

Genay, France, October 31th 2011

## **Coatex awarded at Green Industrial Coating Asia**

On October 18<sup>th</sup>, in Shanghai, Coatex received **“The Best Coating Raw Materials Environmental Friendly Award”** at the Green Industrial Coating Asia (GICA) 2011. This year, more than 250 international Coatings manufactures and Coatings raw materials suppliers did gather at this summit.

During this 2-day summit, Coatex presented how its new Eco-friendly Coatings additives technologies enable its Customers to reduce their environmental impact. A themed presentation *“The importance of the rheological waterborne additives in the low VOC coatings formulations”* was given by Dr. Olivier Guerret (Director of Innovation and Development for Coatex group) and Dr. Charlie Xiong (General Manager of Coatex Asia Pacific Technical Center) on the afternoon of the 18<sup>th</sup> Oct.

Coatex has a full portfolio of solutions dedicated to waterborne Coatings. Products are low VOC, APEO\* free, solvent free, and heavy metal free. Coatex is committed to contributing to sustainable development and technology improvement, in particular towards always greener coatings. It has always been a major focus of Coatex’s R&D since the birth of the company.

*“It’s our great honor to receive this award! GICA 2011 is a great platform to share our vision of innovation with all participants. Our joint efforts will surely take us to a greener future together”*, said Alain Mari, Coatex CEO, after being handed the award by Cynthia Arnold, Valspar’s Chief Technology Officer.

\*Alkyl Phenol EthOxalate

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### **About Coatex:**

*Coatex designs and produces rheology additives for aqueous formulations and waterborne processes. These high-performance environmentally friendly additives are used all around the world in a wide variety of applications, such as Paints & Coatings, Paper coating, Minerals Processing, Detergency, Construction, Ceramics and Water treatment. Coatex is part of the Arkema group.*

### **About Arkema:**

*A global chemical company and France’s leading chemicals producer, **Arkema** is building the future of the chemical industry every day. Deploying a responsible, innovation-based approach, we produce state-of-the-art specialty chemicals that provide customers with practical solutions to such challenges as climate change, access to drinking water, the future of energy, fossil fuel preservation and the need for lighter materials. With operations in more than 40 countries, 15,700 employees and 9 research centers, Arkema generated annual revenue of €5.9 billion in 2010, and holds leadership positions in all its markets with a portfolio of internationally recognized brands. **The world is our inspiration.***

Coatex Press

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