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## Arkema Introduces New Ammonia-Free Celacor® AF Opaque Polymer

**Arkema Coating Resins, a business unit of Arkema, announced today the introduction of Celacor® AF opaque polymer, an ammonia-free product for use in formulating low-odor interior and exterior architectural coatings with excellent hiding properties.**

“Celacor® AF opaque polymer offers an ammonia-free solution across many architectural coating formulations, making it easier to develop low odor coatings,” John Hiel, North American Marketing Manager for Arkema Coating Resins, explained. “These products are 100% compliant with Arkema’s EnVia® certification for sustainable formulating ingredients.”

Additionally, Celacor® AF opaque polymer provides up to 11 percent better hiding than other products in this line. Formulators can reduce the amount of other raw materials, most notably TiO<sub>2</sub>, in their products, to help decrease the overall cost of the formulation.

“Better hiding coupled with low odor capabilities makes these polymers ideal for a wide range of coating applications,” Hiel said. “They give formulators enhanced options as they create paints and coatings for both interior and exterior architectural applications worldwide.”

Products from Arkema Coating Resins that display the EnVia® trade name have passed our rigorous certification program. EnVia® certified products have been designed to assist formulators in meeting their sustainability and regulatory goals in their finished products.

For more information, visit [www.arkema.com](http://www.arkema.com).

### **About Arkema**

*A designer of materials and innovative solutions, Arkema shapes materials and creates new uses that accelerate customer performance. Our balanced business portfolio spans high-performance materials, industrial specialties, and coating solutions. Our globally recognized brands are ranked among the leaders in the markets we serve. Reporting annual sales of €7.7 billion in 2015, we employ approximately 19,000 people worldwide and operate in close to 50 countries. We are committed to active engagement with all our stakeholders. Our research centers in North America, France, and Asia concentrate on bio-based products, new energies, solutions for electronics, potable water management, lightweight materials and 3D design materials, building performance and insulation. For the latest, visit [www.arkema.com](http://www.arkema.com).*

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