



## High Performance Hull Coatings: Market view

**Tom H. Evensen**

Jotun, Norway

The general market trend is that a given vessels fuel consumption will gradually increase throughout the docking cycle – even with the best antifoulings/FRC's in the market. Knowing this - why do we even talk about fuel savings in the same sentences as paint products applied to the vessels hull?

The answer is as simple as it is complex – “fuel savings” sends positive buying signals while “reduced loss in performance” will easily be perceived as negative.

The above “fuel saving” focus in combination with the introduction of the EEDI (Energy Efficiency Design Index), has released a number of marketing efforts creating an “illusion of fuel savings” related to the application of specific underwater hull coatings.

Jotun has taken an active position to refocus on true hull and propeller performance through a transparent method that allows for hull and propeller performance assessment through onboard automatically logged data. Further, with the implementation of the EEDI, we should aim for a method that reflects true performance and not theoretically possible performance. This because the biggest potential in reducing fuel consumption and emissions lies within the existing fleet of vessels – incentives to reduce their carbon foot print by using higher quality antifoulings, proven by a fully transparent hull performance method, would have immediate positive financial and environmental effects.

*Tom H. Evensen is a former Officer in the Royal Norwegian Coastguard. Having studied in Norway, Germany and the US he holds a Master of Science in Business and Economics. He started in Jotun as a Product Manager for the SeaQuantum range, then progressed to Group Category Manager for the Antifouling department and in 2011 he joined the Hull Performance Solutions team as Sales Director.*