Arkema showcases its extensive range of solutions and innovations for the Coatings market at ECS

Arkema, a leading player in the paint and coatings industry, is exhibiting at the European Coatings Show in Nuremberg from March 19th to 21st, with its comprehensive offering for the paint and coatings industry, a multi-technology and multi-product offering that is unique on the market.

Arkema’s current product range covers a wide spectrum of resins and additives with highly diverse chemistries and technologies. This particular position enables Arkema to adapt to its customers’ specific requirements based on their location and their application markets, and to fulfil the requirements of environmentally sound sustainable chemistry, developed from renewable raw materials (vegetable oils).

Arkema, a world leader in coatings materials
This product range makes up a unique portfolio of materials and technologies, among the most extensive on the market: acrylic monomers, acrylic emulsions for water-based paints, polyester and alkyd resins for solvent-based paints, powder polyester resins, ultra high dry content resins, PVDF fluorinated polymers for durable external coatings, rheology additives (dispersants, thickeners) from Coatex, rheology additives for solvent-based industrial coatings, and finally acrylate and methacrylate specialty resins from Sartomer cover the whole spectrum of applications in industrial and decorative coatings.
The coatings activity currently accounts for 34% of Arkema’s business, and ranks the Group in 3rd place in the world among suppliers of materials and technologies used by paint and coatings formulators.

A sustained innovation drive
Arkema’s Coating Solutions segment allocates over 2.5% of its sales to Research and Development. Specialist researchers based in Verneuil-en-Hallate, France work with the Cary Research Center, North Carolina, US, the R&D Center recently opened in Changshu, China, and the Coatex R&D Center in Genay, France, all dedicated to providing solutions to the technical issues raised by customers around the world.

The ECS tradeshow is the opportunity for Arkema to unveil a number of innovations developed from this research effort.

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Encor® 2433, the first dispersion allowing formulation of Direct-To-Metal (DTM) coatings with excellent corrosion protection and multi-substrate adhesion

Encor® 2433 provides coating formulators with wider options in their formulation of general maintenance and Direct-To-Metal coatings. Its key features include excellent intrinsic corrosion protection, excellent chemical resistance, high gloss, good adhesion on various metal substrates (steel, aluminum, etc.), and straightforward cost-effective DTM formulation with good overall performances.

A DTM coating has to provide in a single coat the properties that are usually developed by at the very least a two-coat system: the primer for adhesion on metal and corrosion protection, and the top coat for aesthetic properties (gloss, durability), as well as chemical and mechanical resistance. Bearing in mind these various requirements, a DTM paint formulation imposes a number of constraints: it cannot accommodate the introduction of anticorrosive pigments because these are too detrimental to the gloss due to their high particle size.

The technical challenge was to develop a waterborne technology that imparts intrinsic anticorrosive properties to the polymer thanks to high barrier properties and good adhesion on metal. Today some waterborne binders have good adhesion onto metal, but have no intrinsic anticorrosive properties and so need formulating with anticorrosive pigment. Therefore they can only be used in primer applications because the way they have to be formulated allows no possibility of gloss. To obtain a polymer with high barrier properties and good adhesion on metal, the main difficulty was to associate, via an emulsion polymerization process, highly hydrophobic monomers and functional / crosslinkable monomers which are quite hydrophilic.

The SECHA (SElf Crosslinking Hydrophobic Acrylic) technology, developed by Arkema, represents the latest technology in waterborne acrylic polymers which enables the design of polymers with very good intrinsic anticorrosive properties thanks to outstanding water/humidity barrier properties. Encor® 2433 is the first product of a multi-generation products development plan based on this new technology.

This new category of polymer offers many advantages to paint formulators and applicators as it fulfils many of today’s requirements:
- Productivity is improved compared to multi-coat systems, as the paint can be applied in just one coat, and, if needed, to adjust the anticorrosive properties, it is always possible to optimize the thickness of the coat. It dries fast and is easy to apply by different methods, the only requirement being adjusting the rheology of the paint formulation.
- As the paint formulation needs no anticorrosive pigment to achieve good corrosion protection, its cost is very much reduced. The other additional benefit is that it offers a broader range of formulation possibilities for the paint, thereby delivering a diverse spectrum of grades for DTM and top coats.
- Encor® 2433 makes it possible to formulate high performance coatings with a Volatile Organic Content (VOC) below 100g/l.

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.

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Coatex to showcase its portfolio of rheology solutions at the European Coatings Show 2013

A world-leading designer and producer of waterborne rheology additives, Coatex will showcase its innovative range of dispersing agents and thickeners at the European Coatings Show 2013.

With over 40 years experience in aqueous mineral systems, Coatex offers a complete portfolio of waterborne synthetic rheology modifiers for low VOC coatings. These rheology modifiers are specifically designed for easy formulation, and bring boosted performance throughout the product lifecycle.

Coatex will be present on the Arkema booth (424-Hall 4A) and the Omya booth (245-Hall 7) for technical discussions and exchanges on our portfolio during the show.

Coatex’s R&D team will present three different conferences on the latest innovations available from the Company:

Tuesday March 19th
- **Overcome cellulosic drawbacks with Rheotech™ x800**, Hall 1 Stand 1-133 at 11:00
- **Coapur™ 975 W, A breakthrough in thickening Zero-VOC paints**, Hall 5 Stand 5-333 at 14:30

Wednesday March 20th
- **Innovative toolbox for TiO₂ optimization**, Hall 5 Stand 5-333 at 13:00

The Coatex portfolio covers a wide range of characteristics eagerly sought by formulators.

**Dispersing Agents:**
- **Ecodis™**: product range recommended when both outstanding shelf life and cost/performance ratio are required.
- **Coadis™**: product range designed to meet specific requirements of coatings such as gloss, corrosion or scrub resistance.

**Thickeners (HEUR) and (HASE & ASE):**
- **Coapur™**: product range of associative polyurethane thickeners which covers a broad spectrum of rheology profiles, delivering exceptional flow and leveling behavior.
- **Rheotech™**: product range of associative acrylic thickeners to match the variety of requirements faced by paint and coatings formulators. In-can appearance, syneresis control, outstanding thickening effectiveness and excellent environment profiles are key properties.

**Coatex**
Coatex designs and produces rheology additives for aqueous formulations and waterborne processes. With Innovation for Sustainable Development as a core strategy, Coatex is developing high performance additives to serve a wide variety of applications, such as Waterborne Paints & Coatings, Paper Coatings, Minerals Processing, Construction, and Water Treatment. With production sites in France, the Netherlands, USA, China, and a newly acquired site in Brazil, Coatex employs more than 400 people.
Coatex is a subsidiary of the Arkema Group, France’s leading chemicals producer.

For more information, please visit Coatex’s website: [coatex.com](http://coatex.com)

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Sartomer presents its latest developments at the European Coatings Show 2013

Sartomer, your partner in innovation, will exhibit its latest specialty acrylates and methacrylates at the European Coatings Show 2013 in Nuremberg, Germany, March 19th – 21st, 2013.

Visitors to the Sartomer – Arkema booth will be able to discover the new Sartomer brochure in which you'll find a complete range of specialty acrylate and methacrylate monomers specially designed for polymer synthesis and advanced materials technologies. They provide key benefit performance as co-monomers or reactive diluents for your formulations.

Dr Christophe Vergé, Sartomer Europe Technical Director, will make an overview presentation:
Thursday 19th March, Hall 5-333 at 14:10
- Sartomer specialty acrylates and methacrylates monomers for polymerization

Renowned for its technical support and expertise, Sartomer will present its latest solution to meet the new regulatory requirements for the radiation curing market:
- Bisphenol A free solutions
- Tin free alternative products

These solutions will also be supported by a product presentation held by Charles Bourrousse:
Wednesday 20th March, Hall 5-333 at 14:10
- Bisphenol A solution and Innovative acrylates

Innovative acrylates for the radiation curing market and new developments for the Sarbio® range, based on renewable raw materials will be showcased especially for ECS and Dr Catherine Leroy will present:
Wednesday 20th March, Hall 1-333 at 10:50
- The recent developments for solvent-free automotive coatings

One of the main focus this year will be the MCure® range, reactive diluents and modifiers designed to enhance the performance of a two-part amine curable epoxy systems. Don’t forget to attend our presentation from Dr Nicolas Jullian
Wednesday 20th March, Hall 5-333 at 14:50
- Achieve optimum enhanced performances of your two-part epoxy amine cure systems with MCure® Acrylate modifiers

Sartomer
Sartomer is part of Arkema. Sartomer is the premier global supplier of specialty chemicals for ultraviolet and electron beam (UV/EB), peroxide, and two-part epoxy/amine systems. For more than 50 years, Sartomer has pioneered the development of these advanced technologies, introducing hundreds of products that enhance performance in coatings, inks, adhesives, composites, rubber and other demanding applications.

For more information, please visit Sartomer’s website: sartomereurope.com

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Demsolv™, new regenerated solvent safe for people and the environment

Demsolv™ is a DMSO (dimethyl sulfoxide) that has been regenerated by distillation and odorized, for the paint stripping, cleaning and polymer formulation markets. It is the result of collaboration between Arkema and Speichim Processing.

Like DMSO, Demsolv™ is a safe solvent for man and the environment, not labeled hazardous according to European directive 67/548/EEC.

Collaboration between Arkema and Speichim Processing concerns the European market, and covers the following activities:

- Recovery of wastes containing mostly DMSO by Speichim Processing;
- Regeneration of DMSO by high vacuum distillation by Speichim Processing, in accordance with the technical specifications set by Arkema;
- Following odorization, Demsolv™ is marketed by Arkema’s teams.

Speichim Processing is a wholly owned subsidiary of French group Séché Environnement, which specializes in waste treatment and recycling. Séché Environnement offers every solution for the treatment of hazardous and non-hazardous wastes, as well as the treatment of contaminated sites and soils. In 2011, Séché Environnement reported sales of €424.2 million, and employed 1671 people at 19 sites.

Speichim Processing operates on three sites in France: Saint-Vulbas (01), Beaufort (39), and Mourenx (64), and employs 110 people. A specialist in solvent recovery and the purification of synthesis intermediates, Speichim Processing recycles over 40,000 tonnes of solvents and chemicals every year, and reports sales of approximately €25 million.

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.

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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:


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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.

Kynar® and Kynar Aquatec® are registered trademarks of Arkema Inc.

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CECA takes part in European Coatings Show 2013

CECA will present its range of surfactants and polyols, functional additives and molecular sieves at the European Coatings Show 2013 exhibition to be held in Nuremberg - Germany from 19 to 21 March 2013 - Stand 424 - Hall 4.

The demands placed on paint and coatings for use in the automotive industry, construction chemicals, mechanical engineering, aerospace or shipbuilding are growing all the time. Decision-makers and opinion leaders in the coatings industry face great challenges. The European Coatings Show 2013 gives them the opportunity to meet with innovation leaders and discuss the latest developments in nanoparticles, pigments, additives, production equipment or application equipment. The European Coatings Show in 2011 hosted more than 850 exhibitors and 25,000 visitors.

On this occasion CECA will be launching its complete range of surfactants and polyols sold under the brand names Dianol®, Adiansol®, Ensoline® and Surfaline®. The Dianol® and Adiansol® products are used to improve the adhesion properties and hydrolysis resistance of industrial coatings and automotive resins. The Ensoline® and Surfaline® products are wetting and dispersing agents for better stabilization of paints. CECA’s alkoxylates, polyols and surfactants are unique additives that perfectly complement Arkema’s offer in the field of paints.

The leading European producer of diatomaceous earth and perlite filter aid, CECA supplies its minerals under the brand names Clarcel® and Randafil™ in a range of functional additives for paints as well as decorative and industrial coatings. The physical structure and morphology of diatoms and perlite bring a matting effect and give the film roughness, enabling better inter-layer adhesion. Through their hardness and chemical inertness, these minerals also increase the functional abrasion resistance of coatings, thus extending their lifetime. Furthermore, the porosity of diatomite enables the control of vapour permeability while providing weathertight qualities.

With 40 years of experience in molecular sieves, CECA also offers a wide range of adsorbents to address various problems related to the presence of water in mono and bi-component polyurethane systems. Sold under the brand name Siliporite®, these molecular sieves are excellent desiccants and humidity traps, used to prevent surface defects and extend the pot life of polyurethane systems.

The CECA team will be pleased to welcome you on booth 424-A4 to present all its products and services. siliporite.com - clarcel.com - cecachemicals.com

Ceca
Ceca, a subsidiary of the Arkema Group, is a world player in Specialty Chemicals. Ceca constantly strives to improve its customers’ performance by creating and developing adsorbents, chemical intermediates, and additives. Ceca operates an extensive network of industrial facilities, together with two research centres (GRL and CRRA) dedicated to customer innovation.

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