

Smart Coatings and Smart Opportunities in Antimicrobial, Automotive, and Construction Applications

Smart coatings offer opportunities for advanced functional performance of existing products far beyond conventional coatings. They cover a broad range of applications, including construction and architecture, automotive, and medical uses. After giving an overview of many smart coatings uses, this report discusses the following applications in further detail:

- Antimicrobial coatings (focusing on athletics and HVAC)
- Cool paint (in the automotive industry)
- Smart glass (primarily in architecture and construction)
- Net-zero-energy homes (integrating various smart coatings and looking at concepts of the future)

Why Buy this Report?

Smart coatings are generating great interest because of the way they can enhance product performance, add value to conventional coatings, and offer new opportunities. The smart coatings that help save energy and reduce greenhouse gas emissions are very timely, as are the antimicrobial coatings that kill bacteria upon contact.

This report summarizes some of the latest developments in the field and examines the unique properties and applications for smart coatings. It provides a qualitative overview of the smart coatings market, the most important issues to consider, and the significant factors in supply and demand within the competitive landscape. The report also provides the viewpoint and recommendations of Kline's experts and:

- Explains the competitive advantage of these cutting-edge technologies
- Identifies and explains the key drivers of demand that affect the market for smart coatings
- Offers tactical advice and keys to success

Report Contents

Kline Insights and Keys to Success

This section assesses the opportunities in smart coatings and presents winning strategies for four different smart coating applications.

Smart Coatings Overview

This section guides the reader through a wide range of smart coating applications before the subject is narrowed to the ones that Kline believes are of the most relevance currently.

Market Dynamics

This section provides a representative overview of four applications: cool paint, antimicrobial coatings, smart glass, and net-zero-energy homes. It analyzes their markets, competition, customer base, regulatory issues, qualitative demand and supply factors, and some operational economics.

Each report in the **Kline FlashPoint Series** explores an emerging industry issue or market development. Forward-looking and rich in insights and recommendations, they are designed to help executives develop timely strategies to maximize business opportunities.

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