



PRIMAL™ AS-2010 ER Emulsion

Styrene acrylic emulsion

Regional Availability

Middle East, Turkey & Africa

Description

PRIMAL™ AS-2010 ER Emulsion is a water-based emulsion polymer designed to offer excellent water resistance, high level of scrub resistance, washability and alkali resistance compared with traditional styrene acrylic co-polymers, particularly when used in high PVC paints. PRIMAL™ AS-2010 ER Emulsion utilizes technology which can rapidly build hardness during film formation that leads to excellent early hydrolysis and alkali resistance.

PRIMAL™ AS-2010 ER Emulsion advanced chemical composition and special surfactant package facilitates performing across PVC range in flat, sheen, semi-gloss and gloss paints as well as in high volume solids like textures, fillers and stucco paints for interior and exterior applications. The alkaline and water resistance makes the product enhanced performance in primers (clear and pigmented).

The customized surfactant package make PRIMAL™ AS 2010 ER Emulsion improve specific properties like block resistance and brush and roller clogging which are particularly beneficial during application at elevated day-time temperatures.

This surfactant package facilitates the formulation at lower wetting and dispersing levels compared to conventional systems and offers an excellent balance of cost-performance balance.

Applications

For interior / exterior flat (matt to high gloss) paints, textures (fine to coarse) and stucco finishes.

Key Features

- High pigment binding capacity and good film formation ability
- Excellent water and Alkaline resistance
- Color Acceptance
- Lower surfactant levels in Paint formulations
- Good "brush and roller clogging" resistance
- APEO-free*

* APEO is not intentionally added and is not knowingly introduced from another raw material.

Benefits

- Offers excellent scrub resistance in high PVC paints Offer full range of gloss (matt to gloss)
Rapidly builds film hardness during film formation
- Helps preventing paint film from whitening in water, especially for clear glaze coats and Stone Paints;
- Offers formulation robustness and prevents brush clogging

Typical Properties

The following properties are typical but do not constitute specifications.

Property	Typical Values
Appearance	Milky white emulsion
Solids, by weight, %	50 ± 1
pH	8.0
Glass Transition Temperature, T _g (°C)	21 ± 1
Minimum Film Formation Temperature, (°C)	17 ± 1
Viscosity (Brookfield #3, 60 rpm), cps	< 1000
Storage precautions	Protect from freezing

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 or national 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 or national regulations. Contact your Dow Coating Materials Technical Representative for more information.

Chemical Registration Many countries within EMEA1 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 EMEA1 Product Line Product availability and grades vary throughout the countries in the EMEA1 area. Please contact your local Dow Coating Materials representative for further information and samples.

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