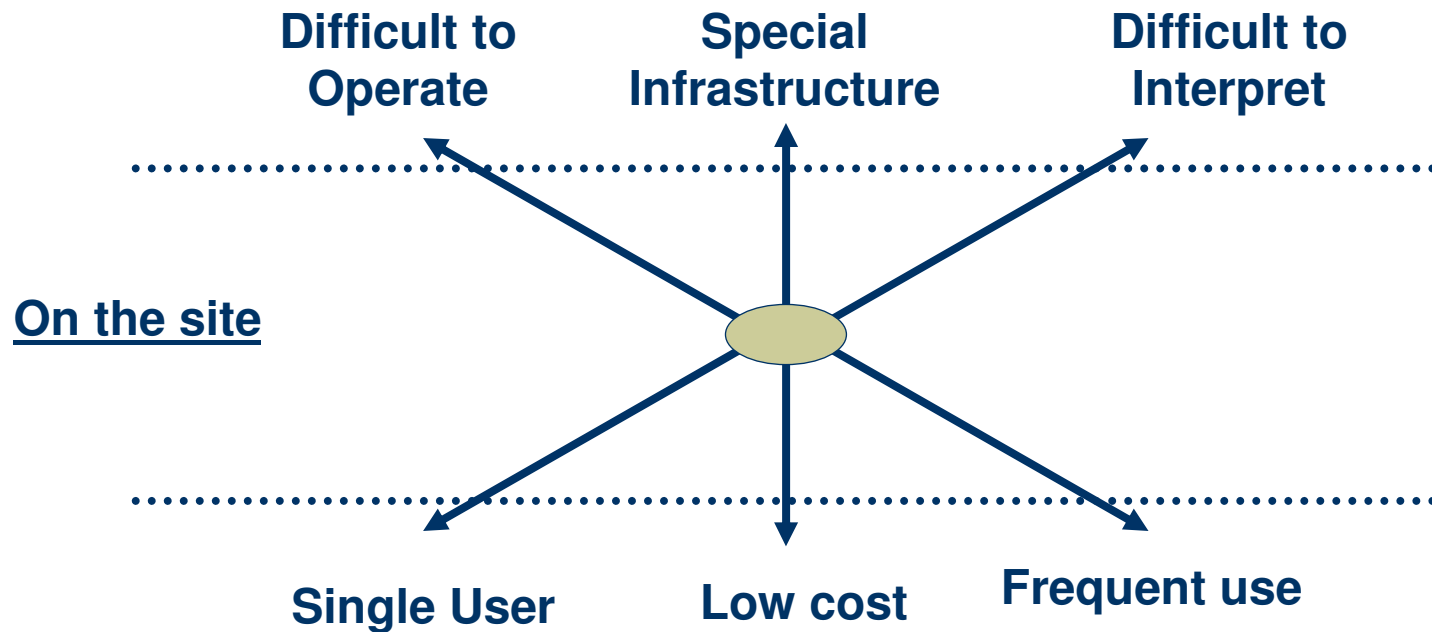
Intertek Partnership



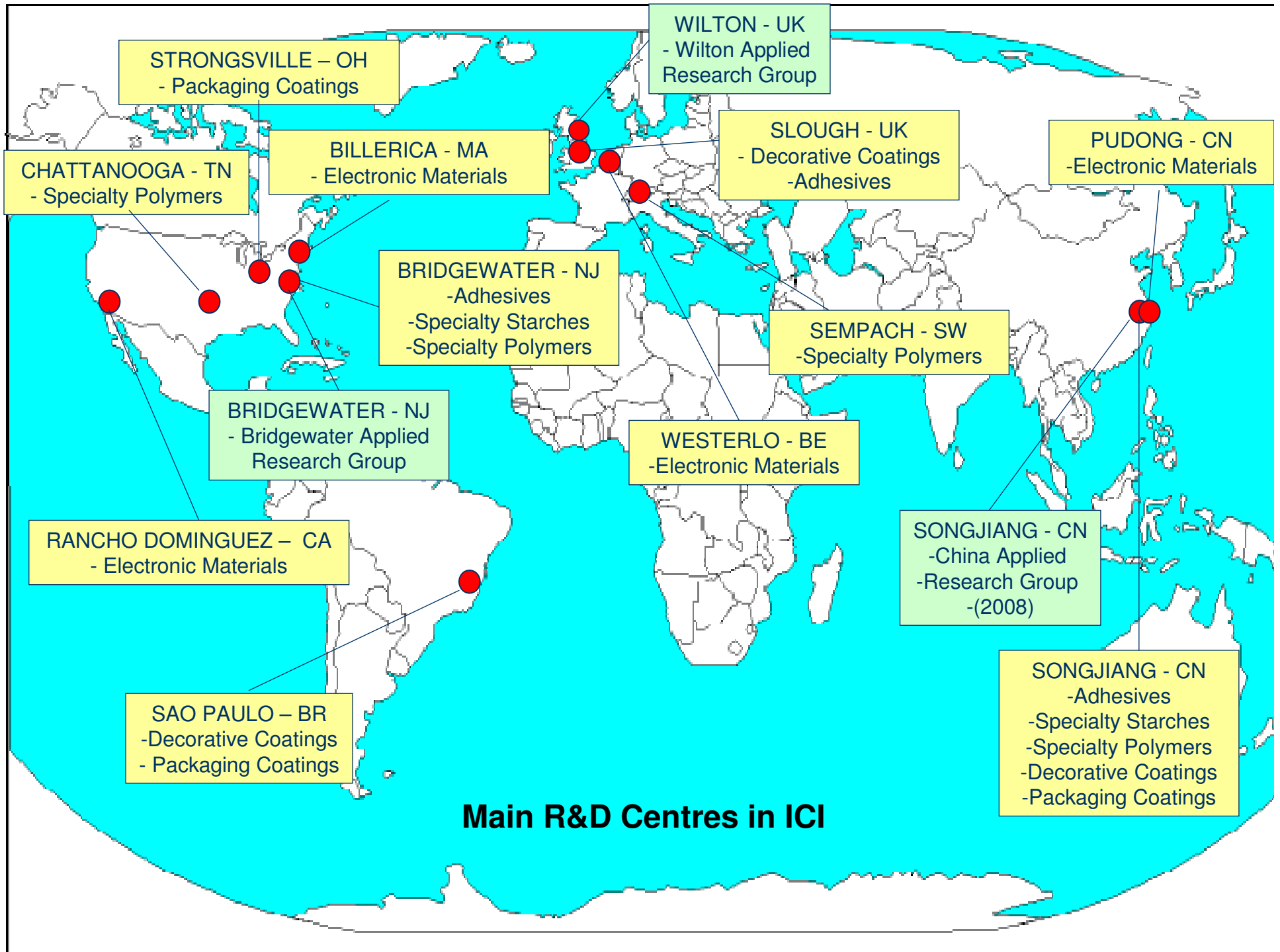


Location

Centre of Excellence



In the Lab



Intertek/ICI



- Centre of Excellence in Materials Characterisation
- Access through MSG to other Intertek capabilities
- Access to a world-class Materials capability is critical to the long term competitiveness of our major businesses
- Long term contractual relationship

Summary





Summary

- ICI divested MSG in order to secure long term access to a critical broad based capability
- This capability will be an integral part of our total Measurement activity
- Innovation in our key product technologies depends on mechanistic understanding
- Discussion of the appropriate measurement techniques and gaps is part of major innovation programme planning

Thank You!

