



DIRTSHIELD™ 12M Acrylic Emulsion

100% Acrylic Polymer for Interior/Exterior Quality Paints

Regional Product Availability

Asia-Pacific

Description

DIRTSHIELD™ 12M Acrylic Emulsion is a 100% acrylic polymer emulsion with proprietary crosslinking designed for premium exterior paints with a high level of dirt pick-up resistance. Based on a 100% acrylic polymer backbone, DIRTSHIELD 12M Acrylic Emulsion offers excellent exterior durability, water streaking resistance and it is well suited for tropical climates.

Representing a major improvement over conventional thermoplastic acrylic technology, DIRTSHIELD 12M Acrylic Emulsion offers excellent exterior dirt pick-up resistance, excellent mechanical stability and facilitates the formulation of gloss, semi-gloss, sheen and below-CPVC (Critical Pigment Volume Concentration) flat exterior masonry paints.

DIRTSHIELD 12M Acrylic Emulsion was developed without the introduction of Alkyl Phenyl Ethoxylate (APEO)⁽¹⁾ and formaldehyde or formaldehyde generators⁽²⁾ thus facilitating the formulation of paints for various green label requirements.

Key Features

- 100% acrylic polymer composition.
- Excellent dirt pick-up resistance.
- Excellent water streaking resistance
- APEO-free⁽¹⁾ and no added formaldehyde or formaldehyde generators⁽²⁾.

Benefits

- Excellent long term durability, water resistance and efflorescence resistance property, offering continuous appeal and protection.
- Facilitates the formulation gloss to low sheen paints with a clean appearance in difficult conditions.
- Facilitates the formulation of low odor paints.

Typical Properties

These properties are typical but do not constitute specifications	
Appearance	Opaque, white to off-white liquid
Solids, by weight, %	49.0
Density (g/ml), wet	1.06
pH	7.5
Minimum Film Formation Temperature, (±2°C)	34
Glass transition temperature, Tg (±2°C)	39
Viscosity (Brookfield LV #3, 60 rpm, 25°C), cps	< 1000
Stabilization	Surfactant (Anionic)
Storage precautions	Protect from freezing

(1) Manufactured without the use of Alkyl Phenyl Ethoxylate 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 DIRTSHIELD™ 12M Acrylic Emulsion we do not intentionally add Formaldehyde or Formaldehyde generators.

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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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