

Sao Paulo, Brazil – March 28, 2014

## Arkema Launches ENCOR® Brand in Brazil

Arkema Coating Resins, a business unit of Arkema, has introduced its ENCOR® brand of latex binders for formulators in Brazil. The ENCOR® branded products that will be immediately available and produced locally in Brazil include ENCOR® 726, ENCOR® 726 Plus and ENCOR® 1243 latexes.

*"The introduction of the ENCOR® brand is an important step in our growth in Brazil and the rest of South America," said Eric Kaiser, Americas Business Director for Arkema Coating Resins. "ENCOR® products are recognized globally for advanced technology, as well as consistency in product quality and performance."*

The ENCOR® products are produced in an emulsions plant near Sao Paulo, Brazil, that was purchased by Arkema subsidiary Coatex in 2012.

*"We are committed to building a strong regional presence for Arkema," said Eric Schmitt, General Manager for Arkema Coating Resins in Latin America. "Producing the ENCOR® line in our Sao Paulo facility will help us better meet the supply needs of our customers."*

In a related announcement, Arkema Coating Resins and Arkema subsidiary Coatex will open a new laboratory within the Sao Paulo manufacturing complex. The new facility will be the focal point for technical service and support for customers. The official opening will be on April 23, 2014.

Globally, Arkema Coating Resins manufactures and markets a comprehensive line of products for architectural and industrial coatings; traffic paints; specialty coatings; adhesives, sealants and construction products; and pressure sensitive adhesives. The company's technology platforms include waterborne emulsions, solvent borne resins, resins for powder coatings, and additives.

About Arkema

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*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 more than 40 countries, some 14,000 employees and 10 research centers, Arkema generates annual revenue of \$8.1 billion, and holds leadership positions in all its markets with a portfolio of internationally recognized brands.*

## **For More Information**

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