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## Technology Development

Involving Safinah Group's experts in your technology development will increase prognosis for success, reduce the cost and risk of investment and minimise the time to market.

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Safinah Group can add real value to your technology development. As independent paint technology assessment providers, Safinah Group's experts have vast knowledge and experience in the world of marine, protective and yacht coatings.

### We offer:

- Assessment of the effectiveness of a technology, including product life cycle analysis and added value assessment as well as pricing guides and end user needs review
- Test programme design processes in which the products and technologies can be tested against the environments they are to be used in or to support new standards or regulations
- Trends in the marketplace, from consumer demand to new competition, evolving technology and branding advice
- Bespoke formulation advice
- Identification of market-led requirements for product attributes to guide development
- Reduced risk and time to market



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