Arkema Focuses on Customer Choice and Innovation at the American Coatings Show 2014, Booth 2204

At the American Coatings Show 2014, Booth # 2204, Arkema will showcase every aspect of the company’s coatings market offering, including new products, technologies, business resources and commitment to innovation and sustainability. Arkema’s representation at the event includes subsidiaries Coatex and Sartomer; and Arkema business units Arkema Coating Resins, Arkema Fluoropolymers, Arkema Acrylic Monomers and Arkema Specialty Polyamides.

According to Richard D. Jenkins, global group president for Arkema Coating Resins, the company is focusing its resources on offering its customers more choices in both the raw materials they need for their formulations and in the way they do business with Arkema.

“More choice leads to new opportunities – both for the customer and for the coatings industry in general,” Jenkins explained. “When formulators have greater resources at their disposal – in this case, raw materials – the potential for innovation and new ideas grows exponentially. Arkema’s job is to offer those choices, along with the expanded global support they need to innovate and realize their growth goals.”

At the American Coatings Show 2014, Arkema will illustrate greater choice by showcasing a wide range of new products and technologies.

“All of Arkema’s product development initiatives have been about offering customers more choices,” Alain Mari, CEO of the Coatex business, said. “This includes new ways to approach problems such as environmentally friendlier coatings or water resistance, emerging application areas like white roof coatings or TiO2 replacement, and even greater latitude in the cost effectiveness of high performance coating applications.”

From Arkema Coating Resins:

- CELOCOR® opaque polymer, a highly efficient, voided latex product that improves hiding and whiteness in paints and coatings, and functions as a partial replacement for titanium dioxide (TiO2).
- **ENCOR® 282 latex**, a next generation general purpose vinyl acetate/ethylene (VAE) binder for architectural coatings, combining outstanding end-use performance with the composition and formulation latitude needed for use in coatings that help meet a range of environmental initiatives.

- **ENCOR® 631 latex**, a high performance 100% acrylic latex that can be used in formulations from flat to high gloss coatings for both interior and exterior applications. It allows coatings formulators the ability to meet the rigorous demands of interior/exterior coatings and a wide variety of environmental initiatives.

- **ENCOR® 657 latex**, a 100% acrylic high solids binder that can be formulated into coatings for masonry, interior wall paints and exterior architectural coatings that display an excellent balance of cost and performance.

- **ENCOR® Flex 192 latex**, a modified acrylic latex that provides excellent performance properties in elastomeric roof coatings. Benefits include excellent adhesion to weathered TPO without solvent primers and enhanced dirt pickup resistance, making it ideal in helping to maintain solar reflectance and the energy savings of cool roof technology.

- **SNAP® 728 latex**, structured nano-acrylic polymers for satin to high-gloss sheen coatings that display excellent hardness and block resistance at zero to low VOC. SNAP® latexes are ideal for systems where odor of the finished product is a concern.

- **ENCOR® 2721 latex**, a styrene acrylic self-crosslinking emulsion for kitchen cabinet topcoats that provides excellent water resistance, good clarity, non-yellowing, low odor and excellent chemical resistance in stain and chemical resistant coatings.

- **SYNAQUA® 4804**, an APEO and ammonia-free short oil alkyd emulsion designed for use in a wide variety of coatings in which performance similar to solvent based alkyds is desired. It offers the coatings formulator a low VOC option to develop the highest gloss products while giving the application feel of a solvent based alkyd.

- **SYNOCURE® 854BA 80**, a hydroxy functional acrylic resin designed for curing at room temperature. Used in protective and marine coatings, this product offers low VOC, excellent in-roll performance, anti-sagging, gloss retention and less dry spray.

From Coatex:

Coatex offers a broad selection of dispersants and rheology modifiers within each key technology:

- **Urethane-based** (HEUR) and **acrylic-based** (HASE & ASE) products.

- **Coapur™ associative polyurethane thickeners**, covering a broad spectrum of rheology profiles, from newtonian to pseudo plastic, delivering exceptional flow and leveling behavior.

- **Rheotech™ associative acrylic thickeners** to achieve in can appearance, syneresis control, and outstanding thickening effectiveness with excellent environment profiles. Such properties have made Rheotech™ an ideal alternative to cellulosic thickeners.
• **Viscoatex™ acrylic thickeners**, broadly used thanks to their robustness and versatility, especially in adhesives.

• Two distinct ranges of dispersing agents:
  - **Ecodis™ dispersants** are recommended when both outstanding shelf life and cost/performance ratio are required for medium to high PVC formulations.
  - **Coadis™ dispersants** are designed to meet specific requirements of coatings such as gloss, corrosion or scrub resistance. Coadis™ dispersing agents are recommended for TiO2 optimization (Bumper technology™).

**Coatex will be offering two new products at ACS 2014:**

• **Coadis™ 144 A**, a new high performing hydrophilic copolymer for TiO2 pigment dispersion which provides outstanding performance across a broad spectrum of waterborne coating formulations.

• **Coapur™ 975 W**, a breakthrough, hydrophobically modified highly efficient KU viscosity builder that brings unique properties to zero-VOC paint formulations.

**From Kynar PVDF Resins**

• **Kynar Aquatec® architectural coatings** provide the same long-lasting properties as Kynar 500® FSF® in an easy-to-apply latex. Water-based, liquid coatings formulated with Kynar Aquatec® latexes can be easily applied to metals, PVC, textiles and elastomers. It also delivers the durability and performance customers have come to expect from traditional PVDF coatings. Coatings based on Kynar Aquatec® latex provide numerous benefits, including superb cool roofing properties that help reduce energy use and keep roofs significantly cooler compared to uncoated surfaces. Coatings based on Kynar Aquatec® latex are extremely durable in even the harshest weather conditions and resist both dirt accumulation and mildew or mold growth.

• **Kynar 500® FSF® PVDF Resin**, Kynar 500® FSF® resin is a special grade of PVDF resin used by licensed industrial paint manufacturers as the base resin in long-life coatings for aluminum, galvanized steel, and aluminized steel. Applications include metal roofing and siding, window and door frames, curtain wall and other miscellaneous metal trim and components.

**From Sartomer**

• **Acrylate monomers**, a range of products that provides the formulator with viscosity control as well as a wide array of unique chemistries to assist the formulator in dialing in cure speed, adhesion, weatherability, hardness, scratch resistance and many other high performance characteristics.

• **Epoxy acrylates**, the most frequently used oligomers in a wide number of application areas in the energy cure industry. They provide high reactivity, chemical resistance, and high gloss to formulations for a wide variety of applications.
• **Methacrylate monomers**, which can be used as chemical intermediates to improve crosslinking, compatibility, heat resistance, impact modification, flexibility, paintability/printability, and melt flow index.

• **Methacrylate oligomers**, which bring hardness, heat and chemical resistance, and other critical properties to coating applications.

• **Polyester acrylates** for UV/EB cure applications with an attractive option. Sartomer’s polyester acrylate can provide the bridge between performance properties and cost for epoxy and urethane products, and for many applications demonstrate properties superior to urethane oligomers.

• **Sarbio® acrylates and methacrylates**, based on renewable raw materials, allow formulators to combine high quality products and high technical performance requirements along with environmental friendliness. End-users can develop new systems with increased BioRenewable Carbon Content (BRC).

• **Sarbox® specialty oligomers** in the form of aromatic acid methacrylate half ester and aromatic acid acrylate half ester blends in solvent or monomer.

• **Urethane acrylates** that provide water resistance, high gloss, hardness or flexibility, and chemical resistance.

From Arkema Acrylic Monomers

• **Norscryl® acrylic monomers** that improve everyday life by making products last longer, allowing water based formulations without solvents and a cleaner environment. Arkema is a leading global producer of acrylic monomers with unique properties.

From Arkema Specialty Polyamides:

• **Orgasol® Fine Powders** for use as additives for paints, varnishes, paper, inks and adhesives.

• **Rilsan® Fine Powders**, which offer protection of auto parts (spline shafts for transmission, brake hoses, etc.), water lines and various types of equipment (dishwasher baskets, hosiery, etc.).

For more information, visit:

www.arkema.com  www.arkema-americas.com
www.arkemacoatingresins.com  www.coatex.com
www.kynaraquatec.com  www.kynar500.com
www.sartomer.com  www.orgasolpowders.com
www.rilsanfinepowders.com
About Arkema

A global chemical company and France's leading chemicals producer, Arkema is building the future of the chemical industry every day. Deploying a responsible, innovation-based approach, we produce state-of-the-art specialty chemicals that provide customers with practical solutions to such challenges as climate change, access to drinking water, the future of energy, fossil fuel preservation and the need for lighter materials. With operations in more than 40 countries, some 14,000 employees and 10 research centers, Arkema generates annual revenue of $8.1 billion, and holds leadership positions in all its markets with a portfolio of internationally recognized brands.

For More Information

Product Press Relations:
Bob Cook          Tel.: +1 231 920 0903   E-mail: bobcook@cookmarcomm.com
Mike Crisp        Tel.: +1 864 525 9307   E-mail: mike@crisppr.com

Encor®, Celocor®, Neocar®, SNAP®, SYNAQUA®, SYNOCURE® Orgasol®, Rilsan®, Aquatec®, 500® FSF®, Norsocryl® are registered trademarks of Arkema Inc.

Ecodis™, Coapur™, Coadis™, Rheotech™, Viscoatex™ are trademarks of Coatex SA

Sarbio® and Sarbox® are registered trademarks of Sartomer.