



Dow Expands Boundaries with Customers at 2016 American Coatings SHOW

Industry experts from Dow showcase new rheology modifiers and other innovations developed to solve industry challenges

PHILADELPHIA – April xx, 2016 – The Dow Chemical Company (NYSE: DOW) is answering the dynamic needs of coatings formulators, manufacturers, regulators and applicators with the latest innovations to help solve their most critical challenges at the **2016 American Coatings SHOW** April 12-14, 2016 at the Indiana Convention Center (booth #2230).

Technical experts from several Dow businesses – Dow Coating Materials, Dow Construction Chemicals, Dow Microbial Control and Dow Polyurethanes – will present how their technologies are helping customers expand the boundaries of coatings' performance characteristics, application properties, and even the markets they can serve. Attendees will also learn about important architectural paint 2016 market research findings from the Paint Quality Institute (PQI), the industry's leading educator for paint professionals and consumers.

Several new low-VOC rheology modifiers that are manufactured without solvents and surfactants will also launch at the show, including:

- **ACRY SOL™ RM-1600** and **ACRY SOL™ RM-3030 Rheology Modifiers**, high-efficiency ICI builders that help to solve the challenge of retaining high shear thickness for improved film build and surface aesthetics while maintaining formulation versatility across a range of binder chemistries.
- **ACRY SOL™ DR-180 Rheology Modifier**, a high-efficiency hydrophobically modified alkali soluble emulsion (HASE) offering a partial or complete replacement for hydroxyethylcellulose (HEC) technology and coupling excellent sag/flow balance with exceptional spray, roller and brush application properties for desired performance in contractor quality paints.

"We've built a legacy of innovative breakthroughs over the last six decades, including the industry-recognized¹ first waterborne binder for house paint, RHOPLEX™ Binder Technology," said Sylvia Insogna, North America marketing director, Dow Coating Materials. "We're looking forward to demonstrating how our teams can help attendees meet and exceed their customers' expectations today and in the future – from technology that holds up under harsher conditions to products that help them meet more significant demands from consumers, contractors and regulators without compromising performance."

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Featured technologies recently recognized as industry-leading innovations include:

- **TERAFORCE™ Technology**, a 2015 R&D 100 Award winner that transformed oil productivity in hydraulic fracturing as the first polyurethane resin-coated proppant.
- **ACRYSOL™ RM-725 Rheology Modifier**, a 2015 R&D 100 Award-winning hydrophobically modified ethylene oxide urethane (HEUR) that optimizes hiding and touch-up performance in architectural coatings; when combined with recently introduced **ROVACE™ 10 Vinyl Acrylic Emulsion**, a low-VOC binder offering broad shear stability and formulation flexibility, ACRYSOL™ RM-725 Rheology Modifier can amplify binder performance to help meet the evolving needs of formulators, applicators and specifiers.

“Collaborating with customers across various Dow businesses can help them reach the next level of performance,” said Juan Carlos Medina, North America marketing manager, Dow Polyurethanes. “If a customer is looking for one of our polyurethane coating solutions, for example, they can benefit from knowing how our broad biocide portfolio and dosing system from Dow Microbial Control can help optimize the formulation.”

An extensive spectrum of Dow’s impactful industry solutions will be highlighted at the show, including:

- **MAINCOTE™ AEH Resin** for waterborne two-component (2K) concrete coatings that require high performance, excellent tire pickup resistance and ultra-low VOC capabilities.
- **MAINCOTE™ 4950 Resin** and **AVANSE™ 200 Acrylic Binders** offering excellent performance with an improved sustainability profile for direct-to-metal (DTM) commercial and industrial applications.
- **CENTURION™ Acrylic Binder**, a cross-linking technology offering world class performance for roof coatings under ponded water.
- **VORAPEL™ Polyols**, an alternative solution to highly viscous hydroxyl terminated polybutadiene (HTPB) resins. This family of products offers a moisture- and chemical- resistant option for formulators to protect a variety of substrates, including electronic equipment, concrete structures and chemical pipes and tanks.
- **PARALOID™ Edge Technology**, a first in solvent-borne 2K urethane technology for industrial wood applications; this high-performance, ambient crosslinking system is manufactured without isocyanate and formaldehyde.
- **VORASPEC™ 58 Toughening Agent**, a urethane acrylate that helps formulators to achieve flexible and tough high solids epoxy coatings without compromising viscosity, cure time, adhesion or the chemical resistance properties of the cured product.
- **BIOBAN™ 200 Antimicrobial** and **ROZONE™ 2000 Mildewcide**, high-performance, cost-effective dry film preservatives based on ultra-low leaching dichlorooctylisothiazolinone (DCOIT) technology.
- **RHOPLEX™ 800h Binder** for improved hardness, tack, block, print and scrape resistance in low-VOC, binder-rich, highly colored architectural paints.

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Dow experts will discuss these innovations, among others, during the following **presentations** and poster sessions at the 2016 American Coatings SHOW and Conference:

Monday, April 11

- **10:30 a.m. – 12:00 p.m.:** Biocide Selection Process for Coatings
Beth Ann Brown, Ph.D., Senior Microbiologist, Dow Microbial Control
- **2:30 p.m. – 3:00 p.m.:** Additives Level the Playing Field for Cost-Effective PVA Binders to Excel in Touch-up and Coverage Properties
Tara Conley, Technical Sales Manager, Dow Coating Materials
- **5:30 p.m. – 7:30 p.m.:** Role of Hydrophobicity on Chemical Resistance of Fast-Cure Elastomeric Coatings
Aayush Shah, Senior Engineer, Dow Polyurethanes

Tuesday, April 12

- **9:30 a.m. – 10:00 a.m.:** Isocyanate-Free Polyurethane Technology for Automotive Refinish Applications
Nahrain Kamber, Ph.D., Technical Service and Development Group Leader, Dow Coating Materials
- **11:00 a.m. – 11:30 a.m.:** Acrylic Epoxy Hybrid Coatings for Commercial and Institutional Wall Applications
Art Leman, Technical Service and Development Manager, Dow Coating Materials

Wednesday, April 13

- **10:30 a.m. – 11:00 a.m.:** Ultra-Low VOC Waterborne Alkyd Coatings with Solvent-Borne Alkyd Performance
Erin Vogel, Ph.D., Research Scientist, Dow Coating Materials
- **12:30 p.m. – 1:00 p.m.:** Tuning Toughness and Flexibility in Liquid Applied High Solids Epoxy Coatings
William Heaner, New Product Development, Dow Polyurethanes

Stop by the Dow booth (#2230) or visit www.dow.com/acs to get the latest news on Dow solutions and PQI offerings at the 2016 American Coatings SHOW.

Engage with @DowChemical on Twitter during #ACS16: Use #PaintYourFuture to show and share your vision for the next generation of coatings.

¹American Chemical Society National Historic Chemical Landmarks. Acrylic Emulsion Technology.
<http://www.acs.org/content/acs/en/education/whatischemistry/landmarks/acrylicemulsion.html> (accessed March 8, 2016).

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About Dow

Dow (NYSE: DOW) combines the power of science and technology to passionately innovate what is essential to human progress. The Company is driving innovations that extract value from material, polymer, chemical and biological science to help address many of the world's most challenging problems such as the need for clean water, clean energy generation and conservation, and increasing agricultural productivity. Dow's integrated, market-driven, industry-leading portfolio of specialty chemical, advanced materials, agrosiences and plastics businesses delivers a broad range of technology-based products and solutions to customers in approximately 180 countries and in high-growth sectors such as packaging, electronics, water, coatings and agriculture. In 2015, Dow had annual sales of nearly \$49 billion and employed approximately 49,500 people worldwide. The Company's more than 6,000 product families are manufactured at 179 sites in 35 countries across the globe. References to "Dow" or the "Company" mean The Dow Chemical Company and its consolidated subsidiaries unless otherwise expressly noted. More information about Dow can be found at www.dow.com.

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