

Colombes, February 5, 2015

Arkema celebrates 50 years of Kynar 500® PVDF resin

Kynar 500® PVDF resin, a pioneering fluoropolymer chemistry that provides coatings with remarkable durability, weather resistance and color retention properties, marks its 50th anniversary as demand continues to be strong in architectural applications, where exceptional performance is required.

Available exclusively from Arkema through a strict licensing program, Kynar 500® PVDF resin is used in long-life coatings that protect some of the most iconic buildings around the world—including The Pyramid of Louvre in Paris, Wimbledon Court Number 1 in London, the Oriental Pearl Tower in Shanghai, and the Renaissance Center in Detroit.

"Thanks to the support of our licensee partners, such as PPG Industries, Kynar 500® PVDF resin-based coatings will keep these beautiful architectural treasures vibrant and appealing for a long time," said Erwoan Pezron, global managing director of Arkema's fluoropolymers business unit.

Kynar 500® PVDF resin-based coatings were the original high-performance durable finishes for protecting aluminum, galvanized steel, and aluminized steel building components against blistering heat, humidity, pollution, acid rain, corrosive salt, and abrasion for decades of useful life. Introduced in 1965, the Kynar 500® PVDF resin breakthrough technology is known within the architectural community as one of the world's most weatherable resins for creating a coating system with an extraordinary capability to retain color and gloss. Today, Kynar 500® PVDF resin-based coatings provide billions of square feet of protection against weathering, aging and pollution on commercial, industrial, institutional and residential buildings around the globe.

Arkema R&D has a strong tradition of developing next-generation coating solutions based on Kynar 500® PVDF resin technology. Recent product introductions include Kynar 500® FSF® fluorosurfactant-free resin developed to eliminate perfluorinated surfactants such as perfluorooctanoic acid (PFOA) from the manufacturing process, and Kynar Aquatec® latex for producing water-based coatings that meet the most stringent volatile organic compound requirements. As the industry's leading fluoropolymer supplier, we are celebrating this legacy of leadership and renewing our commitment to providing customers with innovative Kynar 500® PVDF resin-based coatings solutions for the next 50 years.

Help us celebrate 50 years, all year long. Visit Kynar500.com, follow the hashtag **#kynar500**, and find us on social media to get the latest news and to join the conversation.



About Kynar® PVDF Resins

Since first introduced in 1965 for architectural metal coatings requiring exceptional durability, many new grades of Kynar® resins have been developed for a variety of markets and applications. With their outstanding resistance to chemicals, UV radiation, and high temperatures, Kynar® fluoropolymer products are widely used in the chemical processing industry, offshore oil and gas production, water treatment and in newer applications, such as Li-ion batteries and photovoltaic solar panels. Learn more about the comprehensive range of Kynar® grades and their many applications on www.kynar.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 close to 50 countries, some 19,000 employees and research centers in North America, France and Asia, Arkema generates pro forma annual revenue of some €7.6 billion, and holds leadership positions in all its markets with a portfolio of internationally recognized brands.

Kynar 500® FSF®, Kynar Aquatec® and Kynar® are registered trademarks of Arkema Inc.

Contacts:

Bob Palangio
Stan Howard

Tel.: + 1 215-351-4226
Tel.: + 1 610-205-7027

E-mail: bpalangio@a-b-c.com
E-mail: stan.howard@arkema.com