A rich palette…

Maybe you’ve been searching for a palette of coatings with rich colours which can stand up to the tropical sun and blistering winds…

Perhaps, you’ve been looking for masonry coatings that not only look great and resist weather damage, but continue to do so for years…

Or maybe you’ve been wondering how you can develop interior paints which are low odour and low VOC, yet deliver excellent results…

If you’ve been searching for innovative coatings solutions designed specifically for the Architectural Coatings market, Dow Coating Materials has the answers.

We make the products that make paint and coatings for almost any surface and nearly every purpose, whether it’s polymers which act as the building blocks for any coating formulation or additives that enhance the application properties, or contribute to reducing odour and VOC’s (Volatile Organic Compounds).

With our commitment to innovation and sustainability we are already working with customers today on the solutions of tomorrow.
When it comes to innovations, at Dow Coating Materials we focus on four strategic areas:

- Reduced environmental impact
- Enhanced durability
- Lowered system costs
- Enabling ‘smart’ coatings that respond to external stimuli

When we develop new products, by focusing on what matters to our customers, we are able to tailor the right solution for your applications. And because innovation is not just confined to the lab, we are able to work with customers to optimise both technology and processes.
Leaders in industry and innovation

Apart from our leadership in environmentally advanced coatings – being the first to market acrylic waterborne ingredients for paints and coatings over 50 years ago – we take pride in our ability to offer the following:

Supply chain excellence
We have a particularly efficient and reliable supply chain in Europe. Strategically-placed plants ensure the highest levels of customer service, logistics and on-time delivery. We are committed to giving the best service to our customers.

Innovation for Tomorrow’s Markets
Technology innovation is something we excel in. It means bringing our expertise in acrylic, styrene, urethane and cellulose polymer chemistries together with our customers’ experience in formulation and the market. We remain dedicated to bringing exciting new products to the marketplace – and fast. We rely on state-of-the-art technology to accelerate the experimentation phase, as well as the learning curve for all involved.

Leading-Edge Technical Support
Dow Coating Materials has a dedicated and fully global team of highly-qualified technical sales representatives and seasoned marketeers. The upshot is unrivalled service to our customers and an ongoing commitment to finding an efficient, mutually advantageous path to market.

Our paint testing exposure stations – at 14 locations and with 30,000 panels painted with over 100,000 different paint formulations – provide invaluable insight into a given coating’s performance around the world.

Global and Local Capacity
Global meets local at our Research & Development facilities, which are spread across the globe in the US, Europe, Asia and Latin America. When, for example, our regional technical services facilities in Valbonne, adapt groundbreaking chemistry innovations and the perfect polymer solutions to meet local demands and consumer needs, we all benefit.
Product Overview

With the largest portfolio of technologies and services for formulators of architectural coatings, we offer you a broad product portfolio for paints and finishes.

Here is a sample of our architectural portfolio:

- Interior and Exterior
- Trim Paints
- Ceiling Paints
- High Gloss Paints
- Direct to Substrate – Primerless Paints
- Balcony and Floor Paints
- Primers
- Semi-transparent and Opaque Stains
- Elastomeric Wall Coatings
- Clear Sealers
Key technologies

Dow Coating Materials offers a wide yet specialised range of technologies which can be tailored to customer priorities – to launch a high-performance product, gain efficiencies in production, render existing products and processes better for the environment, or a combination of all three.

Architectural Binders

Dow is a leading producer of technically advanced polymer dispersions and emulsions for waterborne paints in decorative coatings, for both interior and exterior usage. Paint formulators benefit from our complete range of emulsion polymers for interior and exterior use, including wall and trim coatings, primers, stains, masonry coatings. Our Prima™, UCAR™ and Elastene™ line of products are based on the most advanced Dow technology including Avanse™ and Hydrotech™. They offer excellent adhesion to various substrates, superior tint retention, better dirt pick up resistance and surfaces that are easy to clean without damaging the paint films. They also ensure superior durability, are low in odour and have a superior environmental profile. Our binders are part of our extensive portfolio that allows the paint formulator to select from a variety of chemistries, including 100% acrylic and acrylic copolymers, ensuring optimised performance for a given application.

Opaque Polymers

Dow Coating Materials is both the pioneer and global leader in the category of opaque polymers, with over 30 years experience in all markets around the globe. Ropaque™ opaque polymers are hollow-sphere particles specifically engineered to improve opacity and whiteness in paint. This technology allows paint manufacturers to optimise the total formulation cost by reducing the TiO₂ amount needed, or to improve key attribute performance at no additional cost, all the while delivering a product with a more positive environmental profile. Our knowledge and expertise in opaque polymers is globally recognised, and represents an area where we will continue to innovate and expand the portfolio.
Rheology Modifiers and Thickeners

To meet the changing and varied demands of diverse customers, Dow Coating Materials offers an extensive portfolio of rheology modifiers and thickeners. These products are designed to provide the required paint structure inside the can and to control its rheology in order to obtain the best application properties such as flow and leveling. We also consider the economic and environmental aspects important to paint formulators. Our broad scope of products are marketed under the Acrysol™, Cellosize™ and Walocel™ trade names and are suitable for a wide range of applications from decorative paints to industrial and construction applications. They can be used separately, or in combination with one another.

Our Acrysol™ rheology modifiers are liquid associative thickeners providing ease of handling for the paint manufacturing process. They result in low spattering during application of the paint, while providing the required flow, leveling, sag and gloss. Our acrylic based Acrysol™ HASE series are particularly versatile and can be used with a range of binder chemistries. They are well established in household architectural paints, especially for interiors. Acrysol™ HEUR on the other hand are urethane based and target high performance paints, offering good durability and excellent water and corrosion resistance for exterior, as well as interior coatings. They have helped expand the range of latex paints and coatings into areas such as gloss finish and industrial applications.

Cellosize™ and Walocel™ cellulosic thickeners are powders, specially treated to make them easier to incorporate into paint formulations. They exist in a variety of viscosity grades and offer paint formulators the possibility to optimize the balance of application properties and efficiency. They function over a wide range of pH and excel at offering compatibility with different binder chemistries, paint workability, thickening stability in the presence of colors and during paint dilution, and sag resistance.

Within our cellulosic series of thickeners, Cellosize™ hydroxyethyl cellulose is typically used for coating applications requiring good color uniformity - colour acceptance - and washability. In contrast, Walocel™ hydroxyethyl methyl cellulose is known for its improved application properties of flow and leveling, reduced spattering and rich feeling during application. While Walocel™ MW grades offer versatility for economic paints, Walocel™ XM grades are modified to improve performance for the more premium sector.

Dispersants

Dispersants are a small but key ingredient in paint. They bring compatibility and stability and lead to both economic and performance benefits. Their primary role is to ensure good pigment and filler dispersion which allows formulators to optimise the level of TiO₂ and contributes to properties such as color acceptance, opacity, scrub, gloss, heat aging and shelf life.

We offer a range of polyacid and polymeric dispersants marketed under the Orotan™ trade name with hydrophobic and hydrophilic grades, each with unique properties. They provide an unparalleled level of choice to the paint formulator from primers to top-coats, and interior to exterior applications. Our dispersants have been designed for flawless compatibility with rheology modifiers.
Detailed product information

Architectural Binders

**ELASTENE™ 404**
APEO free, UV crosslinking acrylic binder designed for high performance elastomeric façade coatings. Excellent dirt pick-up resistance, best for crack bridging properties and resistance to exudations.

**FINNDISP™ A 10**
APEO-free versatile styrene acrylic with excellent pigment binding capacity and water resistance. Outstanding scrub resistance in high PVC applications.

**FINNDISP™ A 160**
APEO-free versatile styrene acrylic with excellent pigment binding capacity and water resistance. For low VOC applications. Outstanding scrub resistance in high PVC applications.

**FINNDISP™ A 2001**
APEO-free, acrylic copolymer, binder for sheen to semigloss applications. Excellent for exterior house paint on wood and solvent free interior wall paints. Typically used as co binder with FINNDISP™ A 2002 to achieve desired level of performance.

**FINNDISP™ A 2002**
APEO-free, core-shell acrylic copolymer, binder designed for high performance trim paints. Typically used as co binder with FINNDISP™ A 2001 to achieve desired level of performance.

**FINNDISP™ RSD 20**
APEO free highly hydrophobic acrylic copolymer with excellent exterior durability and high gloss potential. Especially suitable for anti-corrosive applications and direct to metal.

**FINNDISP™ KVL 4**
Copolymer dispersion stabilised by polyvinyl alcohol specifically designed for providing tannin stain blocking over wooden substrates.

**PRIMAL™ AC 412**
APEO free, low odor, low VOC acrylic binder based on the Avanse™ technology. Recommended for masonry coatings with proven excellent efflorescence resistance and exterior durability and for minimal VOC high quality interior wall paints with excellent scrub resistance and superior hiding.

**PRIMAL™ AC-261K**
APEO free, versatile and robust acrylic polymer with good film properties and excellent outdoor durability.

**PRIMAL™ AC-285**
APEO free, high solids, acrylic binder designed for interior and exterior multi-purpose wall paints.

**PRIMAL™ AC-337 ER**
APEO and CMIT-free, acrylic binder designed for low VOC exterior / interior paints. Hydrophobic film helping to provide excellent water resistance and reduced liquid water permeability.

**PRIMAL™ CL-3371**
Self crosslinking, APEO and CMIT-free, acrylic binder designed for interior clear wood finishes and parquet lacquers. Excellent film resistance.

**PRIMAL™ EC-2949**
APEO and CMIT-free, UV crosslinking acrylic binder designed for flexible masonry finishes and elastomeric facade coatings. Excellent crack bridging and the best elastomeric binder for dirt pick up resistance.

**PRIMAL™ EP-2596**
APEO and CMIT-free, acrylic binder designed for low VOC, sheen to high gloss wall and trim paints. Can be formulated with chelates to get thixotropy.

**PRIMAL™ HG-1000**
Self crosslinking APEO and CMIT-free binder based on the Hydrotech™ technology for low VOC content wall and trim paints with excellent applicability, flow and levelling and open time, excellent gloss potential, good film properties and good exterior durability.

**PRIMAL™ HG-415**
Self crosslinking APEO and CMIT-free, pure acrylic binder designed for low VOC, high performance sheen to high gloss wall and trim paints with improved application properties. Very good exterior durability.

**PRIMAL™ HG-98**
Self crosslinking, APEO and CMIT-free, pure acrylic binder designed for low VOC, high performance, sheen to high gloss wall and trim paints. Excellent film properties, very good block resistance, and proven excellent exterior durability.
PRIMAL™ MULTILOBE ML-520
APEO free acrylic binder with specific morphology (both spherical and lobed particles) for sheen to semi gloss paints with very good film build, adhesion and durability.

PRIMAL™ MV-24
APEO and CMIT-free, acrylic binder designed for low VOC stain blocking wall and ceiling paints or wood primers. Needs ZnO for the blocking mechanism. Excellent exterior durability.

PRIMAL™ SF-016 ER
APEO, CMIT and ammonia free. Acrylic binder designed for solvent free, flat to sheen interior and exterior wall paints.

PRIMAL™ SF-021
Self-crosslinking, APEO and CMIT-free, pure acrylic binder designed for solvent-free, sheen to high gloss wall and trim paints. Can be formulated with chelates to get thixotropy.

PRIMAL™ SF-06
APEO free acrylic binder combining low temperature film formation with good gloss potential and block resistance. Suitable for solvent-free paints for kitchen and bathroom.

PRIMAL™ SG-380
APEO free, acrylic binder for low VOC sheen to semi gloss paints with superior film performance; it combines excellent stain resistance, “easy-to-clean” properties and hardness development. Can be used in exterior wood applications with superior dirt pick up resistance.

Opaque Polymer

ROPAQUE™ ULTRA E

ROPAQUE™ DUAL
New advancements in material technology now permit the reformulation of opaque polymer in decorative solvent-borne alkyd paints, reducing costs and lowering VOC. Dual can also be used in all types of waterborne paint formulations.

Pre-Composite Technology

EVOQUE™ PRE-COMPOSITE POLYMER
EVOQUE™ Pre-Composite Polymer Technology is a completely new class of polymer that improves the particle distribution and light scattering efficiency of TiO₂. The result facilitates improved wet and dry hiding and improved film barrier properties using up to 20 percent less TiO₂ pigment. EVOQUE™ Pre-Composite Polymer Technology can be used in tandem with ROPAQUE™ Opaque Polymers to further reduce TiO₂ content while improving or maintaining hiding and other paint film properties.
Detailed product information

Rheology Modifiers

**ACRYLICS (HASE)**

**ACRYSOL™ ASE-60 ER**
Low shear viscosity builder prevents pigment sedimentation and sagging.

**ACRYSOL™ TT-615**
High efficiency, low-shear viscosity builder. Anti-settling of pigments and anti-sagging properties. Ideal for high pigment/extenders content or textured formulations (plasters).

**ACRYSOL™ DR-72**
Low-mid shear builder. Alternative to high molecular weight cellulose thickeners but with outstanding spatter resistance.

**ACRYSOL™ TT-935 ER**
Mid-shear viscosity builder, excellent spattering resistance. Suitable for a wide range of architectural and functional applications. Balanced efficiency and application properties.

**ACRYSOL™ RM-935**
Higher solids, more efficient version of Acrisol™ TT-935 ER.

**ACRYSOL™ RM-55**
Designed for formulating thicker paint coatings, for improved cost and time effectiveness. Good gloss potential.

**ACRYSOL™ DR-73 ER**
High to mid-shear builder. Alternative to low and medium molecular weight cellulose thickeners but with outstanding spatter resistance.

**URETHANES (HEUR)**

**ACRYSOL™ RM-12W**
Excellent low-shear builder. Excellent sag resistance and Anti-settling of pigments / sedimentation resistance.

**ACRYSOL™ SCT-275**
Mid and low-shear rheology modifier. Good efficiency. Balanced flow and levelling for smooth, even paint surface.

**ACRYSOL™ RM-8**
Mid-shear viscosity builder. High efficiency.

**ACRYSOL™ RM-825**
Mid-shear viscosity builder with reduced solvent content.

**ACRYSOL™ RM-8W**
Mid-shear viscosity builder. Solvent free.

**ACRYSOL™ RM-845**
Mid-shear viscosity builder with combination of efficiency, ease of handling and solvent free in the same material.

**ACRYSOL™ RM-2020**
Designed for formulating thicker paint coatings, for improved cost and time effectiveness. Good gloss potential.

**ACRYSOL™ RM-5000**
High efficiency high-shear viscosity builder. Designed for formulating thicker paint coatings, for improved cost and time effectiveness. Good gloss potential.
Dispersants

**OROTAN™ 731 A ER**
Very versatile and efficient dispersant. Good pigment wetting and gloss potential. Recommended with urethane rheology modifiers.

**OROTAN™ 731 DP**
Solid version of Orotan™ 731 A ER.

**OROTAN™ N-4045**
Versatile, cost effective dispersant. Recommended with acrylic rheology modifiers.

**OROTAN™ 165**
High performance dispersant. Excellent water resistance properties, good gloss and corrosion resistance. Recommended with urethane rheology modifiers.

**OROTAN™ 681**
High performance dispersant. Excellent gloss potential, corrosion resistance, stability with zinc oxide and other reactive pigments. Recommended with urethane rheology modifiers.

**OROTAN™ 1124**
Versatile dispersant. High gloss potential, good colour acceptance. Recommended with acrylic, urethane and cellulose rheology modifiers and thickeners.

**OROTAN™ 850 ER LO**
Cost effective dispersant for flat latex paints. Brings stability with zinc oxide and other reactive pigments. Recommended with acrylic rheology modifiers.

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**CELLULOSICS**

**CELLOSIZE™ QP 100MH**
High efficiency, high viscosity.

**CELLOSIZE™ QP 52000H**
Good efficiency, medium-high viscosity.

**CELLOSIZE™ QP 30000H**
Balanced efficiency and performance during paint application, medium viscosity.

**CELLOSIZE™ QP 15000H**
Balanced efficiency and performance during paint application, medium viscosity.

**CELLOSIZE™ QP 4400H**
Good application performance, medium – low viscosity.

**CELLOSIZE™ QP 300**
Excellent application performance, low viscosity.

**WALOCHEL™ MW 40000 PFV**
High efficiency, high viscosity.

**WALOCHEL™ MW 15000 PFV**
Balance of efficiency and paint performance, medium viscosity.

**WALOCHEL™ MW 6000 PFV**
Good paint application performance, low viscosity.

**WALOCHEL™ XM 40000 PV**
High efficiency, high viscosity.

**WALOCHEL™ XM 20000 PV**
Balance of efficiency and paint application performance, medium viscosity.

**WALOCHEL™ XM 6000 PV**
Excellent paint application performance, low viscosity.
If you are interested in finding out how Dow Coating Materials could work with you on your next architectural coatings project, let’s talk. We look forward to hearing from you.

Visit our web site: www.dow.com/coating

or call...

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