

Kuraray at ECS 2019: Materials for premium surfaces and efficient coating processes

At the 2019 European Coatings Show, specialized chemical manufacturer Kuraray will present a new heat-resistant Mowital product and two high-molecular Poval materials with a unique viscosity in hall 1 at booth 1-454

Hattersheim/Nuremberg, March 2019. Inks, paints and coatings have a tough job: They provide protection against weather and oxidation, and give parts, products and packaging a custom look and special feel. Industries are placing ever stricter requirements on modern inks and surface materials. They have to be temperature-resistant and permanently elastic, offer good flow properties and also pose no health risks when used on food packaging. A world leading manufacturer of specialized chemicals, Kuraray will present its comprehensive range with the Mowital, Kuraray Poval and Liquid Rubber brands, including a new heat-resistant PVB material and two new high-molecular polyvinyl alcohols, at hall 1, booth 1-454 of the European Coatings Show (ECS) from March 19 to 21, 2019 in Nuremberg: Materials that make inks, paints and coatings even more efficient.

Crystal-clear, permanently elastic, resistant to weather and heat: Inks, paints and coatings have to meet ever growing requirements. Sectors such as the printing, packaging, automotive or mechanical engineering industries need powerful color systems and surface materials that protect their components, products and packaging and lend them a permanently brilliant color and luster. For modern coating processes, paints also have to offer good flow properties. And when it comes to printing food packaging, color systems must not pose any health risks. Kuraray offers high-performance materials suitable for a wide range of applications that enable ideal surface structures and efficient production processes. From March 19 to 21, 2019, the manufacturer of specialized chemicals will present its wide range of materials for inks, paints, adhesives and coatings at the 2019 European Coatings Show, the world-leading exhibition for the paint and coating industry, in Nuremberg. **In hall 1, at booth 1-454**, Kuraray experts will talk about:

- **Mowital**, a wide range of PVB materials from Kuraray for versatile applications - including the new heat-resistant BA 55 HH with a unique rheology and viscosity
- **Kuraray Poval**, the powerful PVA resin with outstanding technical and chemical properties - including two new highly molecular polyvinyl alcohols that give inks and paints superior flow characteristics

- **Liquid Rubber**, the highly viscous synthetic rubber based on isoprene, butadiene and styrene, making high-performance paints and coatings permanently elastic - even at low temperatures

Binder for special requirements: heat-resistant and crystal-clear

Mowital polyvinyl butyrals offer excellent optical transparency - crystal-clear, similar to glass. Its high binding power makes Mowital an excellent binder for printing inks, paints and coatings. The PVB materials offer very good elasticity and are compatible with many polymers and solvents. With excellent adhesion and film formation properties, Mowital is ideal for thermoplastic applications. At the same time, it poses no health risks, meaning it can be used for food packaging. At the 2019 European Coatings Show, Kuraray will present a **new polyvinyl acetal** from its Mowital range. BA 55 HH features a unique rheology, which gives coatings and paints very **smooth flow properties**. In addition, the material is **especially heat-resistant**, making it ideal for use in stoving enamels and heat-sealable lacquers as well as thermoplastic glues.

Kuraray Poval polyvinyl alcohol (PVA) resins are characterized by unique physical and chemical characteristics - including outstanding film formation and barrier properties. Thanks to their excellent binding power, they are ideal as a binder for inks, paints and coatings. The PVA materials can be flexibly combined with a wide range of reaction partners, are water-soluble as well as biodegradable, pose no health risks and can even be recycled. At the 2019 European Coatings Show, Kuraray will present **two new highly molecular polyvinyl alcohols** featuring a much higher viscosity than similar materials that give paints and inks superior flow properties. Used as a post-additive, KP 200-88 KX SB achieves a **very good shear-thinning behavior with optimal elasticity**. KP 105-88 KX SB is an excellent protective colloid for highly viscous polyvinyl acetate (PVAc) dispersions. During polymerization, it cross-links very well with PVAc and ensures **higher viscosity** while **requiring less materials** than comparable substances. At the same time, KP 105-88 KX SB improves water resistance.

More about the new highly molecular polyvinyl alcohols from Kuraray Poval:

On Tuesday, **March 19, 2019**, **Dr. Samuel Michel, TS&D Poval at Kuraray**, will discuss the advantages that KP 200-88 KX SB and KP 105-88 KX SB can offer vinyl acetate emulsion applications at the **ECS Conference starting at 11:30 a.m. in the Seoul room, Nuremberg trade fair grounds**.

The highly viscous synthetic rubbers from the **Liquid Rubber (K-LR)** series are colorless, transparent and nearly odorless, plus they have a very low VOC content. As a reactive plasticizer, the rubber materials lend coatings and seals **permanent elasticity - even at low temperatures** thanks to their low glass transition temperature (T_g). Available as liquid isoprene rubber (LIR) and liquid butadiene rubber (LBR), Liquid Rubber is also perfect for high-performance surface materials and sealants for the automotive and construction industries, as well as shipbuilding. Liquid Rubber features a substantially **higher molecular weight** than other comparable plasticizers - for non-residue processing and

optimal quality. The synthetic rubbers are co-vulcanizable and reduce migration significantly, helping to retain their physical properties permanently. Another benefit: With Liquid Rubber, **processing times can be shortened considerably**. Additional applications include tires, belts, tubing and other rubber products and adhesives.

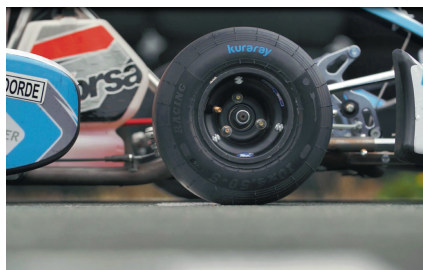
Captions/sources for pictures: Kuraray



[Picture 1] Materials for a brighter world: As a binder, Mowital polyvinyl butyrals lend inks and paints an excellent brilliance. The PVB materials are compatible with many polymers and solvents. Plus, they do not pose any health risks, making them ideal for printing food packaging. At the 2019 ECS, Kuraray will present a new heat-resistant Mowital product with superior flow properties for industrial coatings.



[Picture 2] Excellent binding power and environmentally-friendly: Thanks to their unique physical and chemical properties, Kuraray Poval polyvinyl alcohol (PVA) resins are ideal for applications in a wide range of areas - from inks and paints, to the paper, adhesive, textile and construction industries. At the 2019 ECS, Kuraray will present two new highly molecular polyvinyl alcohols that give inks and paints superior flow characteristics.



[Pictures 3 and 4] Permanently elastic and highly durable: The highly viscous synthetic rubbers from the Liquid Rubber series from Kuraray give coatings, paints and sealing materials permanent elasticity - even at low temperatures. They are ideal for demanding surface materials, for example in the automotive industry or shipbuilding (shown left). Liquid Rubber ensures tires have the best grip and a longer service life (shown right).

About Kuraray

Established in 1991, Kuraray Europe GmbH is based in Hattersheim, near Frankfurt am Main, Germany. In 2017 the company generated annual sales of over EUR 680 million. It has 680 employees in Germany at its sites in Hattersheim, Frankfurt and Troisdorf. Kuraray is a global specialty chemicals company and one of the largest suppliers of polymers and synthetic microfibers for many sectors of industry. Examples are KURARAY POVAL™, Mowital®, Trosifol®, Clarino™ and CLEARFIL™. Kuraray Europe also has 180 employees at six other European sites. They are also working on the development and application of innovative high-performance materials for a wide range of sectors, including the automotive, paper, glass and packaging industries, as well as for architects and dentists.

Kuraray Europe is a wholly owned subsidiary of the publicly listed Kuraray Group, which is based in Tokyo, Japan, and has around 9,000 employees worldwide and sales of over EUR 4 billion.

You will also find this press release, including image materials, online at:
<https://www.kuraray.eu/presse/>

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