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Arkema to showcase leading technology for coatings formulators at ABRAFATI 2013

Arkema is showcasing one of the coating industry's broadest technology and business offerings at ABRAFATI 2013, September 16-17-18, 2013 (stand 3-F-2). On display will be products spanning almost every aspect of coating formulation, including solutions for architectural and traffic coatings, as well as a full range of additives for waterborne coatings.

"Our goal at ABRAFATI is to introduce our customers, as well as other leaders across the industry, to our multi-technology and multi-product offering that is unique in the market," said Pedro Medeiros, General Manager for Arkema subsidiary Coatex.

"Since the last exhibition where only Coatex was present with its waterborne rheology additives, Arkema has significantly expanded its offering and built a unique portfolio that now includes acrylic monomers and emulsions for water-based paints, polyester and alkyd resins for solvent-based paints, powder polyester resins, ultra high dry content resins and PVDF fluorinated polymers for external coatings. Arkema's offering in paints and coatings now rivals any in the industry."

Rheology control and dispersants

With over 40 years of expertise in rheological additives for aqueous formulations, Arkema subsidiary Coatex is a leading technology / solution partner to the global coatings market. Recent innovations focus on key current issues that today's formulators are challenged with, such as reduction of emissions (VOC), sustainable formulating and TiO₂ optimization.

Coatex proposes a broad selection of thickeners within each key technologies Urethane-based (HEUR) and acrylic-based (HASE & ASE)

Coapur™: a range of associative polyurethane thickeners which covers a broad spectrum of rheology profiles, from newtonian to pseudo plastic, delivering exceptional flow and levelling behavior. **Coapur™ 975 W, new KU builder with exceptional color acceptance will be presented during the show.**

Rheotech™: a range of associative acrylic thickeners to achieve in can appearance, syneresis control, outstanding thickening effectiveness with excellent environment profiles. **Such properties have made Rheotech™ ideal alternative to cellulosic thickeners.**

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Viscoatex™: a range of acrylic thickeners, broadly used thanks to their robustness and versatility, **especially in adhesives.**

Coatex offer comprises two distinct ranges of dispersing agents:

Ecodis™ range is recommended when both outstanding shelf life and cost/performance ratio are required for medium to high PVC formulations.

Coadis™, a range agents designed to meet specific requirements of coatings such as gloss, corrosion or scrub resistance. **Coadis™ dispersing agents are recommended for TiO₂ optimization (Bumper™ technology).**

Coating resins and opaque polymers

Arkema Coating Resins, a business unit of Arkema, is showcasing one of the industry's broadest technology and binder offerings.

Architectural Coatings

For decades, Arkema Coating Resins has provided one of the industry's widest arrays of acrylic-based polymers for use in architectural coatings. The company will be showcasing recent advances, including new SNAP® 728 structured nano-acrylic polymers for higher performance trim and wall paints.

SNAP® 728 binder offers these benefits:

- Controlled morphology results in good film formation properties
- Formulating flexibility results in good application properties
- Cured films demonstrate high gloss, excellent block resistance, plus good hardness and flexibility

Improved Hiding and TiO₂ Reduction

Arkema Coating Resins, in conjunction with Arkema subsidiary Coatex, is featuring technology to help formulators improve hiding properties in architectural formulations and manage raw material costs by reducing TiO₂ levels. New Celacor® opaque polymer offers significant improvements in hiding and also functions as a partial replacement for TiO₂ in architectural formulations. In addition to Celacor®, new Bumper™ Technology based on Coatex dispersants, helps separate TiO₂ particles in waterborne paint, and hence optimize its ability to refract light, offering a better covering power of the paint.

Binders for Architectural Wall and Trim Paints

Arkema Coating Resins offers a range of Encor® and Baricryl® waterborne acrylic and styrene acrylic binders for use in both interior and exterior wall and trim paints. Formulators can choose from binders that enable low VOC, low odor and excellent performance over a variety of substrates.

Traffic Paints

Arkema Coating Resins is a leading supplier of binders for traffic paints. Encor® DT211 binder is a 100% acrylic ideally suited for fast-dry traffic paints applied at standard film thickness.

Norsocryl® Acrylic Monomers

Arkema is a leading global producer of acrylic monomers. Thanks to their unique properties acrylic monomers improve every day life by making products last longer, allowing water based formulations without solvents and helping to provide a cleaner environment.

Kynar 500® FSF® and Kynar Aquatec® PVDF

Kynar® PVDF resin coatings offer long lasting performance in demanding architectural coating applications. Kynar® polyvinylidene fluoride (PVDF) resins are used by licensed industrial paint manufacturers in formulating hardy, long-lasting coatings.

Kynar Aquatec® is a new platform of emulsions used by paint formulators to make premium weatherable water-based coatings. Coatings formulated with these emulsions can provide the durability and performance of traditional Kynar 500® resin based coatings. They can easily be applied to a variety of substrates, including metals, plastics, wood, concrete, textiles, and previously painted surfaces.

Organic Peroxides

Luperox® Organic Peroxides are used as fine chemical intermediates. Arkema's Organic Peroxides division produces and markets organic peroxides for a wide range of applications, including paints and coatings manufacturing.

Polyamides

Rilsan® Fine Powders are available in many different particle size distributions and formulations to allow application by the standard powder coating methods used today.

Rilsan® products are available in a wide variety of colors, by the dry blend and the mass coloration process. The mass coloration process produces a stable finish and superior UV stability. Special grades and color-matched formulations can be developed specifically to suit customer needs.

Orgasol® Polyamide improves abrasion and scratch resistance, chemical resistance and gloss control and texturing in coatings. Orgasol® is used in waterborne, solventborne and UV-curable coatings applied over wood, metal, paper, rubber and other substrates.

UV and EB Curable Coatings

Sartomer, an Arkema subsidiary, manufactures and markets a complete line of high performance acrylic monomers and oligomers for the coatings market. These low VOC products are ultraviolet light (UV) curable, Electron Beam (EB) curable, and peroxide curable. They are also amine curable and enhance the performance of two-part epoxy/amine coating systems.



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 \$8.3 billion, and holds leadership positions in all its markets with a portfolio of internationally recognized brands.

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