

American Coatings Show 2018: Coatex reveals its New HEUR Rheological Solutions

Coatex, a world leader specialized in rheology, reveals its solutions for all purpose waterborne formulations.

Together with the Arkema Group, Coatex will highlight its thickeners and dispersing additives at the upcoming ACS 2018 in Indianapolis, April 10th-12th 2018, Arkema booth #1031.

The design of new rheology additives is driven by the growing trends of the downstream industries, automotive & industrial, furniture & flooring or architectural coatings. Coatex offers a full range of waterborne rheology modifiers for formulating a wide variety of these high-performance coatings.

The team will be presenting its new solutions for:

- Industrial coatings**
 Spray application, sag resistance, film appearance can be optimized by selecting the right rheological combination.
- Architectural paints**
 The fine-tuning of paint properties such as storage stability, tool loading, gloss control is determined by the choice of the right thickener and dispersing agent.
- Adhesives and sealants**
 Our latest developments will provide the body, structure and flow properties for optimized adequate application properties.



Furthermore, you are invited to attend our technical presentations:

“Improving Pigment Stability and Sag Resistance with a New Highly Pseudoplastic HEUR” by **Alexandra Foguth-Walther**

April 10th, 2018 4:00 PM – 4:15 PM
 Product Presentation Lounge

“Additive Solutions for Spray Applied Coatings” by **Lori Howell**

April 11th, 2018 11:40 AM – 11:55 AM
 Product Presentation Lounge

Come and visit us at our booth #1031 to find out more about our solutions.

Coatex designs and produces rheology additives for aqueous formulations and water-borne processes. With Innovation for Sustainable Development as a core strategy, Coatex is developing high performance additives to serve a wide variety of applications, such as Water-borne Paints & Coatings, Adhesives & Sealants, Paper Coatings, Minerals Processing, Construction, Homecare and Water Treatment. With production sites in France, the Netherlands, USA, China and Brazil, Coatex employs more than 450 people. Coatex is a subsidiary of the ARKEMA group, France's leading chemicals producer.

MEDIA CONTACT Coatex Press

Fabienne DROUEL

Tel: +33 4 72 08 20 42

For more information, please visit Coatex's website: www.Coatex.com