Dow Introduces Novel, 100 Percent Acrylic Redispersible Powder

Release Date: Thursday, November 13, 2014 10:30 am EST

Terms: Business News  Company News

Dateline City: HOUSTON

New Product Delivers Dow’s Wet Acrylic Polymer Expertise in a Dry, Redispersible Format

HOUSTON--(BUSINESS WIRE)--Dow Construction Chemicals (DCC), a business unit of The Dow Chemical Company (NYSE:DOW), today announced the launch of a new high performance 100 percent acrylic redispersible powder, DLP-500. With this launch, Dow enters a new market with a dry acrylic powder that performs as well as the Company’s highly regarded acrylic emulsion products.

““This product represents our ongoing commitment to, and a truly unique innovation in, the redispersible powder market,” said Bill Wagner, commercial director for DCC in North America. “DLP-500 provides all the performance benefits of a traditional wet acrylic, along with the sustainability benefits and savings from lower shipping and packaging costs.”

Designed specifically for Exterior Insulation Finish Systems (EIFS) and stucco finishes, DLP-500 enables a dry mix with exceptional early rain resistance and dirt pick-up resistance while maintaining the workability and feel of traditional wet-formulated products. DLP-500 is the first product to be commercialized from what is expected to be a robust platform of high-performance, 100 percent acrylic redispersible powders for applications ranging from EIFS and roof coatings to repair mortars, grouts and tile adhesive.

Leveraging Dow’s decades-long experience in acrylic polymer technology, DLP-500 also enables formulators to serve a construction industry increasingly focused on sustainable building practices. By allowing for packaging in bags instead of pails or buckets, DLP-500 realizes package cost savings in excess of 60 percent. Additionally, without the presence of water, which can represent 50 percent of a traditional acrylic emulsion, DLP-500 customers can potentially cut their shipping costs and fuel use in half.

“The performance level achieved by our global development team with DLP-500 surpassed our highest expectations,” said Gary Reach, said DCC strategic marketing manager. “DLP-500 is truly in a class of its own and will be the foundation of our future generation of products in this space.”

Produced in the United States, DLP-500 is being debuted in North America, with global launches expected in other regions throughout 2015.

For more information and sample requests, please visit DowConstructionChemicals.com.

About Dow Construction Chemicals

Dow Construction Chemicals (DCC) uses extensive technology platforms and application know-how to help formulators and manufacturers create innovative and high-performance products for the construction industry. Using a portfolio that includes acrylics, vinyl acrylics, cellulose ethers, redispersible latex powders and formaldehyde-free thermosetting resin, DCC consistently delivers a broad range of market-driven, industry-leading solutions for various construction markets. For more information, visit www.dowconstructionchemicals.com.

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 the intersection of chemical, physical and biological sciences 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, agosciences 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 2013, Dow had annual sales of more than $57 billion and employed approximately 53,000 people worldwide. The Company's more than 6,000 products are manufactured at 201 sites in 36 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.

Language:
English

Contact:
Dow Construction Chemicals
Josh Hadden-Leggett
215-592-2179
Public Affairs
jhaddenleggett@dow.com
or
Dow Building & Construction
Melissa Jones
989-636-2228
Public Affairs
MCJones@dow.com

Ticker Slug:
Ticker: DOW
Exchange: NYSE