

**WATERBORNE PURE ACRYLIC PERFORMANCE FOR INTERIOR & EXTERIOR  
PREMIUM PAINTS: ENCOR® 2787**

**Gregory DELMAS**

Development & innovation leader - Architectural coatings

Holistic Benefits/Premium Performance – Developing a range of more sustainable binders for a multitude of applications such as interior wall paints, exterior wall coatings and wood coatings does not come without challenges, but Arkema has developed a single robust acrylic that is versatile enough to be used in all of these applications. We will demonstrate how our waterborne pure acrylic is the right binder to develop more sustainable coatings for various high end architectural applications where excellent washability, water whitening resistance, surfactant leaching resistance, dirt pick up resistance and durability are required.