



PRIMAL™ AS-2010M Emulsion

For Economic Interior Primers and Ceiling Paints

Regional Product Availability

- Asia-Pacific

Description

PRIMAL™ AS-2010M Emulsion is a water-based emulsion polymer designed to offer excellent water whitening resistance, high level of scrub resistance, washability, alkali resistance and adhesion compared with traditional acrylic co-polymers, particularly when used in high PVC paints. It is an excellent choice for interior primer and ceiling paint formulations.

PRIMAL AS-2010M Emulsion utilizes an advanced technology which can rapidly build hardness during film formation that leads to excellent early resistance to chalking, water, hydrolysis and alkali.

PRIMAL AS-2010M Emulsion is APEO-free⁽¹⁾ and does not have added formaldehyde or formaldehyde generators⁽²⁾. PRIMAL AS-2010M Emulsion facilitates the formulation of paints to address stringent environmental standards.

PRIMAL AS-2010M Emulsion is suitable for flat, sheen and semigloss paints for interior application and offers an excellent balance of cost to performance properties in higher PVC paints.

Key Features

- High pigment binding capacity and good film formation ability
- Excellent water whitening resistance
- Excellent in-can paint stability (heat-aging)
- Good divalent ion stability and "brush clogging" resistance
- APEO-free⁽¹⁾ and does not have added formaldehyde or formaldehyde generators⁽²⁾

Benefits

- Offers excellent scrub resistance in high PVC paints with low coalescent demand
- Offers excellent early resistance to chalking, water, hydrolysis and alkali
- Excellent choice for interior primers and ceiling paints

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

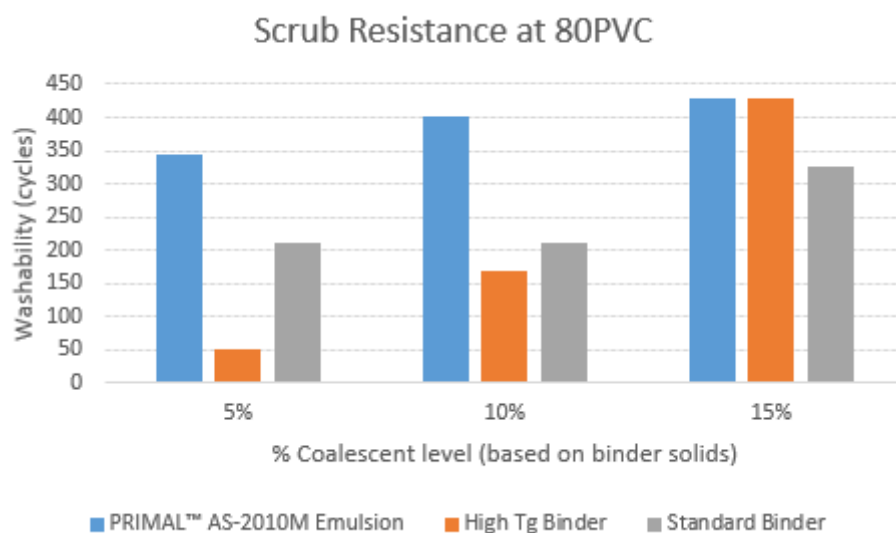
(2) Formaldehyde is a ubiquitous material in our environment. Currently there is no accepted regulatory or industry definition of "Formaldehyde-Free." Therefore, we purposely refrain from using the term "Formaldehyde-Free." However, for PRIMAL™ AS-2010M Emulsion, we do not intentionally add Formaldehyde or Formaldehyde generators.

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, %	49.0
Density, wet, (g/ml)	1.04
pH	7.7
Minimum Film Forming Temperature ($\pm 2^{\circ}\text{C}$)	18
Viscosity (Brookfield LV #3, 60 rpm, 25°C), cps	< 1000

Excellent Scrub Resistance / Washability



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

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 Coating Materials 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

Dow strongly encourages its customers to review both their manufacturing processes and their applications of Dow products from the standpoint of human health and environmental quality to ensure that Dow products are not used in ways for which they are not intended or tested. Dow personnel are available to answer your questions and to provide reasonable technical support. Dow product literature, including safety data sheets, should be consulted prior to use of Dow products. Current safety data sheets are available from Dow.

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