



## PRIMAL™ AS-380S Emulsion

Acrylic-Styrene Emulsion Polymer for Interior / Exterior Flat, Sheen Paints

### Regional Product Availability

Asia-Pacific

### Description

PRIMAL™ AS-380S Emulsion is ammonia-free, APEO-free<sup>(1)</sup> and manufactured without added formaldehyde or formaldehyde generators<sup>(2)</sup>.

PRIMAL AS-380S Emulsion is an excellent choice for formulating flat, sheen and semi-gloss interior paints. It offers an excellent balance of cost and performance properties at higher PVC paints compared to 100% acrylic and vinyl-acrylic polymers. PRIMAL AS-380S Emulsion offers excellent adhesion to a variety of substrates and excellent web-scrub resistance.

### Key Features

- Acrylic-styrene polymer composition
- High pigment binding capacity leading to high scrub resistance
- Compatible with a wide variety of paint raw materials
- Ammonia-free<sup>(3)</sup>, APEO-free<sup>(1)</sup> and no added formaldehyde or formaldehyde generators<sup>(2)</sup>.

### Benefits

- Excellent water and alkali resistance
- Offers the formulation of high PVC paints with excellent performance and cost benefits
- Excellent performance on masonry
- Excellent scrub and adhesion to masonry

### Typical Properties

(The following properties are typical but do not constitute specifications).

Property	Typical Values
Appearance	Opaque, white to off-white liquid
Solids, by weight, %	48.0
Density (g/ml), wet	1.04
pH	8.0
Minimum Film Formation Temperature, (± 2°C)	42
Glass transition temperature, T <sub>g</sub> (± 2°C)	45
Viscosity (Brookfield LV #2, 60 rpm, 25°C), cps	< 500
Stabilization	Surfactant (Anionic)
Storage precautions	Protect from freezing

(1) Manufactured without the use of Alkyl Phenyl Ethoxylate surfactants.

(2) Formaldehyde is a ubiquitous material in our environment. Currently there is no accepted regulatory or industry definition of "Formaldehyde-Free." Therefore, we purposely refrain from using the term "Formaldehyde-Free." However, for PRIMAL™ AS-380S Emulsion we do not intentionally add Formaldehyde or Formaldehyde generators.

(3) Manufactured without the use of aqueous ammonia.

## Handling Precautions

Before using this product, consult the Material Safety Data Sheet (MSDS)/Safety Data Sheet (SDS) for details on product hazards, recommended handling precautions and product storage.

## Storage

Store products in tightly closed original containers at temperatures recommended on the product label.

## Disposal Considerations

Dispose in accordance with all local, state (provincial) and federal regulations. Empty containers may contain hazardous residues. This material and its container must be disposed in a safe and legal manner.

It is the user's responsibility to verify that treatment and disposal procedures comply with local, state (provincial) and federal regulations. Contact your Dow Technical Representative for more information.

## Chemical Registration

Many countries within the Asia-Pacific require the registration of chemicals, either imported or produced locally, prior to their commercial use. Violation of these regulations may lead to substantial penalties imposed upon the user, the importer or manufacturer, and/or cessation of supply. It is in your interests to ensure that all chemicals used by you are registered. Dow does not supply unregistered products unless permitted under limited sampling procedures as a precursor to registration.

## Note on Asia-Pacific Product Line

Product availability and grades vary throughout the countries in Asia-Pacific. Please contact your local Dow Coating Materials representative for further information and samples.

## Product Stewardship

Dow has a fundamental concern for all who make, distribute, and use its products, and for the environment in which we live. This concern is the basis for our product stewardship philosophy by which we assess the safety, health, and environmental information on our products and then take appropriate steps to protect employee and public health and our environment. The success of our product stewardship program rests with each and every individual involved with Dow products - from the initial concept and research, to manufacture, use, sale, disposal, and recycle of each product.

## Customer Notice

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### Contact:

Australia / NZ +61-3-9956-7500  
South East Asia +65-6861-1077  
Greater China +86-21-3851-1000  
Japan +81-3-5460-2150  
Korea +82-10-5265-3736  
India +91-22-6602-8888  
<http://www.dow.com/coating>

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