ARKEMA

COATING SOLUTIONS for architectural paints

EDITO

Painting the Future: Arkema's Vision for the Global Architectural Coatings Market

The architectural paint market is dynamic, vibrant, and constantly evolving. From the subtle hues of a minimalist apartment to the bold colours adorning a landmark building, paint plays a crucial role in shaping our environments.

We're witnessing a surge in demand for high-performance coatings driven by several factors. Sustainability is no longer a niche concern but a core expectation. Consumers and regulators alike are pushing for more responsible formulations with lower VOC content and reduced environmental impact. Durability and longevity are also paramount. Beyond performance, aesthetics remain a key driver. The desire for personalized spaces and unique finishes is fueling demand for specialized paints with textured effects, metallic sheens, and a wider spectrum of colours. Finally, technological advancements are revolutionizing the industry, with smart coatings offering functionalities like self-cleaning, anti-bacterial properties, and even temperature regulation.

At Arkema, we understand these evolving needs, and are committed to helping our customers navigate this complex landscape. Our deep understanding of market trends, combined with our expertise in advanced materials, allows us to develop innovative solutions that address the challenges and opportunities facing the architectural paint industry. From resins and additives that enhance durability and weather resistance to bio-based and lower carbon footprint solutions that promote sustainability, our comprehensive portfolio empowers paint producers to create high-quality and high-performance products that meet the demands of today's consumers. We believe in collaborative innovation and work closely with our customers to develop tailored solutions that optimize performance, cost-effectiveness, and environmental footprint.

This brochure showcases our commitment to the architectural paint market and highlights the breadth of our offerings. We invite you to discover how, together, we can create coatings that beautify our world and contribute to a more sustainable built environment.

YOHANN TRANG
Global Market Director Architectural Coatings,
Arkema Coating Solutions

Adopting a forward-thinking approach Sustainability as a Priority

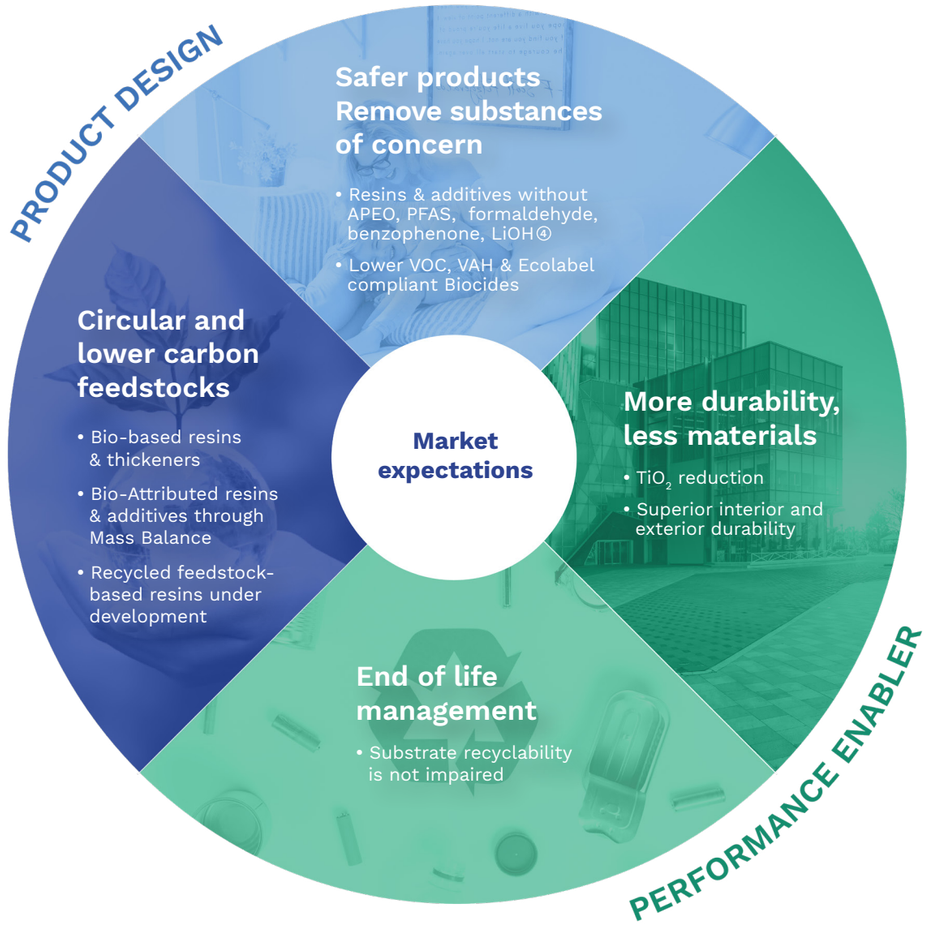
> Our approach to driving sustainability is holistic, encompassing the entire lifecycle of our products, with a strong focus on reducing our carbon footprint. Our focus on sustainability is rooted in the belief that the path to a more sustainable future begins with how we design, produce, and optimize our products to deliver lasting value to society and the environment.

HÉLÈNE PERNOT,
Global sustainability marketing director
Arkema Coating Solutions

3 GOOD HEALTH AND WELL-BEING **SAFER**

12 RESPONSIBLE CONSUMPTION AND PRODUCTION **CIRCULARITY**

13 CLIMATE ACTION **CLIMATE**



Connecting market's expectations, establishing new well being standards

MARKET EXPECTATIONS

Formulators

- Coating performances
- Reduce their scope 3 carbon footprint

Professionals

- Local regulations
- Green building certifications
- Performance / workability
- Cost efficiency

Consumers

- Health & well being at home
- Climate change
- Easy to use and aesthetic paints

ARKEMA'S ADDED VALUE FOR ARCHITECTURAL COATINGS

- **Lower carbon** footprint solutions
- **Safer products** for people & the environment
- **Interior / exterior solutions**, from plasters to finishes
- **Unique multi technologies** offering
- **Global footprint**, local reach

Get the best from Arkema architectural solutions

At Arkema, we elevate architectural & decorative coatings with innovative solutions that blend performance, sustainability, and well-being. Take advantage of our four families of solutions to design paints that address consumers expectations and green building regulations.

Durable aesthetic

Expand lifespan of paints and beauty of coated surfaces with solutions that durably keep gloss, whiteness, while resisting to stain.

- **Interior durability**
  Design paints that withstand repeated washing and daily wear and tear
- **Exterior durability**
  Keep surfaces clean longer with highly weather-resistant solutions

Extended lifespan through performances

Lower Carbon Footprint

Tackle community expectations with a range of solutions that contribute to significantly lower the carbon footprint of your paints.

- **Bio-attributed with mass balance**
  Drop-in solutions to lower carbon emissions with the same high level of performance
- **TiO_2 reduction**
  Optimize TiO_2 use for lower paint cost & carbon footprint
- **Recycled-based products**

Up to -50% per kg CO_2eq/kg①

Air Quality

Improve indoor environments by reducing harmful emissions, promoting health, and contributing to sustainable living.

- **SVHCs removal**③
  APEO, LiOH, PFAS, formaldehyde, benzophenone
- **Indoor air quality**
  Address consumers concern with low VOC, VAH & Ecolabel compliant solutions

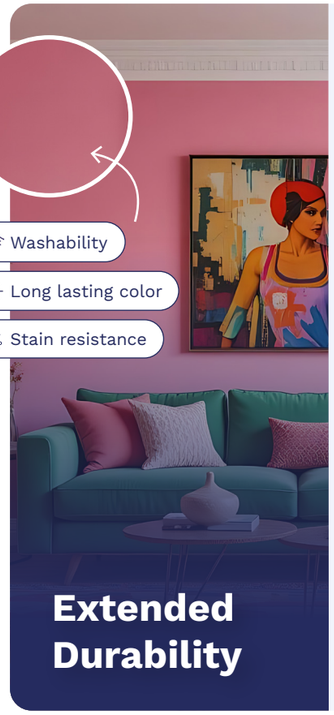
Safer for end-users

Bio-Based

Meet consumer growing expectations for a more responsible lifestyle by getting eco labels, with a selection of bio-based resins and additives.

- **Bio-Based**
  Differentiate yourself by designing high-performance paints from bio-based components

Up to 97% of bio-content②



Interior walls
Finishes

DURABLE AESTHETIC

Interior durability

ENCOR® 2797*
Pure acrylic binder for premium interior wall paints

Washability | Long lasting color | Stain resistance

+

COAPUR™ 3025 & COAPUR™ 830 W
Waterborne liquid polyurethane thickeners for optimized rheology control

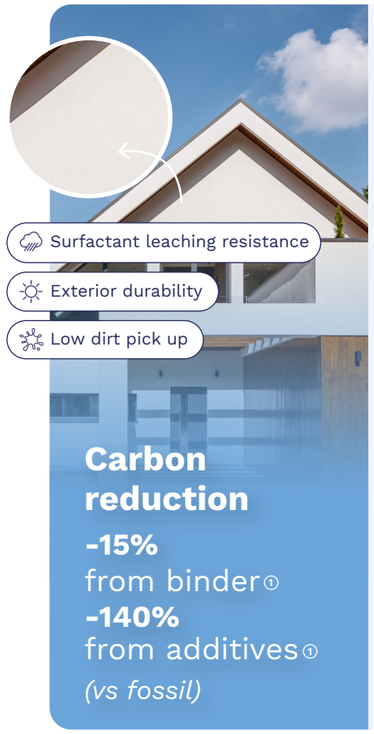
Antisettling | Storage stability | Leveling | Spattering & sag resistance

+

COADIS™ 123 K & COADIS™ 790
Hydrophobic dispersant for water resistance and color development

Color strength | Water resistance

*Mass balance version available



Interior/exterior walls
Woodstains

LOWER CARBON FOOTPRINT

Bio-attributed with mass balance

ENCOR® 2787 MB
Bio-attributed Waterborne Acrylic binder through mass balance with improved durability

Low dirt pick up | Surfactant leaching resistance | Water resistance | Flexibility | Up to 46% bio-attributed content

+

RHEOTECH™ 4000 MB
Bio-attributed waterborne liquid acrylic **thickener** for optimized rheology control

Up to 60% bio-attributed content | Sag resistance | Antisettling

+

ECODIS™ P 50 MB
Bio-attributed acrylic dispersant through mass balance

Up to 100% bio-attributed content | Hiding | Color strength

Exterior walls
Finishes
Woodstains

DURABLE AESTHETIC

Exterior durability

ENCOR® 2787*
Pure acrylic binder for exterior wall paints

Water resistance | Long lasting color | Surfactant leaching resistance

+

COAPUR™ XS 22 & COAPUR™ 980 W
Waterborne liquid polyurethane thickeners for optimized handling and application

Antisettling | Storage stability | Water resistance | Spattering & sag resistance

+

COADIS™ 123 K & COADIS™ 790
Hydrophobic dispersant for water resistance and color development

Color strength | Water resistance

*Mass balance version available

Interior walls
Finishes

LOWER CARBON FOOTPRINT

TiO_2 reduction

ENCOR® 317
Vinyl acrylic waterborne binder with excellent color strength

Increased TiO_2 efficiency | Scrub resistance | Washability | Stain resistance

+

CELOCOR® AF
Opacifier for TiO_2 reduction

TiO_2 replacement

+

COAPUR™ 2501 & COAPUR™ XS 71
Waterborne liquid polyurethane thickeners for optimized hiding & application

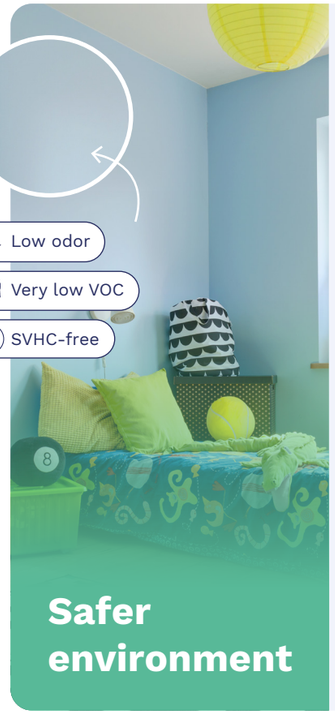
Up to 93% bio-based content | Film build

+

COADIS™ BR 85* & ECODIS™ P 30*
Dispersant for TiO_2 optimization and color strength

Stability | Color strength

*Mass balance version available
**Based on internal study



AIR QUALITY

Indoor air quality

Interior walls
Finishes
Primers
Ceilings

SYNAQUA® & ENCOR® BINDERS
Safer & Low emissions binders compliant with stringent regulations & Ecolabels

Air quality emissions | High performance | No hazardous substances

+

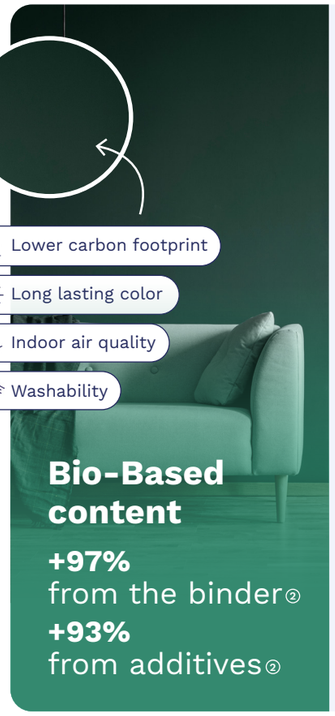
COAPUR™ & RHEOTECH™ THICKENERS
Safer rheology thickeners for zero and Low-VOC paints

Tin-free | APEO free | Solvent-free

+

ECODIS™ & COADIS™ DISPERSANTS
Safer & Low emission dispersing agents for high quality paints

Color strength | Stability | Hiding



BIO-BASED

Bio-Based

Interior walls

SYNAQUA® 4856
Bio-based waterborne alkyd **binder** for high-performance sustainable coatings

Up to 97% bio-based content* | Low yellowing | Wet scrub resistance | Stain resistance

+

COAPUR™ 3020 BB & COAPUR™ 817 BB
Bio-based waterborne liquid polyurethane **thickeners** for optimized handling & application

Up to 93% bio-based content* | Antisettling | Leveling

+

COADIS™ 123 K & COADIS™ 790
Hydrophobic **dispersant** for water resistance and color development

Stability | Color strength

*The bio-based content allows a carbon footprint reduction up to 80% compared to pure acrylic fossil binder

Unique multi technologies offering

Arkema's unmatched multi-technologies portfolio positions the company as a key innovator in the market, offering the broadest range of solutions available. The portfolio enables support for formulators across the core needs of paint design. Through these advanced technologies, customers are empowered to tackle key sustainability challenges, optimize application ease, and elevate aesthetic performance, all while delivering solutions that ensure long-lasting performances.

ALL OUR PRODUCTS ACCESSIBLE ONLINE

BINDERS
- Acrylic, vinyl & styrene acrylic dispersions
- Alkyd emulsions | Styrene butadiene | Acrylic hybrids
- Solventborne alkyds & modified alkyds

ADDITIVES
- HASE & ASE acrylic thickeners | HEUR polyurethane thickeners
- Ionic homopolymer dispersants | Surface modifiers
- Urea-urethane rheology modifiers | Polyamides & castor derivatives
- Ionic & non ionic copolymer dispersants | Flow & leveling agents

OPACIFIERS
- Opaque polymers

Arkema Group at a glance

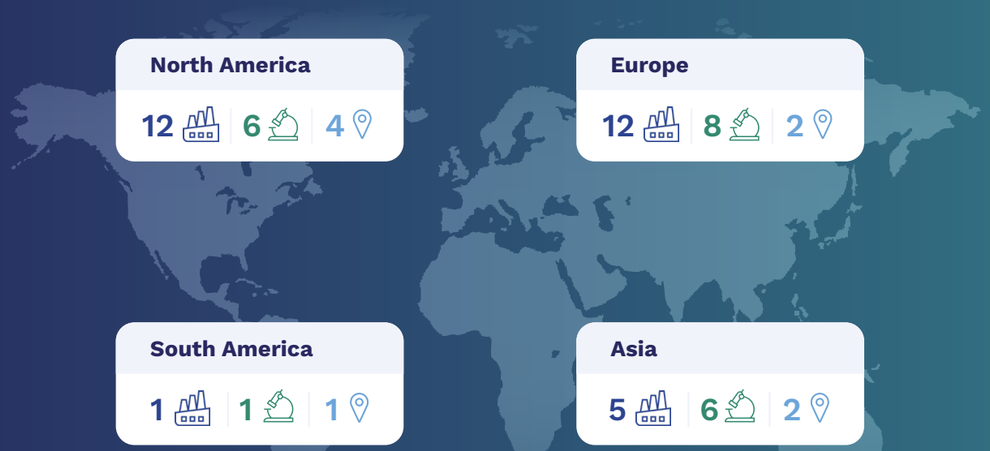
21,150 Employees

157 Production units

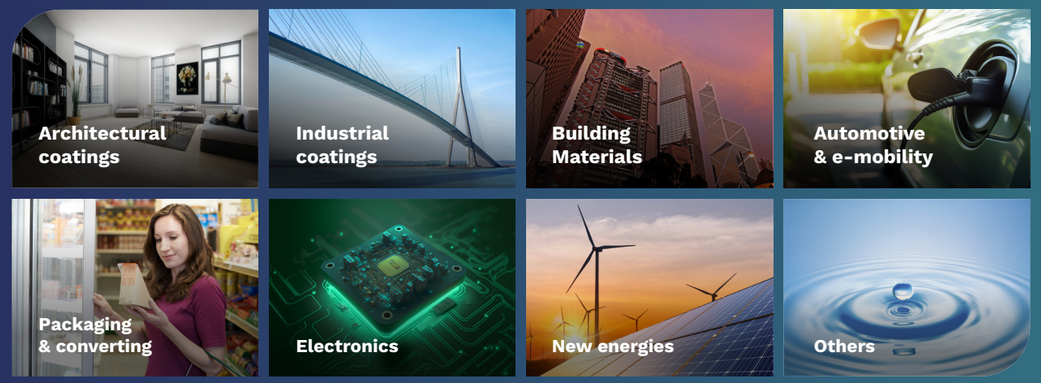
55 countries International

2.9% of sales R&D

THE COATING SOLUTIONS SEGMENT OF ARKEMA



8 KEY END-MARKETS DRIVEN BY MEGA TRENDS



SOURCE ARKEMA

① PCF cradle-to-gate including biogenic uptake according to ISO 14040, 14044 and 14067, calculated vs fossil equivalent.

② A bio-based product is wholly or partly derived from biomass. The bio-based content is the % breakdown based on a mass ratio following NF16785.

③ Product designed without formaldehyde releasers. During normal conditions of use, these binders do not generate formaldehyde.

④ Not intentionally added but not specifically measured (not part of product specification)

- Mass balance provides manufacturers with a methodology to track the certified materials as they move along the value chain and attribute the inputs of a production process, to outputs of that production process through certified bookkeeping. This distinct accounting method verifies that the certified feedstock has replaced an equivalent quantity of fossil raw materials at the beginning of the supply chain and can be attributed to the product-to-be-sold, ensuring that both input and output are balanced. (source ISCC)
- A bio-attributed content indicates that the use of a bio-based feedstock has been ascribed using a mass-balance methodology. The bio-attributed content is the % breakdown based on the ISCC+ methodology calculation.
  It is a clear distinction to materials in which the bio-based content can be verified using the radiocarbon method.
- Durability means demonstrated lifespan-extension/material protection benefit in a specific scenario. Studies demonstrating lifespan extension compared to standard reference available on demand.

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