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## Arkema to showcase its extensive coating systems portfolio at 2016 International Roofing Expo

**Arkema, a leader in advanced chemical technologies for high-performance roof coating systems, will be showcasing its vast array of product offerings at the International Roofing Expo in Orlando, FL, which is being held February 17–19, 2016, at the Orange County Convention Center. The company's innovative solutions to be presented include Kynar Aquatec® PVDF latex and ENCOR® Flex polymer binder systems, Coatex rheology modifiers and Bostik "smart adhesives."**

Kynar Aquatec® PVDF technology is an innovative platform of emulsions for producing ultra-durable water-based coatings that can be formulated with VOC levels below 100 grams/liter. Coatings containing these emulsions provide the long-lasting durability and color-retention benefits of traditional Kynar 500® resin-based coatings and can easily be applied to a variety of substrates. Given their excellent weatherability, outstanding water repellency and exceptional resistance to dirt pickup and biological growth, Kynar Aquatec®-based coatings offer a high-performance, long-term solution for metal restoration and repair projects, as well as a wide variety of other roof-coating applications.



ENCOR® Flex latexes improve the dirt pickup resistance and weatherability of elastomeric coatings for low-slope, commercial thermoplastic polyolefin (TPO) roofing membranes. The high performance of coatings based on Arkema binders is due, in part, to the excellent overall elastomeric properties of ENCOR® Flex latexes. With Kynar Aquatec® PVDF and ENCOR® Flex latexes, Arkema offers three binder system options that provide high performance and formulating flexibility for cool roof coating applications.

Coatex offers a full range of waterborne synthetic rheology modifiers for formulating a wide variety of high-performance roof coatings. This portfolio of solutions includes Rheotech™ and Coapur™ water-based thickeners to control mineral particle stability and Ecodis™ and Coadis™ dispersants to enhance rheology profile. These products can be formulated with VOC levels below 5 grams/liter and do not contain APEOs (alkylphenol ethoxylates), solvents, or heavy metals.

In addition to showcasing the innovative Kynar Aquatec® PVDF latex, ENCOR® Flex binder system options and Coatex rheology modifier technologies, Arkema will be presenting its full line of Bostik "smart adhesive" solutions for a wide variety of roof construction applications. These high-performance products adhere to Kynar® resin-based coatings, are hurricane-strong (Miami-Dade County hurricane-approved) and come with a best-in-class warranty.

Stop by the Arkema exhibit (booth 2069) at the 2016 International Roofing Expo to learn more about how our innovative roof coating systems deliver outstanding performance, durability, formulating flexibility and much more. For more information, visit [kynaraquatec.com](http://kynaraquatec.com), [arkemacoatingresins.com](http://arkemacoatingresins.com), [coatex.com](http://coatex.com) and [bostik-sealants.com](http://bostik-sealants.com).

*A designer of materials and innovative solutions, Arkema shapes materials and creates new uses that accelerate customer performance. Our business portfolio spans high-performance materials, industrial specialties and coating solutions. Our globally recognized brands are ranked among the leaders in the markets we serve. Reporting annual sales of €7.5 billion in 2014, we employ approximately 19,200 people worldwide and operate in close to 50 countries. We are committed to active engagement with all our stakeholders. Our research centers in North America, France and Asia concentrate on advances in lightweight materials, renewable feedstocks, energy generation and storage, water treatment, electronics, and 3D printing. For the latest, visit [www.arkema.com](http://www.arkema.com).*

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