

Genay, France – April 23rd, 2014

Coatex reaffirms its ambition to develop business in Latin America with a new technical support center in Brazil

Coatex and Arkema Coating Resins, two business units of the Arkema group, are celebrating the official opening of their new Latin America application laboratory and technical center in Araçariçuama, Brazil on the outskirts of São Paulo.

One year after its acquisition, the site's production plants of Araçariçuama produces a full range of waterborne emulsions and rheology additives, it opens now its new application and development lab.

This new facility benefits from the state of the art testing equipment dedicated to paint and adhesives, mineral processing, paper, construction, water treatment, and home or personal care markets. Arkema is then be able to provide customized solutions to the specifics of customers in Latin America, and particularly Brazil.

"The opening of our new application laboratory on the Araçariçuama site demonstrates our long-term commitment to our customers in the Brazilian and Latin american markets.", says Benoît Magny, Research and Development Director Coatex group.

*"Benefiting from the support of a global team and being close to our customers will help us to provide the solutions that match their expectations quickly."*states Neide Jiuliani, Coatex Latam Technical Center Manager.

More than 150 agents, authorities, suppliers and partners will attend the opening ceremony at the new facility on April 23, 2014.

About Coatex

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, Paper Coatings, Minerals Processing, Construction, Homecare and Water Treatment. With production sites in France, the Netherlands, USA, China, and a newly acquired site in Brazil, Coatex employs more than 400 people.

Coatex is a subsidiary of the ARKEMA group, France's leading chemicals producer.

For More Information
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