



## Arkema Launches ENCOR® 2793 Acrylic Emulsion For Multiple Substrate Primers and Paints

**Arkema recently introduced ENCOR® 2793 functionalized pure acrylic binder, a new formulation dedicated to multiple substrate primers and renovation paints. It is formulated without alkylphenolethoxylates and is formaldehyde releaser free.**

"Many formulators have come to expect paints and primers to come with compromises, such as inferior adhesion or coverage attributes," Clément Bazin, Development & Innovation Manager with Arkema, explained. "ENCOR® 2793 pure acrylic enables the formulation of premium quality paints that offer consistent adhesion as well as stain and tannin blocking performance across virtually every common building material."

ENCOR® 2793 pure acrylic has an excellent adhesion profile on wood, concrete, ceramic, plastics and many others. It is easy to formulate. This allows a broad range of application, such as multi-substrate primer, wall paints, wood lacquers, stain and tannin blocking primer or two coats renovation paints.

Specific benefits include:

- Outstanding stain-blocking (tannins, nicotine, household stains, humidity stains...)
- Excellent multi-substrates adhesion (wood, concrete, ceramic, plastics, copper, etc.)
- Effective as knot blocking / sealing primer or two coat systems
- Easy to formulate with conventional waterborne additives
- Good stain resistance / easy to clean and water resistance

To learn more, visit online at [www.coatingresins-arkema.com](http://www.coatingresins-arkema.com).

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*A designer of materials and innovative solutions, **Arkema** shapes materials and creates new uses that accelerate customer performance. Our balanced business portfolio spans high-performance materials, industrial specialties and coating solutions. Our globally recognized brands are ranked among the leaders in the markets we serve. Reporting annual sales of €8.8 billion (\$10.4 billion) in 2018, we employ approximately 20,000 people worldwide and operate in close to 55 countries. We are committed to active engagement with all our stakeholders. Our research centers in North America, France and Asia concentrate on advances in bio-based products, new energies, water management, electronic solutions, lightweight materials and design, home efficiency and insulation. [www.arkema.com](http://www.arkema.com)*

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