

Cary, NC; USA – January 18, 2016

## Arkema to showcase traffic paint latexes and testing methodologies at ATSSA Traffic Expo

**Arkema Coating Resins will feature its ENCOR® line of latex binders used to formulate high performance traffic coatings at the ATSSA Traffic Expo 2016, January 31st – February 2nd, in New Orleans, LA. The company's exhibit will be in booth #1814.**

In addition to information about Arkema's current product line – ENCOR® DT 100, for standard dry; ENCOR® DT 211 and ENCOR® DT 250, for fast dry; and ENCOR® DT 400 for highly durable fast dry traffic paints – company representatives will discuss new laboratory procedures that may enable formulators and customers to shorten the time required to evaluate new coating options, and provide more useful data to states and municipalities.

To learn more, visit the Arkema booth #1814 at ATTSA Traffic Expo 2016.

Arkema Coating Resins is a business unit of Arkema Inc.

### About Arkema

*A global chemical company and France's leading chemicals producer, Arkema is building the future of the chemical industry every day. Deploying a responsible, innovation-based approach, we produce state-of-the-art specialty chemicals that provide customers with practical solutions to such challenges as climate change, access to drinking water, the future of energy, fossil fuel preservation and the need for lighter materials. With operations in nearly 50 countries, about 19,000 employees, and research centers in North America, France and Asia, Arkema generates pro forma annual revenue of €7.5 billion (\$9.5 billion), and holds leadership positions in all its markets with a portfolio of internationally recognized brands.*

### For More Information

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