

King of Prussia, Pa., July 25, 2022

## ARKEMA SHOWCASES MORE SUSTAINABLE SOLUTIONS AT THE 2022 LATIN AMERICAN COATINGS SHOW

**Arkema, a world leader in specialty materials for paints and coatings, will meet with customers to showcase latest products and know-how, offering a balance of performance, processability and more sustainable technologies at the 2022 Latin American Coatings Show in Mexico City, July 26-28.**

*“Arkema is committed to supporting our customers and partners in Latin America with new resins and additives developments, more sustainability initiatives and ongoing regional investments,” explained Maria Diaz, senior sales manager- Arkema Coatings Solutions.*

Arkema representatives will feature a wide range of products, share their expertise and will be meeting with customers alongside industry partners at the following booths:

- To learn more about **Arkema waterborne binders**, visit the Brenntag booth at **Hall (Pasillo) 300 (311-314)**. Arkema products on display will include **ENCOR® Flex 1361 all-acrylic resin**, which offers improved asphalt bleed resistance and reflectivity in cool roof coatings. These applications will improve the sustainability profile of new and existing buildings through improved energy savings.
- For information about **additive products for coatings from Arkema**, visit the OMYA booth at **Hall (Pasillo) 700 (715-720)**. Products on display will include a full range of rheology modifiers for paints and coatings. New rheology modifiers and additives from Arkema are helping customers reduce their environmental footprint through clean processes based on water, elimination of hazardous components and new biobased solutions.

Arkema experts will be speaking on important industry topics at the show, including:

- **“Tendencias, atributos y soluciones para el segment de Recubrimientos Elastomericos” (“Elastomeric Roof Coatings Solutions”)**, presented by Francisco Serrano, technical services manager at Arkema Coating Resins; and Johann Cordero, application development manager LATAM - Materials Science at Brenntag – July 27, 12-1 pm in Room A.
- **“Sustainable Rheology Solutions for Waterborne General Industrial & Maintenance Coatings,”** by Haksu Lee, North American technical manager for additives at Arkema, July 28 at 4 pm in Room B.

To learn more, visit:

[www.arkema.com](http://www.arkema.com)  
[www.coatingresins-arkema.com](http://www.coatingresins-arkema.com)  
[www.coatex.com](http://www.coatex.com)

ENCOR® is a registered trademark of Arkema.

Building on its unique set of expertise in materials science, **Arkema** offers a portfolio of first-class technologies to address ever-growing demand for new and sustainable materials. With the ambition to become in 2024 a pure player in Specialty Materials, the Group is structured into 3 complementary, resilient and highly innovative segments dedicated to Specialty Materials -Adhesive solutions, Advanced Materials, and Coating Solutions- accounting for some 85.5% of Group sales in 2021, and a well-positioned and competitive Intermediates segment. Arkema offers cutting-edge technological solutions to meet the challenges of, among other things, new energies, access to water, recycling, urbanization and mobility, and fosters a permanent dialogue with all its stakeholders. The Group reported sales of around €9.5 billion (\$11.2 billion USD) in 2021, and operates in some 55 countries with 20,200 employees worldwide.

**Product contacts**

N.A.: Mike Crisp +1 864 525 9307

mike.crisp-est@arkema.com

**Media contact**

Mallory Horshaw +1 215 240 0943

mallory.horshaw@arkema.com

**Arkema Inc.**

900 First Avenue  
King of Prussia, PA 19406  
610 205 7000  
arkema.com

Follow us on:

 [Twitter.com/Arkema\\_Inc](https://twitter.com/Arkema_Inc)