DIRTSHIELD™ Technology
DIRTSHIELD™ Technology facilitates the formulation of exterior wall paints to offer excellent long term aesthetic appearance.

DIRTSHIELD™ Technology facilitates the formulation of low odor, high performing water-based exterior paints for demanding conditions, offering excellent durability, dirt pick-up resistance, appearance, water resistance, resistance to hydrolysis and efflorescence.

**DIRT PICK UP RESISTANCE**
- Excellent long term DPUR (Dirt Pick-Up Resistance)
- Excellent resistance to water streak-marks

**DURABILITY**
- Excellent UV resistance and outdoor durability
- Excellent color retention and chalking resistance

**OTHER BENEFITS**
- Suitable across a broad range of high quality pigmented paints from flat to semi-gloss, texture paints and stone paints
- Facilitates the formulation of paints that address stringent environmental standards

We make coatings work. Better!

Dow Coating Materials introduced the industry’s first all acrylic binder for latex paint in 1953. Our technologies help to improve paints and coatings across a wide range of applications. With the leading coatings portfolio in the world, and coatings experts worldwide ready to collaborate with you, we can offer you broader, smarter, higher-value solutions to advance your coatings.

For more information, contact Dow Coating Materials
Pacific Toll Free 800 7776 7776
www.dow.com/coating

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