

AkzoNobel expands global network with launch of first yacht paint application center in Germany



AkzoNobel's first-of-its-kind YPAC facility in DACH offers advanced technical training and product support for professional applicators and boatyards, supporting continued premium results across the industry

22nd September 2026 – AkzoNobel has announced the opening of its Yacht Paint Application Center (YPAC) in Hamburg, Germany, extending its global network and providing access to industry-leading technical expertise, advanced product education and technical training resources in the region.

The state-of-the-art YPAC facility is designed for use by applicators, distributors, designers, contractors, and other professionals across the superyacht and leisure marine sectors. The YPAC forms part of AkzoNobel's global strategic investment initiative to enhance regional technical support.

The center will serve as the industry's leading resource for product education and hands-on training, helping professionals navigate evolving regulations and consistently deliver premium results across superyacht paint refit, custom build, and small professional markets.

The facility will also look to address some of the most pressing challenges faced by boatbuilders, refit yards and distributors, including the growing demand for professional training to help close the skills gap.

Strengthening AkzoNobel's international network of established application centers, the new Hamburg hub will support the specific needs of customers across Germany, Austria, Switzerland, Poland, Hungary and the Czech Republic.

The facility joins established YPAC locations in North America, the Netherlands, United Kingdom, and Australia. The latest program at the prestigious Gold Coast City Marina in Coomera has been recognized for setting a global industry benchmark in training, most recently receiving an EPIC Award, an initiative honouring Exceptional, Purposeful, Innovative, Compassionate Companies, in November for excellence in the 'Training' category.

The future of yacht painting

AkzoNobel's ground-breaking paint application services encompass advice and product training on technologies and sustainable practices across its brands Awlgrip® and International®, covering preparation, priming, filling, topcoat application, maintenance, and repair of paint systems.

The Hamburg YPAC facility includes a mezzanine-level training room and paint mixing room, as well as a preparation bay and spray booth. Industry professionals will also benefit from access to the latest in digital training tools, such as AkzoNobel's virtual reality (VR) spray gun simulation, which creates a virtual environment for applicators to practice yacht painting techniques without using actual products. Users can experiment with Awlgrip and International® systems, adjusting spray gun settings and mastering application angles for primers, topcoats, and fouling control.

Further digital training tools, include:

- **XpertEye:** AkzoNobel's innovative headset tool, connecting applicators directly to the AkzoNobel team for real-time technical support.
- **AMV (Automatchic Vision):** A hand-held spectrophotometer which uses the latest digital technology for precise, reliable color measurements.
- **MIXIT:** AkzoNobel's advanced color identification and retrieval platform, providing the ability to create custom colors with a database of over 17,000 colors.

A strategic investment for the DACH region and beyond

AkzoNobel's expanding YPAC network reinforces the company's capabilities as a global strategic partner for its customers, demonstrating its mission to support professional specialists in refining their skills, while leading the development of new technologies and products that improve application processes, as well as the durability, and longevity of yacht coatings systems across the industry.

Jemma Lampkin, Yacht Global Commercial Director, AkzoNobel, said: "The opening of our new Yacht Paint Application Center in Germany marks another milestone in our commitment to technical leadership, training, and customer partnership. The facility brings our technical expertise even closer to customers, supporting them with training, services and hands-on guidance to achieve exceptional coating performance with confidence."

Jean-Pierre Martius, Area Sales Manager, DACH, AkzoNobel, said: "The new Yacht Paint Application Center gives us a fantastic opportunity to demonstrate our latest coating technologies in action. It's a space where we can collaborate directly with our customers, test real-world applications, and share practical knowledge and tips to help them get the best from our products."

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AkzoNobel YPAC Hamburg team



AkzoNobel's virtual reality (VR) spray gun simulation creates a virtual environment for applicators to practice yacht painting techniques without using actual products.

Notes to editors:

The official launch event for the YPAC in Hamburg was on Thursday 17th September.

About AkzoNobel:

Since 1792, we've been supplying the innovative paints and coatings that help to colour people's lives and protect what matters most. Our world class portfolio of brands – including International, Sikkens and Interpon – is trusted by customers around the globe. We're active in more than 150 countries and use our expertise to sustain and enhance everyday life. Because we believe every surface is an opportunity. It's what you'd expect from a pioneering and long-established paints company that's dedicated to providing more sustainable solutions and preserving the best of what we have today – while creating an even better tomorrow. Let's paint the future together.

For more information please visit www.akzonobel.com

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