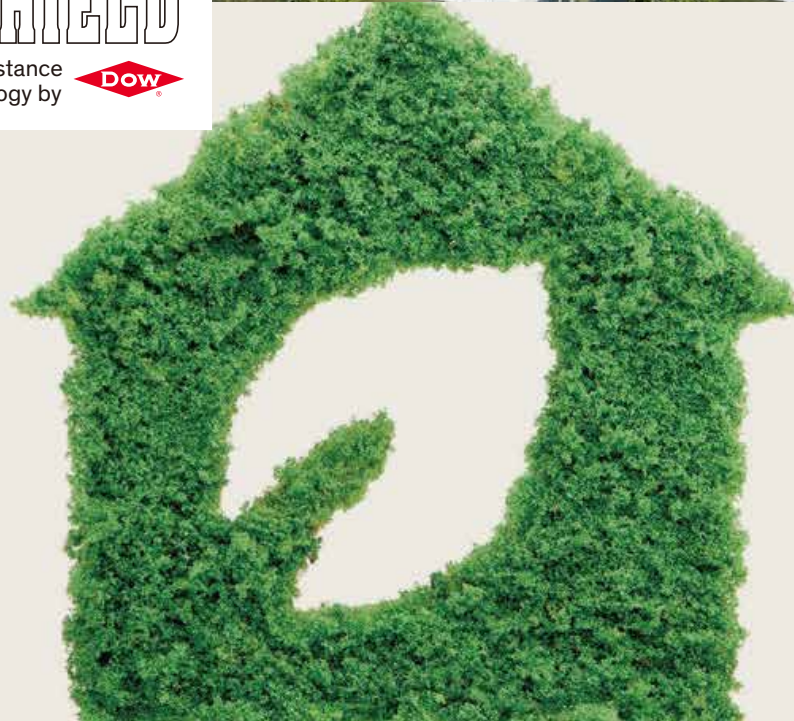


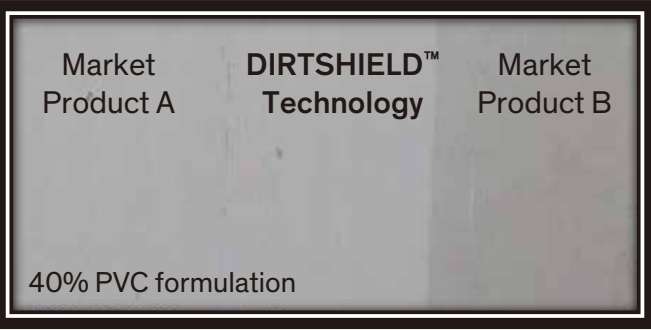



DIRTSHIELD™ Technology



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	<ul style="list-style-type: none">• Excellent long term DPUR (Dirt Pick-Up Resistance)• Excellent resistance to water streak-marks	 <p>Market Product A DIRTSHIELD™ Technology Market Product B</p> <p>40% PVC formulation</p>
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DURABILITY	<ul style="list-style-type: none">• Excellent UV resistance and outdoor durability• Excellent color retention and chalking resistance	 <p>Market Product A DIRTSHIELD™ Technology Market Product B</p>
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OTHER BENEFITS	<ul style="list-style-type: none">• 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
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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.

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