

Reactsurf® 2490: Polymerizable surfactant for high performance adhesives and architectural coatings

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Reactsurf® 2490 is a new APE-free polymerizable surfactant designed as a primary emulsifier for acrylic, vinyl-acrylic and styrene-acrylic latex systems. It provides superior performances in adhesives and architectural coatings, in comparison with benchmarks. This talk aims to provide proof of the outstanding performances achieved with Reactsurf® 2490 as an emulsifier. Among these advantages, we can stress an excellent watermark resistance due to reduced surfactant leaching, a superior dirt pick-up resistance in exterior coatings and an improved water whitening resistance in pressure sensitive adhesives. Improved mechanical properties and other product benefits are also highlighted.