

# News

Performance Additives – Building & Construction Newsletter

Issue 3 January 2015

AkzoNobel 

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# Welcome



Frank Grootnibbelink  
Global Business  
Director Building &  
Construction

## Looking ahead into 2015

Dear Customers

At the beginning of this New Year we are excited about what this year is bringing. The people in our organization have worked hard during the last year to build the foundation for a number of INNOVATIONS that we will bring to the market soon. Being a leading global supplier in the Building & Construction markets that we serve, we are proud to introduce our new Product Brochure where you can see the combination of our multiple technology platforms, brought together a few years ago. Step by step we are progressing towards recognition for these unique capabilities leading to distinguished solutions for a variety of applications. As you go through the brochure you will realize the huge amount of development work done during the last few decades based on our know-how and through close cooperation with external partners: customers, suppliers and Technical Universities. Our ambition for 2015 is to continue on the path of innovation and further developments linked to market needs.

An important factor that has become an integral part of our business is our focus on SUSTAINABILITY, a topic which is increasingly relevant for all of us due to rising global challenges. AkzoNobel is a true and demonstrated leader in sustainability, witnessed by the no. 1 ranking in the Dow Jones Sustainability Index for three consecutive years. We are determined to further contribute to the ambitious target of maintaining this leadership position in the future as well. Therefore, I am pleased to announce the introduction of our new formaldehyde-free flooring grades ELOTEX® FL2200 and FL2280. With these two grades we combine unparalleled environmental performance in terms of VOC emissions with exceptional leveling performance and unmatched surface smoothness. Further, this innovation supports our sustainability ambitions and allows us to assist you in the development of mortars fulfilling the highest standards in air quality.

I wish that your ambitions for the year 2015 become true.

Frank Grootnibbelink



# Product Development

ELOTEX® FL2200  
and FL2280

## AkzoNobel Upgrades its Product Range of Redispersible Polymer Powders for Flooring

Acting in close collaboration with our customers and anticipating market trends, AkzoNobel Building and Construction laboratories have developed innovative redispersible polymer powders for use in both cement and gypsum based flooring self-leveling compounds and leveling floor screeds.

ELOTEX® FL2280 and FL2200 are vinyl acetate and ethylene based redispersible polymer powders which have been developed for dry mix mortars which are specifically used in indoor applications where a very low VOC level is required. The use of our new products allows formulating to EMICODE EC1<sup>PLUS</sup> requirements with ease, ensures the highest quality of hardened flooring having the lowest VOC levels – setting the new standard in the flooring industry.

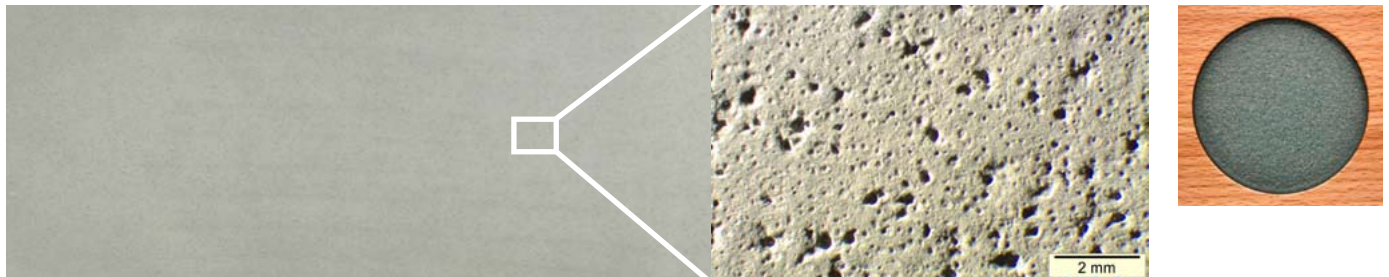
Additionally, ELOTEX® FL2280 ensures exceptional leveling performance and unparalleled surface smoothness and appearance. Beside the use in standard leveling flooring compounds and screeds, the new ELOTEX® FL grades are specifically suited for improving surface appearance of cement based pumpable floor screeds. To demonstrate this, we tested performance of ELOTEX® FL2280 in comparison to other, industry benchmark flooring product in cement based pumpable screeds. These types of formulations are especially challenging due to short mixing times.

Our full Flooring RPP portfolio, including the two new grades is summarized hereunder. For additional information, about the new and/or existing products, please visit our website or contact your local sales manager or our Technical Service experts.

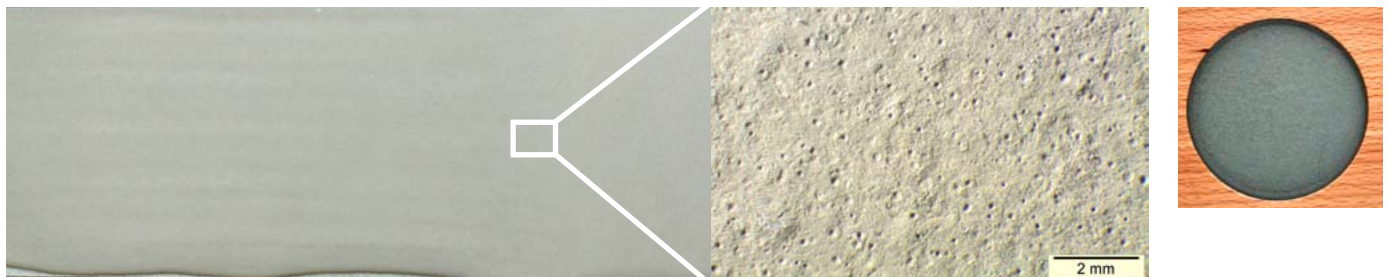
# Product Development

## Comparison of surface appearance of cement based pumpable screed formulation with ELOTEX® FL2280 and comparable flooring RPP.

### Comparable flooring RPP



### ELOTEX® FL2280



## ELOTEX® Flooring RPP portfolio overview

Products	ELOTEX®	FL2200	FL2211	FL2280	FL3210
MFFT (°C)		0	3	3	5
VOC Emission Class		EC1 <sup>PLUS</sup>	EC1 <sup>PLUS</sup>	EC1 <sup>PLUS</sup>	EC1 <sup>PLUS</sup>
Flowability		●●	●●	●●	●●●
Surface appearance		●●	●●	●●●	●●
Robustness in formulation		●	●	●●	●●●
Abrasion resistance		●	●	●●	●●●
Defoaming		-	●●●	●●●	●●
Applications	Cement based SLC with casein	●●	●●	●●	●●●
	Cement based SLC with synthetic plasticizers	●●●	●●●	●●●	●●●
	Gypsum based SLC	●●	●●	●●	●●●
	Pumpable screeds	●	●●	●●●	●●
Comments		Newly developed high quality non - defoamed RPP with extremely low VOC emissions (formaldehyde free), good leveling effects and universal properties for leveling compounds.	High quality defoamed RPP with good flow and leveling effects.	Newly developed high quality defoamed RPP with extremely low VOC emissions (formaldehyde free), excellent leveling properties and improved surface appearance.	High quality defoamed RPP providing excellent flow effects and good compatibility with other formulation ingredients.

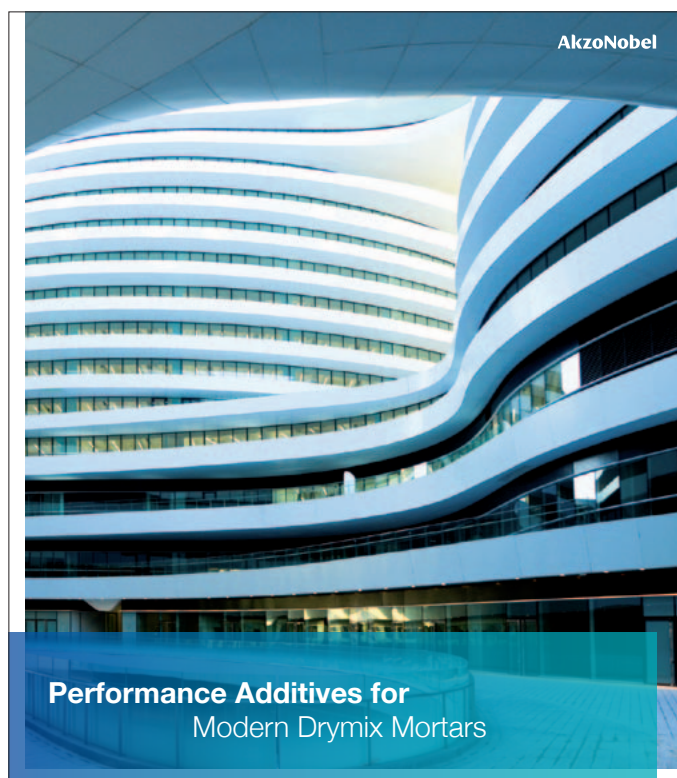
●●● excellent    ●● very good    ● good    SLC Self leveling compound

# News / Conferences

## New Brochure

We are pleased to present our newly developed Building & Construction Brochure for modern drymix mortars. This product brochure enables you to find the perfect fit for a variety of applications. Our products offer a powerful toolkit for the development of drymix mortar formulations for the construction industry.

Our brochure is available for different regions. For more information please contact your sales or technical contact.



Performance Additives Building & Construction Product Portfolio – Europe, Middle East and Africa

 **Bermocoll**  **ELOTEX**

## Conferences

Meeting together across the globe in the near future

**World of Concrete**  
**3<sup>rd</sup> - 6<sup>th</sup> February 2015**  
 Las Vegas

[www.worldofconcrete.com/](http://www.worldofconcrete.com/)

Please join us at our 14<sup>th</sup> Annual ELOTEX® and BERMOCOLL® Technical Seminar – for information and reservation contact:

[john.wilson@akzonobel.com](mailto:john.wilson@akzonobel.com)

**idmmc five**  
**Fifth International Drymix Mortar Conference**  
**20<sup>th</sup> April 2015**  
 Nuremberg, Germany

Don't miss our lecture «Innovations in Dry Mortar Technology to meet latest regulations and recent trends»!

You can find more on the website:  
[www.drymix.info](http://www.drymix.info)

**ECS European Coatings Show 2015**  
**21<sup>st</sup> - 23<sup>rd</sup> April 2015**  
 Nuremberg, Germany

Meet us and our AkzoNobel colleagues in Hall 1 Booth 444 and learn more about our latest product developments.

**EC** European Coatings  
 SHOW 2015, 21-23 April  
PLUS ADHESIVES, SEALANTS, CONSTRUCTION CHEMICALS



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AkzoNobel is a leading global paints and coatings company, and a major producer of specialty chemicals. We supply industries and consumers worldwide with innovative products and are passionate about developing sustainable solutions for our customers. Our portfolio includes well-known brands such as Dulux, Sikkens, International and Eka. With our headquarters in Amsterdam, the Netherlands, we are consistently ranked as one of the leaders in the field of sustainability. With operations in more than 80 countries, our 50,000 people around the world are committed to delivering leading products and technologies to meet the growing demands of our fast-changing world.