

## Press Release

### Hempel introduces Avantguard 750 Pro, setting new industry standard for corrosion protection

*Building on Hempel's patented Avantguard technology, Avantguard 750 Pro represents the latest innovation in steel protection and addresses critical environmental and economic challenges by improving steel durability.*

#### Key messages

- **Extended durability:** Recommended to achieve long lasting corrosion protection for structures beyond 35 years.
- **Sustainable technology** Features the highest solids volume (76 per cent) and the lowest VOC content (244 g/L) available.
- **Efficiency and performance:** Third-party tested for lean coating schemes that improve productivity, reduce both consumption and emissions and enhance competitiveness.
- **Superior application flexibility:** Designed for new build, repair and maintenance. Cures at temperatures as low as -10°C [14°F], tolerates high humidity during application and dries quickly with short overcoating intervals.

**Copenhagen, 30 January 2025:** Hempel A/S proudly introduces Avantguard 750 Pro, the latest innovation in steel corrosion protection and a groundbreaking addition to the successful Avantguard family. Building on 10+ years of Hempel's patented Avantguard technology and proven track record, this new solution reaffirms the company's dedication to sustainability and high-performance coating systems.

Avantguard 750 Pro delivers unparalleled corrosion resistance, even in the harshest environments. Designed to exceed the current standards, the product is recommended for structures to achieve corrosion protection beyond 35 years. This improved durability significantly reduces CO<sub>2</sub> emissions over the lifetime of steel assets.

"We are excited to introduce a product that significantly increases the longevity of steel structures," says **Steen Niemann Madsen, Executive Vice President and Head of Energy and Infrastructure at Hempel**. "Globally, steel production generates approximately 2.8 gigatonnes of CO<sub>2</sub> annually, accounting for 7-9 per cent of total energy emissions<sup>1</sup>. By improving steel durability, we can help the construction industry address critical environmental and economic challenges."

Designed for new build, repairs and maintenance, Avantguard 750 Pro is a zinc-rich, high-solids primer offering the lowest VOC content on the market.

"Avantguard 750 Pro optimises application time and boosts productivity due to its fast-drying formula and short overcoating intervals," explains **Jose Fernandes, Product Manager for Corrosion Protection at Hempel**. "Third-party tested for lean coating schemes, it reduces material consumption and improves competitiveness, enabling customers to lower their

---

<sup>1</sup> <https://worldsteel.org/climate-action/climate-change-and-the-production-of-iron-and-steel/>

carbon footprint and VOC emissions while still achieving superior results that exceed industry standards.”

Engineered for versatility, the formula cures at temperatures as low as -10°C [14°F] while also providing exceptional tolerance to high humidity. In addition, it provides excellent crack resistance, even in complex geometries, minimising the need for rework and repairs.

With Avantguard 750 Pro, Hempel continues to set new benchmarks in steel corrosion protection, offering a solution that combines durability, sustainability and performance.

To learn more about Avantguard 750 Pro, please visit  
<https://www.hempel.com/products/brand/avantguard/products>

#####

**Press contact:**

Joanna Ashmead, Head of Media Relations  
Tel: +45 30772816  
Email: [communications@hempel.com](mailto:communications@hempel.com)

**About Hempel**

As a world-leading supplier of trusted coating solutions, Hempel is a global company with strong values, working with customers in the decorative, marine, infrastructure and energy industries. Hempel factories, R&D centres and stock points are established in every region.

Across the globe, Hempel’s paints and coatings can be found in almost every country of the world. They protect and beautify buildings, infrastructure and other assets, and play an essential role in our customers’ businesses. They help minimise maintenance costs, improve aesthetics and increase energy efficiency.

At Hempel, our purpose is to shape a brighter future with sustainable coating solutions. We firmly believe that we will succeed as a business only if we place sustainability at our heart. Not only is it the right thing to do, it will strengthen our competitive position, make ourselves more resilient and reduce our risk.

Hempel was founded in Copenhagen, Denmark in 1915. It is majority owned by the Hempel Foundation, which ensures a solid economic base for the Hempel Group and supports cultural, social, humanitarian and scientific purposes around the world. [www.hempel.com](http://www.hempel.com)