

# News

Performance Additives – Building & Construction Newsletter

Issue 1 October 5, 2013



**AkzoNobel**







# Welcome to our new newsletter

**Dear Customers**

**Dear Readers**

We are pleased to present you with the first issue of the Performance Additives Building & Construction News. Our newsletter will be published twice a year and will contain information on the following topics:

- Company & product news
- Scientific articles
- Community activities and information about our presence at conferences and fairs

We hope you have a fun and an interesting read and find our report is an asset to your work! Please send any feedback to [eleonore.gartmann@akzonobel.com](mailto:eleonore.gartmann@akzonobel.com)

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Having only recently joined the building and construction team of Performance Additives, I am extremely impressed with the depth of product and application knowledge within the business, the close partnerships we have developed with our customers and with the key industry groups. The common goals, which all members of the drymix mortar market share, of sustainability, responsible care, plus a continuous drive to improve quality standards, have served as drivers in the development of some of our most recent innovative products. I look forward to meeting many of you soon and look forward to strengthening our partnership further in the coming years.



Dr. Emile Trottier MBA  
Global Product  
Marketing Manager  
Performance Additives

# Products



## **ELOTEX® CAST700**

Innovative specialty additive for gypsum based floorings

Producers of gypsum-based flooring mortars are limited in the range of suitable, available and affordable raw materials. The usage of, so far unsuitable beta calcium sulfate hemihydrate, multiphase and synthetic gypsum for self-leveling compounds and leveling screeds has been a need expressed by many of our customers. AkzoNobel took up the challenge and developed a unique technology allowing customers to access more affordable raw materials and still produce floorings of outstanding quality.

In 2013, ELOTEX® launched a new specialty additive based on an innovative technology – ELOTEX® CAST700. This new calcium sulfate technology in powder form enables dry mix mortar producers to use any kind of calcium sulfate types for flooring applications for the first time.

ELOTEX® CAST700 provides multiple benefits to formulators such as excellent leveling properties, optimal rheology profile and workability. It also improves stabilization and strengths in the final application, and significantly simplifies the formulation and handling of flooring systems. ELOTEX® CAST700 is unique in the market, enabling customers to implement more cost-effective and sustainable products in floorings, or even to implement newer applications in new markets.

ELOTEX® CAST700 was introduced at the World of Concrete in Las Vegas and European Coatings Show in Nuremberg and will also be presented at the Global Gypsum Conference in Toronto in October 2013. For further information, please watch our product video on YouTube or visit us on [www.bermocoll-elotex.com](http://www.bermocoll-elotex.com)

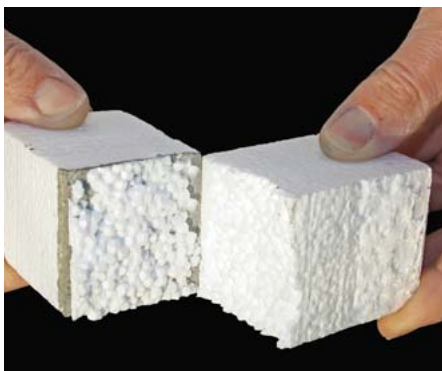
# Products

## BERMOCOLL® PAD 2 – Polystyrene-adhesion enhancing cellulose ether

### Small dosage, excellent adhesion

Formulation	Parts
Portland Cement CEM II 42.5 R	25 – 35
Calcium Carbonate Flour <100 µm	0 – 10
Calcium Carbonate Sand and/or Quartz Sand 0.1 - 1.0 mm	60 – 70
BERMOCOLL® PAD2 – Modified Cellulose Ether for Polystyrene Adhesion	0.4
Water	approx. 20%

Starting formulation for Adhesive mortar for expanded polystyrene (EPS) and extruded polystyrene (XPS) boards including graphite treated EPS boards. Standard substrates are brick or concrete walls.



With our newly-developed BERMOCOLL® PAD 2 powder additive customers can now optimize the formulation costs of their cement-based adhesive mortars for polystyrene based substrates used in External Thermal Insulation Systems (ETICS).

BERMOCOLL® PAD 2 combines all the cellulose ether functionalities with a newly developed anchor technology in one product, resulting in a strong micro-scale interactions at the cement/polystyrene interface.

BERMOCOLL® PAD 2 ensures outstanding dry and wet adhesion at an economical dosage on:

- Polystyrene insulation boards made of Expanded Polystyrene (EPS)
- Grey EPS (graphite particle treated EPS)
- Insulation boards made of Extruded Polystyrene (XPS)

BERMOCOLL® PAD 2 is recommended exclusively for use in adhesive mortar formulations, as it provides adhesion without the flexibility provided by a redispersible polymer powder.



# Sustainability

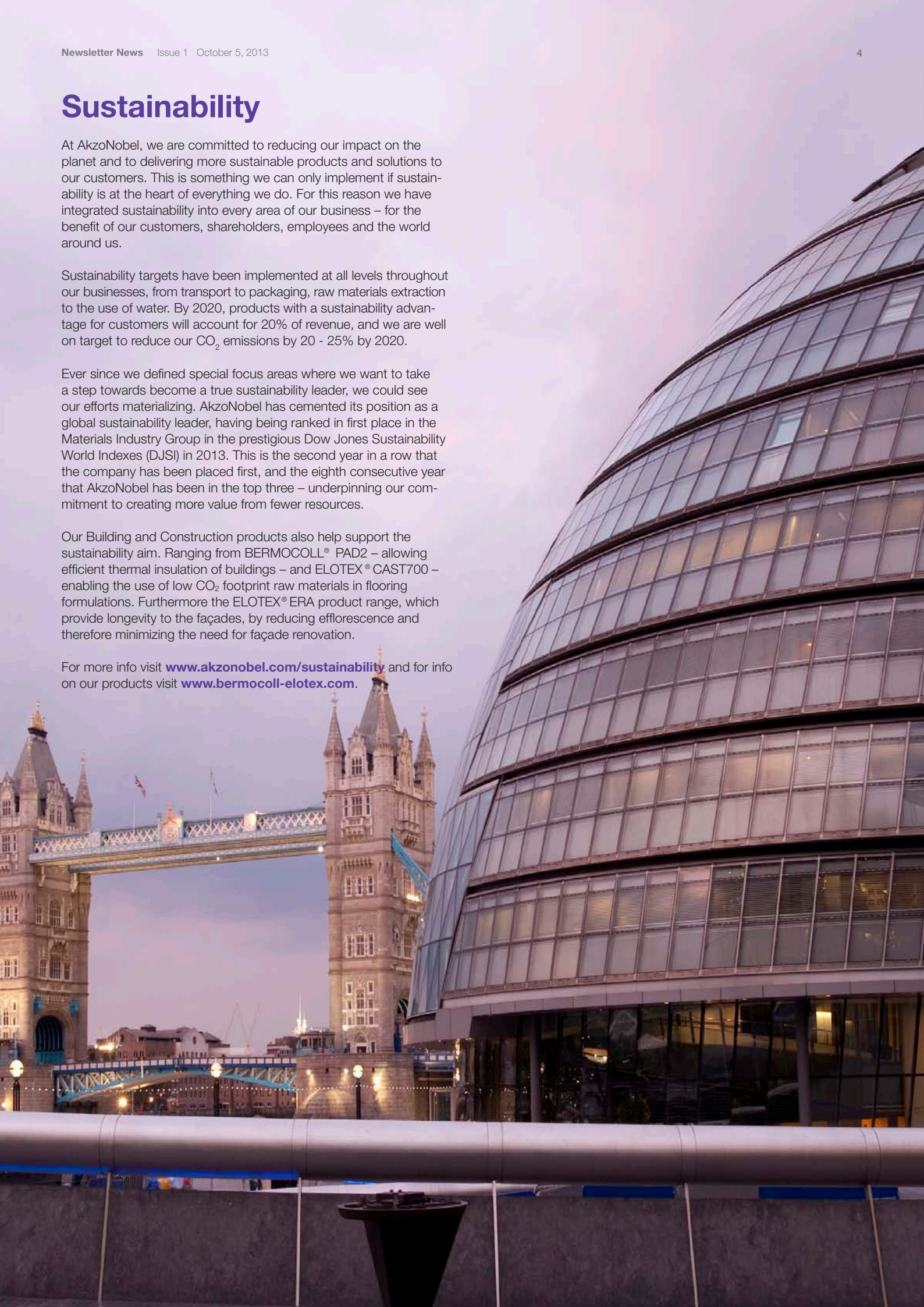
At AkzoNobel, we are committed to reducing our impact on the planet and to delivering more sustainable products and solutions to our customers. This is something we can only implement if sustainability is at the heart of everything we do. For this reason we have integrated sustainability into every area of our business – for the benefit of our customers, shareholders, employees and the world around us.

Sustainability targets have been implemented at all levels throughout our businesses, from transport to packaging, raw materials extraction to the use of water. By 2020, products with a sustainability advantage for customers will account for 20% of revenue, and we are well on target to reduce our CO<sub>2</sub> emissions by 20 - 25% by 2020.

Ever since we defined special focus areas where we want to take a step towards become a true sustainability leader, we could see our efforts materializing. AkzoNobel has cemented its position as a global sustainability leader, having being ranked in first place in the Materials Industry Group in the prestigious Dow Jones Sustainability World Indexes (DJSI) in 2013. This is the second year in a row that the company has been placed first, and the eighth consecutive year that AkzoNobel has been in the top three – underpinning our commitment to creating more value from fewer resources.

Our Building and Construction products also help support the sustainability aim. Ranging from BERMOCOLL® PAD2 – allowing efficient thermal insulation of buildings – and ELOTEX® CAST700 – enabling the use of low CO<sub>2</sub> footprint raw materials in flooring formulations. Furthermore the ELOTEX® ERA product range, which provide longevity to the façades, by reducing efflorescence and therefore minimizing the need for façade renovation.

For more info visit [www.akzonobel.com/sustainability](http://www.akzonobel.com/sustainability) and for info on our products visit [www.bermocoll-elotex.com](http://www.bermocoll-elotex.com).



# Ningbo

## AkzoNobel opens BERMOCOLL cellulose derivatives plant in Ningbo

September 24, 2013,  
Ningbo, China

AkzoNobel has further extended its Ningbo multisite in China with the completion of a new Bermocoll cellulose derivatives production plant. Building on the 80 years of production experience from AkzoNobel facility in Sweden, the new plant is now one of the most technologically-advanced plants of its kind in the world. This ensures product quality and sustainability from the onset.

Including the latest Euro 60 million investment for the Bermocoll plant, AkzoNobel has invested more than Euro 400 million in the Ningbo site since it was established in November 2010. Occupying a 50-hectare plot, AkzoNobel is already producing chelates, ethylene amines, ethylene oxide and organic peroxides at its Ningbo multi-site.

Based on a natural polymer, AkzoNobel's Bermocoll cellulose derivatives are sourced from wood pulp or cotton linters. The main application areas are waterbased paints and building additives. Thanks to their unique water retention properties, Bermocoll products improve the product performance of water-based paints and drymix building and construction products and help to further reduce VOC levels.

We envisage a bright and sustainable future, offering quality products to our customers in the paint and building & construction industries and are very proud to introduce our Ningbo plant – brand new, but with a strong heritage.





# Conferences

## Meeting together across the globe in the near future

As one of the main innovative players in the field of construction chemicals for the drymix industry, one of AkzoNobel Building and Construction's missions is to constantly innovate and communicate findings, both within the technical community of experts, and to the wider community.

AkzoNobel Building and Construction team is present worldwide and will be introducing new products, and new mechanisms understanding in the following conferences over the coming months.

Please take this opportunity to meet our experts. They will be more than happy to interact with you and to share their expertise with you:

## New Webpage



### First International Conference on the Chemistry of Construction Materials, Berlin October 7<sup>th</sup> – 9<sup>th</sup>, 2013

Dr. Roger Zurbriggen, our mineralogist and expert of the dry mortar systems, will present the findings of his latest study in the following presentation: Early mechanisms at mortar surfaces: Skin formation and adhesion properties.

### Global Gypsum Conference in Toronto, ON, Canada October 21<sup>st</sup> – 22<sup>nd</sup>, 2013

Anna Thomé, Technical Manager and flooring expert will present the latest study on «Gypsum-based leveling compounds – Increasing the utility of alternative gypsum sources»

You can find more in the website [www.globalgypsum.com/conferences/global-gypsum/introduction](http://www.globalgypsum.com/conferences/global-gypsum/introduction)

[bermocoll-elotex.com](http://bermocoll-elotex.com)  
[elotex.com](http://elotex.com)  
[akzonobel.com/elotex](http://akzonobel.com/elotex)

Yes, we are now online! Our new webpage is here, and is available in English, German, Russian, Spanish and Chinese. The design is fresh and completes our global visual appearance. We have simplified the search for our products in particular – why not take a look at [www.elotex.com](http://www.elotex.com)

You can also follow us on  and 

### Drymix conference in Sao Paulo November 8<sup>th</sup>, 2013

Joerg Lang, Technical manager and plastering expert will focus on «Skim Coats – How Organic Additives Improve Quality»

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

### World of concrete in Las Vegas, Nevada, US January 21<sup>st</sup> – 24<sup>th</sup>, 2014

We will be presenting our annual seminar on January 22<sup>nd</sup>, 2014.

You can find more in the website [www.worldofconcrete.com](http://www.worldofconcrete.com)

### Russian Mortar Days, Moscow January 29<sup>th</sup>, 2014

Akzo Nobel B&C maintains an effective presence in Russia and is proud to have their own lab in partnership with Prof. Andrey Pustovagar at MCU. Our experts will attend the next Russian Mortar days and will once again make an active contribution.

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

### Middle East Coating Show, Dubai, UAE March 10<sup>th</sup> – 12<sup>th</sup>, 2014

Please come and meet us at the next Middle East Coating Show in Dubai. The AkzoNobel B&C team will be happy to welcome you at our booth.



# Activities

## AkzoNobel Community activities: Football club sponsorship at Sempach

Sempach FC has 22 junior teams, enabling over 300 children and young people to spend their free time in a productive way. AkzoNobel's Erwin Bühler, Technician, has been involved with the football club for several years, and it was he who first drew our attention to weather-related capacity issues faced by the club's field. Consequently, AkzoNobel decided to participate and to support installation of the new artificial turf playing field. The newly refurbished artificial turf playing field, as can be seen on the photo, has now been named «AkzoNobel Arena».

At the opening ceremony, our two-party delegation, consisting of Dr. Anja Gestmann, RD&I Manager, and Josef Zemp, Facility and Lab Support, had the first-hand opportunity to witness a unique club and the family atmosphere which the football club brings to the Sempach community.



Football Sempach: Anja Gestmann and Josef Zemp



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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.