

**American Coatings Show 2010
Charlotte Convention Center, North Carolina, USA
April 13- 15th -- Hall C Booth 2651**

Coatex unveils its latest innovations at American Coatings Show

Coatex offers the Paint & Coatings industry an extensive range of products for coatings application. American Coatings Show enables Coatex to showcase the latest innovations from its thickeners and dispersing agents range.

Based on its expertise of rheology and its understanding of Coating technologies, Coatex develops innovative solutions to help its customers switching from solvent based to waterborne coatings. Coatex has a unique range of rheology modifiers, dispersing agents, and thickeners for water-based systems. The specificity of Coatex is to propose to formulators a broad selection of possibilities within each of these key technologies.

- **COAPUR™**: a range of associative polyurethane thickeners which covers a broad spectrum of rheology profiles, from newtonian to pseudo plastic, delivering exceptional flow and levelling behaviour. The COAPUR™ XS serie presents unmatched colour acceptance performances. COAPUR™ thickeners are VOC free, APEO as well as heavy metal free.
- **RHEOTECH™**: a range of associative acrylic thickeners to match the variety of requirements faced by the Paint & Coating formulator. In can appearance, syneresis control, outstanding thickening effectiveness and excellent environment profiles are key properties of RHEOTECH™ thickeners.
- **ECODIS™**: a range of dispersing agents recommended when both outstanding shelf life and cost / performance ratio are required for medium to high PVC formulations.
- **COADIS™**: a range of dispersing agents designed to meet specific requirements of coatings such as gloss, corrosion or scrub resistance. COADIS™ dispersing agents are recommended for a variety of pigments.
- **POLYPHOBE™**: a new member of Coatex family, is also well known range of modifiers including the tailored rheology series, specifically designed for its rheological profile combine with high solids content.

These technologies are available from Coatex on a worldwide basis.

For more information, please visit Coatex's website:

www.coatex.com



Press release

Communiqué de presse

About Coatex:

COATEX is focused on designing and producing rheology additives for aqueous formulations and waterborne processes. These high-performance and environmentally friendly additives are used all around the world in a wide variety of applications, such as Paint & Coatings, Paper, Minerals Processing, Concrete and Gypsum. Coatex is part of the Arkema group.

About Arkema:

A global chemical company and France's leading chemical producer, Arkema consists of three business segments: Vinyl Products, Industrial Chemicals, and Performance Products. Present in over 40 countries with 15,000 employees, Arkema achieved sales of 5.6 billion euros in 2008. With its six research centers in France, the United States and Japan, and internationally recognized brands, Arkema holds leadership positions in its principal markets.

For more information please contact:

**Coatex Inc.
Coatex press**

**Bob BALLARD
Jeanne LU**

**Tel : +1 803 377 6241
Tel : +33 4 72 08 20 09**

**bob.ballard@coatex.com
jeanne.lu@coatex.com**