



Product Overview India

Dow Construction Chemicals

Cellulose Ethers, Redispersible Latex Powders
and Acrylic Emulsion Polymers



*Jointly advancing
better building ...*

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Welcome to Dow Construction Chemicals

High Performance Products and Solutions
for the Construction Industry

Dow Construction Chemicals brings together the combined expertise and high research and development competence based on 40-years of industry experience. We offer in-depth application knowhow as well as effective formulation support to manufacturers of building and construction products around the world – a strong construction-focused business unit supported by global research, technical service and manufacturing facilities.

Where quality building starts

The highly reliable quality of binders and products from Dow Construction Chemicals form the heart of many innovative products and systems that have since become industry essentials.

With a portfolio of established brands such as WALOCEL™ cellulose ethers, DOW™ Latex Powders and PRIMAL™ acrylic emulsion polymers Dow is a leading supplier to customers manufacturing building and construction products around the world.

www.dowcc.com
quick & easy Online Info

Your online resource for the latest product data, technical datasheets, application information, technical articles and news.

Regardless of whether your customers are looking for improved workability features or demand an especially durable, high-quality end-product – we help you meet their expectations. Our experts support you in optimising formulations in order to keep key properties of your end products stable and as specified – this is where quality building starts.

The technological building blocks

The Dow Construction Chemicals portfolio is built around three core technological pillars that are essential for the development of building product formulations to meet a wide variety of needs.

Acrylic polymer dispersions and acrylic solution polymers

Customers of Dow Construction Chemicals have access to a heritage of technically advanced, high-quality binders and additives.

The business offers a wide range of emulsion polymers for the manufacture of building and construction products including pure acrylic, styrene acrylic and vinyl acetate polymers for improving the properties of cementitious as well as non-cementitious applications. In addition, dispersants and synthetic thickeners are available for a variety of applications. Features and benefits offered by our portfolio include strong adhesion, improved water resistance, ease of use, increased durability and more.

Applications range from dispersion based renders through to coatings for cool reflective roofs and roof tiles, and from sealants and adhesives to cementitious waterproofing membranes. High-performance acrylic thermoset binders have also been developed for use in high-performance nonwovens and in glass fibre insulation.

Cellulosic technology

Decades of experience enable Dow Construction Chemicals to offer a portfolio of cellulose-based products for construction materials with distinctive benefits across a wide range of applications.

WALOCEL™ cellulose ethers incorporates features such as:

- rapid development of temperature-stable, high-water retention capabilities
- selective consistency adjustment for easy workability
- precise control of rheology for good workability and sag resistance
- stabilisation of air voids
- improved substrate adhesion.

Potential applications range from tile adhesives and grouts over to fillers, levellers and joint compounds, and to gypsum plasters and cement-based renders.

Redispersible latex powder

DOW™ Latex Powders are redispersible polymer powders that combine the performance benefits of liquid latex modifiers with the convenience, reliability and handling/storage advantages of one-component dry systems.

They offer a variety of features and benefits for mineral-bound products, including:

- improved workability
- excellent adhesive strength on different and demanding surfaces
- improved open time
- hydrophobicity (water repellent properties)
- abrasion resistance.

The powders are used primarily as additives for products such as cement-based tile adhesives, renders and self-levelling flooring compounds.

What you need, where you need it

Tailored support

The range of options offered by Dow Construction Chemicals means products can be tailored to suit a variety of applications and end-use needs. That might mean designing more cost-effective options into an existing range; creating new, environmentally advanced products to help address environmental challenges or creating formulations for a premium performance product for a high-end application.

Thanks to the wide range of expertise and broad portfolio of products based on a proven range of technologies, customers working with Dow Construction Chemicals have access to highly-competent, experienced professionals who will provide support in identifying the appropriate formulation based on the right technology and the right products.

The benefit of global resources

Combining our expertise and know-how has resulted in a worldwide network of research and manufacturing capabilities well equipped to meet the demands of today's businesses. Customers benefit from global innovations and development across all regions, and can at the same time rely on local presence that understands the specific demands of the regional marketplace.

In India, Europe, Middle East and Africa, Dow Construction Chemicals serves the market with regional laboratories, 13 strategically placed production plants and around 100 dedicated professionals in sales, marketing and R&D.

The team provides access to global knowledge along with on-the-ground support and in-depth market understanding, meaning it is well-equipped to respond to local needs.



Mortar Products' Portfolio

Cellulose Ethers

Product	Viscosity mPa.s	Features		Cement mortar								
		High slip resistance	Surface treatment*	Tile grout	CBTA	EIFS		Skim coat	Manual render	Spray render	Decorative render	
						Adhesive	Base coat					
WALOCEL™ MK 400 PFV	400											
WALOCEL MKW 2000 PF01	2,000			X								
WALOCEL MKX 6000 PF01	6,000			X								X
WALOCEL VP-M 49125	8,000	X			X							
WALOCEL MKW 10000 PP01	10,000									X		
WALOCEL MKS 10000 PF60	10,000	X			X							
WALOCEL MW 15000 GB	15,000											
WALOCEL MKX 15000 PF01	15,000				X							
WALOCEL MKX 15000 PP20	15,000						X		X			X
WALOCEL MKW 15000 PP30	15,000									X		
WALOCEL XCS 47107	20,000					X	X		X			
WALOCEL MKX 20000 PP10	20,000				X	X	X	X	X			
WALOCEL MKX 30000 PF60E	30,000											
WALOCEL MKX 25000 PF25L	25,000	X			X		X					
WALOCEL M 8804	40,000		X									
WALOCEL M 8809	40,000		X									
WALOCEL XCS 47106	40,000				X	X						
WALOCEL MW 40000 PFV	40,000		X		X	X		X				
WALOCEL XTRA 40-30	40,000											
WALOCEL MKX 45000 PP10	45,000				X			X				
WALOCEL MKX 45000 PF20L	45,000	X			X	X		X				
WALOCEL XTRA 60-30	60,000											
WALOCEL MW 60000 PFV	60,000		X		X			X				
WALOCEL MC 60	60,000		X		X			X				
WALOCEL MKX 60000 PF15	60,000				X							
WALOCEL M 20678	80,000											
WALOCEL VP-M-7701	80,000											

Remarks: * Surface treated – delayed solubility, dispersible in cold water



Masonry mortar	Thermal insulation mortar	ALC block adhesive	Repair mortar	ECP	SLC	Gypsum mortar			Ready to use				
						Manual plaster	Spray plaster	Joint filler/ Adhesive	Render	Tile adhesive	Tape joint compound	Wall paper glue	
					X								
					X								
													X
X													
						X		X					
			X					X					
								X					
												X	
											X		
X	X												
X		X							X	X			
								X					
							X						
								X					
	X	X											
	X	X											
	X												
	X			X									
				X									



Redispersible Powder

Product	MFFT	Features			Tile grout	CBTA	EIFS		Skim coat	Manual render
		Chemistry	Flexibility	Hydro-phobicity			Adhesive	Base coat		
DLP™ 211	3	VA/E** Veova				X				
DLP 212	0	VA/E** Veova	X		X	X	X	X	X	
DLP 2001	2	VA/E** Veova				X	X			
DLP 2141	0	VA/E** Veova	X	X	X			X	X	
DRYCRYL™ DP-2903	5	Acrylic				X	X	X		

Emulsion Polymer

Product	MFFT	Features			CBTA	EIFS		Skim coat
		Chemistry	Solids %	Viscosity mPa.s		Adhesive	Base coat	
PRIMAL™ MC 76	11	Acrylic	47	< 80	X	X	X	X
PRIMALAS 8000	< 0	Styrene Acrylic	56	< 1600				X

Remarks: * Surface treated – delayed solubility, dispersible in cold water ** Vinyl Acetate - Ethylene copolymer



Cement mortar								Gypsum mortar		
Spray render	Decorative render	Masonry mortar	Thermal insulation mortar	ALC block adhesive	Repair mortar	ECP	SLC	Manual plaster	Spray plaster	Joint filler/ Adhesive
	X	X	X				X			X
	X	X			X					X
	X	X	X				X			
					X					
	X				X					

Cement mortar					
Waterproof mortar	Cementitious waterproof coating	ALC block adhesive	Repair mortar	ECP	SLC
X			X		X
X	X				



All Latex Product Offerings

Roof/Elastomeric Coating

Product	Characteristics	Applications	Type of Chemistry	Solid %	Viscosity CPS	MFFT °C	pH	Tg °C
PRIMAL™ EC-1791	<ul style="list-style-type: none"> – Designed for roof coating – High resistance to dirt pick up for long term reflectivity – Excellent water resistance and high durability – Low temperature flexibility for high crack resistance – Good adhesion strength to different substrates 	Elastomeric Roof Coatings for versatile substrates	Pure Acrylic	55.0	< 400	< 0	9.5	-40
ELASTENE™ 8850	<ul style="list-style-type: none"> – APEO Free – Better DPUR – Suitable for tropical climate conditions – Good balance of mechanical properties 	Elastomeric roof Coatings for concrete & metal substrates	Pure Acrylic	47.0	240	2.4	9.5	-5.0
PRIMAL EC-2540	<ul style="list-style-type: none"> – Excellent adhesion to concrete – Better DPUR – Excellent asphalt bleed resistance – Excellent water resistance and high durability 	Elastomeric Roof Coatings for concrete substrate and asphalt substrate	Pure Acrylic	55.0	< 400	< 0	9.5	-15
PRIMAL AS-8159	<ul style="list-style-type: none"> – Exceptional adhesion to galvanized steel - even chromate treated – Good adhesion to aluminium - even untreated – Good inherent corrosion resistance 	Primer for metal substrate	Styrene Acrylic	50.0	250	20	9.0	25
PRIMAL AC-3001	<ul style="list-style-type: none"> – Excellent water and water whitening resistance – Appropriate hardness, good DUPR performance – Good capability for wet on wet application – High durability 	Primer for concrete Top coating for roof coating	Pure Acrylic	48.0	< 500	27	8.2	32
PRIMAL EC-4811	<ul style="list-style-type: none"> – Improved water resistance and DPUR – High Tensile & high Elongation – Excellent Adhesion to substrate 	Elastomeric roof coating for concrete & Metal	Pure Acrylic	52,5	<1000	<0	8	-15
PRIMAL AS-8599	<ul style="list-style-type: none"> – Excellent water and alkali resistance. – Excellent hydrolysis resistance. – Balanced Mechanical performance – Excellent scrub resistance and adhesion to masonry substrates 	Elastomeric coating for concrete & Metal	Styrene Acrylic	50	<2000	18	7,8	22



Waterproofing

Product	Characteristics	Applications	Type of Chemistry	Solid %	Viscosity CPS	MFFT °C	pH	Tg °C
PRIMAL™ AS-8000	<ul style="list-style-type: none"> – Excellent Elongation property – Very good alkali and efflorescence resistance – Enhances water resistance and adhesion to cement 	Cementitious waterproofing	Styrene Acrylic	56.5	< 1600	< 0	8.0	-8
PRIMALAS-8012	<ul style="list-style-type: none"> – APEO, formaldehyde, Ammonia free – Better cement compatibility – Balance of tensile strength and elongation – Suitable to make Eco-products 	Cementitious waterproofing	Styrene Acrylic	56.0	< 1100	< 0	6.0	-8

Caulk and Sealant

Product	Characteristics	Applications	Type of Chemistry	Solid %	Viscosity CPS	MFFT °C	pH	Tg °C
PRIMAL™ 1950	<ul style="list-style-type: none"> – Excellent resistance to dirt pick-up and mildew growth – Low shrinkage – Low-temperature flexibility – Superior retention of flexibility, elongation, movement properties upon aging – Outstanding long-term durability – No paint glossing 	Caulks and sealants	Pure Acrylic	63.0	150	< 0	5.0	-50
PRIMAL 691	<ul style="list-style-type: none"> – Will accept filler loadings up to 5/1 pigment/binder ratio – Good water resistance; suitable for exterior applications – Very high polymer solids content helps minimise shrinkage – Can be plasticised if required, with ester and polybutene plasticisers 	Caulks and sealants	Styrene Acrylic	62.5	< 200	< 0	4.5	-8
ROVACE™ 86	<ul style="list-style-type: none"> – Keep flexibility in a brand temperature range. – Good adhesion to wood substrate – Good whiteness retention ability 	Caulks and sealants	Vinyl Acrylic	55.0	300	< 0	5.5	-9

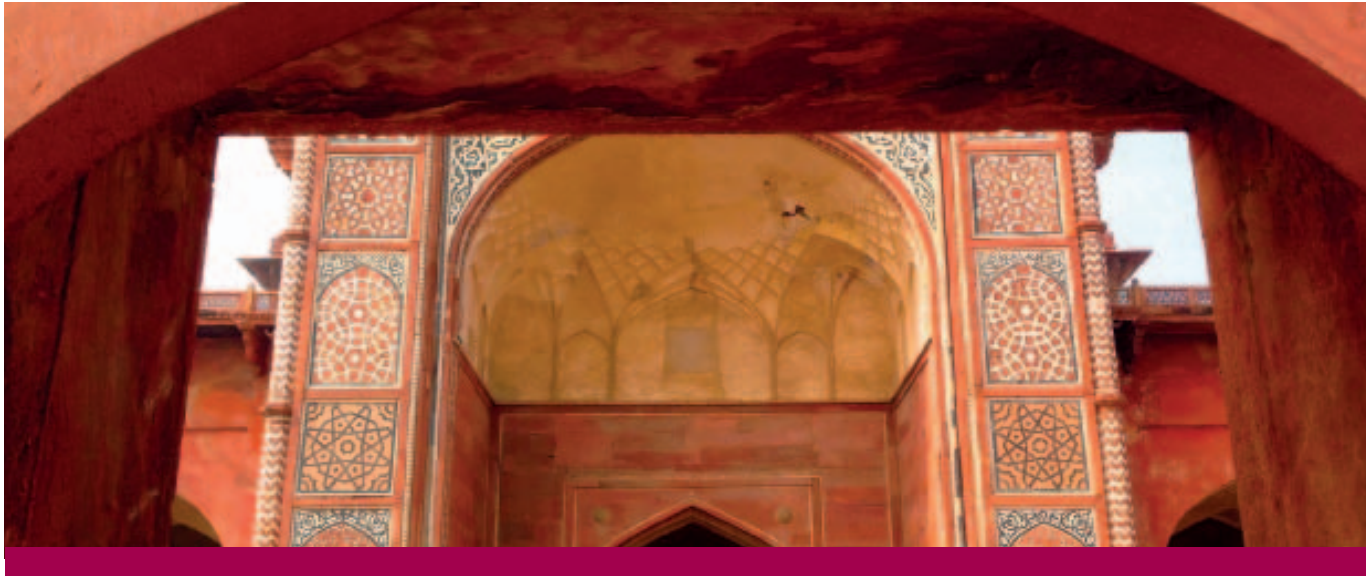


Cement Modifier

Product	Characteristics	Applications	Type of Chemistry	Solid %	Viscosity CPS	MFFT °C	pH	Tg °C
PRIMAL™ MC-76	<ul style="list-style-type: none"> – More than 30 years application history – Improve cementitious product for adhesion strength, flexibility and long - term weathering resistance – Pure acrylic, high durability 	Skim coat, Repair Mortar, Cementitious waterproofing, coating, slurry, mortar	Pure Acrylic	47.0	20	11	9.3	5

Stone/Granite Finish

Product	Characteristics	Applications	Type of Chemistry	Solid %	Viscosity CPS	MFFT °C	pH	Tg °C
PRIMAL™ AC-8349S	<ul style="list-style-type: none"> – Pure acrylic, good color retention and UV durability – Good water resistance – Excellent wet and dry adhesion to aged alkyd paints, masonry, wood and metal substrates 	Texture Coating	Pure Acrylic	50.0	< 300	18	8.8	24
PRIMAL AC-8188	<ul style="list-style-type: none"> – Excellent water whitening resistance – Excellent weather durability – Excellent adhesion on various substrates – Good crack resistance 	Stone /Granite texture	Pure Acrylic	46,5	<1500	25	8	28
PRIMAL AC-3001	<ul style="list-style-type: none"> – Excellent water and water whitening resistance – Appropriate hardness and good DPUR performance – Durability & UV resistance – Anti-carbonation performance 	Stone /Granite texture	Pure Acrylic	48	<500	27	8,2	32



Concrete Sealers & Curing Compounds

Product	Characteristics	Applications	Type of Chemistry	Solid %	Viscosity CPS	MFFT °C	pH	Tg °C
PRIMAL™ MC-76	<ul style="list-style-type: none"> – Pure acrylic, high durability – Good cement compatibility 	Concrete curing compound	Pure Acrylic	47.0	20	11	9.3	5
PRIMALAC-3001	<ul style="list-style-type: none"> – Excellent water and water whitening resistance – Appropriate hardness and good DPUR performance – Pure acrylic, good UV resistance – Anti-carbonation performance 	Concrete sealer and curing compound	Pure Acrylic	48.0	< 500	27	8.2	32

About Dow

Dow Chemical International Private Limited (Dow India) combines the power of science and technology to passionately innovate what is essential to human progress. The Company is driving innovations that extract value from the intersection of chemical, physical and biological sciences to help address many of India's most challenging problems including the need for clean water, clean energy generation and conservation, and increasing agricultural productivity.

With approximately 800 employees in locations spread across the country, Dow India is continually finding ways to make people's lives healthier, safer and more convenient through exploring sustainable solutions based on technology development and application research in areas of infrastructure, transportation, energy, consumer and, lifestyle.

As a responsible corporate citizen, the company uses its technology expertise and employee volunteerism to partner with the communities in which it operates. Dow continues to support Jaipur Foot through free distribution of prosthetic limbs along with BMVSS, building homes for the underprivileged through 'Habitat for Humanity' and supporting scientific thought and environmental awareness among the future generations through 'Multiply the Message' and 'Mobile Science Lab' programs.

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