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## Arkema to showcase innovative roof coating systems at 2015 International Roofing Expo

**Arkema will be presenting its high-performance Kynar Aquatec® PVDF latex and ENCOR® Flex polymer coating technologies at the 2015 International Roofing Expo, which is being held February 24th to 26th at the Morial Convention Center in New Orleans.**

Kynar Aquatec® PVDF technology is an innovative platform of emulsions that can be used to produce ultra-durable water-based coatings with VOC levels below 100 grams/liter. Coatings formulated with these emulsions can provide the long-lasting durability and color-retention benefits of traditional Kynar 500® resin-based coatings and can easily be applied to a variety of substrates. Given their excellent weatherability, outstanding water repellency and exceptional resistance to dirt pickup and biological growth, Kynar Aquatec®-based coatings offer a high-performance, long-term solution for metal restoration and repair projects, as well as a wide variety of other roof-coating applications.

ENCOR® Flex latexes improve the dirt pickup resistance and weatherability of elastomeric coatings for low-slope, commercial thermoplastic polyolefin (TPO) roofing membranes. With Kynar Aquatec® PVDF and ENCOR® Flex latexes, Arkema offers three binder system options for cool roof applications:

- *AC III Binder System* uses a Kynar Aquatec® FMA-12 PVDF-based topcoat and ENCOR® Flex 187 all-acrylic or ENCOR® Flex 192 modified acrylic basecoat to provide one of the highest possible levels of performance and durability. It is designed for the most demanding cool roof coating applications.
- *AC II Binder System* uses a proprietary ENCOR® Flex 187 all-acrylic polymer or ENCOR® Flex 192 modified acrylic latex. This basecoat and topcoat system delivers excellent performance and meets ASTM D-6083, "Standard Specification for Liquid Applied Acrylic Coating Used in Roofing."
- *AC I Binder System* uses ENCOR® Flex 3186 styrene acrylic latex to achieve a good mix of performance and value for less demanding applications.

In addition to showcasing the innovative Kynar Aquatec® PVDF and ENCOR® Flex latex coating technologies, Arkema will be celebrating 50 years of Kynar 500® PVDF resin. This pioneering fluoropolymer chemistry is used in long-life coatings that provide protection against weathering, aging and pollution on billions of square feet of metal on commercial, industrial, institutional and residential buildings around the globe.

Stop by the Arkema exhibit (booth 944) to take a walk through the past 50 years of Kynar 500®, to receive a free metal-restoration tool kit, and to learn more about the use of Kynar Aquatec®-based roof coatings for the recently completed Mercedes Benz Superdome project. For more information, visit [www.kynaraquatec.com](http://www.kynaraquatec.com), [www.arkemacoatingresins.com](http://www.arkemacoatingresins.com) and [www.kynar500.com](http://www.kynar500.com).

*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.*

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