

Colombes, March 6, 2013

Arkema starts commercial acceleration program with SpecialChem to support Kynar Aquatec® business

Arkema has selected SpecialChem's Commercial Acceleration Solutions to support the global growth of its water-based fluoropolymer Kynar Aquatec® latex in the exterior building and construction markets.

Arkema has recently entered into a partnership with SpecialChem for commercial acceleration support. Arkema's Kynar Aquatec® fluoropolymer latex platform greatly improves the weatherability and durability for exterior water-based coatings.

As part of its commercial acceleration program, SpecialChem will support Arkema in its business development strategy for Kynar Aquatec® latex in the exterior building and construction market. SpecialChem's customized Commercial Acceleration Solutions will help bring speed and market reach, acting as an extension of Arkema's business development team. The purpose of this collaboration is to educate paints and coatings formulators and architects about the benefits of Kynar Aquatec® latex and to identify active projects at formulators and end-users.

"Using SpecialChem's assets will benefit Arkema in expanding our global promotion of water-based Kynar Aquatec® coatings for metal and non-metal substrates," said James Feorino, Global Market Manager for Arkema's Kynar® coatings. "This will enable Arkema to grow its sales beyond traditional solvent-based metal coatings," he noted.

For more details about Kynar Aquatec® latex solutions and its use in paints and coatings:

<http://www.specialchem4coatings.com/tc/solutionsdatasheet.aspx?t=1187>

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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 should generate annual revenue of approximately €6,4 billion and holds leadership positions in all its markets with a portfolio of internationally recognized brands.

About SpecialChem:

SpecialChem accelerates Technology and Business Development in Chemicals and Materials. Since the year 2000, our teams of industry experts have created the world's largest online professional network dedicated to chemicals and materials. This network includes more than 500,000 engineers, formulators, product developers, marketers, applicators and brand owners across the globe. Through our vertical industry websites, these professionals have unlimited access to content and services dedicated to Product Selection, Innovation Watch, Online Courses and Open Innovation. Our network of profiled members plus the visits of more than 3.2 million professionals per year to our websites are unique assets for chemicals and materials suppliers in search of Commercial Acceleration Solutions (launching new technologies / new products, penetrating new applications / new geographies or extending their market reach) and for professionals in Open Innovation scouting new technologies or looking for out-licensing opportunities that are related to chemicals and materials.

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