

Celanese Introduces EcoVAE™ Emulsions for Low to No VOC, Eco-Friendly Paints in Asia

New technology offers performance improvements for interior decorative paints

Guangzhou, China (26 November 2008) – At ChinaCoat 2008 in Guangzhou, Celanese Emulsion Polymers introduced EcoVAE™ emulsions for low odor, low VOC interior decorative paints to the Asian region. This new line of products was created to meet both the regulatory requirements for lower VOC limits and growing consumer demand worldwide for more environmentally friendly, low odor products. Emulsions designed for the interior decorative paint segment include: EcoVAE™ 1603, a universal binder for matt to satin paints; EcoVAE™ 1608 to formulate freeze/thaw stable coatings; and EcoVAE™ 1630 for semi-gloss coatings. All EcoVAE™ emulsions are synthesized to be APEO-free and offer specific advances for interior paints in wet scrub resistance.

Building upon success in emulsions for low emission coatings

EcoVAE™ emulsion polymers first debuted in the North American region at the American Coatings Show (ACS) earlier this year. The response has been so positive from both the industry and the paint manufacturers that Celanese is now expanding the product line internationally. Recognizing differences in formulation and application characteristics around the world, Celanese will provide each region with its own product line to meet the specific needs of its customers.

Celanese's experience with low-VOC VAE technology began with the Mowilith™ brand in Europe in 1994, and today Celanese is the leading supplier in Europe for VAE emulsions in low emission paints.

According to Kevin Wu, Commercial Director, Celanese Emulsion Polymers, the EcoVAE™ emulsions introduced today are designed to meet the formulation and application requirements of customers in Asia and Pacific regions. "Right now, we are assisting our customers in China so they can meet the tougher VOC regulations and we are introducing VAE technology for waterborne paints to India," he said.

Starting with research and development in Frankfurt, Germany, and supported by experts in application and development in the Shanghai Technology Center, Celanese tailors products for the region and the customer. "Not only do our emulsions meet the low-VOC criteria, they also increase the performance of the paint, such as improving wet scrub resistance," added Wu.

Though the countries are diverse, one trend is global – environmentally friendly products are growing in popularity and consumers are willing to pay more for them. A worldwide study published by TNS in May 2008, called *Global Shades of Green*, cites more than 48 percent of respondents in Latin America, Asia, the U.S. and Europe are more concerned about the environment than five years ago. In that same group, from 53 percent (U.S.), to 79 percent (Latin America) are willing to pay more for eco-friendly products; the figure for Asia is an impressive 62 percent.

"Everywhere I travel and in every conversation with our market development managers throughout the region, they cite an increase in consumer awareness of "Green" issues as one of the drivers for lower emission paints. The technology in EcoVAE™ and the expertise at Celanese Emulsions will help our customers to capitalize on this growing marketing trend," said Wu.

The EcoVAE™ Product Line for Asia

All three EcoVAE™ products – 1603, 1608, and 1630 – offer formulators the ability to develop eco-friendly coatings while still engineering high-performance characteristics. These VAE emulsions exhibit large differences between the glass transition temperature (Tg) and minimum film forming

temperature (MFFT) that allow the creation of a durable film without the need for coalescing agents – the primary source of VOCs in paints. “The coalescing solvents are a major cause of both emissions and odor in paints. With EcoVAE™ emulsions, you start with an intrinsically low-odor binder and the result is a very low VOC, near zero, paint with extremely low odor,” said Wu.

EcoVAE™ 1603 is a general-purpose binder for matt to satin paints with superior wet scrub resistance. EcoVAE™ 1603 offers superior opacity through improved film formation of the VAE matrix. **EcoVAE™ 1608** is designed for matt to satin paints where freeze/thaw capability is a principal concern. **EcoVAE™ 1630** is especially synthesized for semi-gloss paint with superior gloss formation and block resistance properties. In blocking tests, semi-gloss paints based on EcoVAE™ 1630 emulsions exhibit more than 100 percent better performance than soft pure acrylics and soft styrene acrylics.

According to Wu, manufacturers currently using soft styrene acrylic technology should be particularly interested in EcoVAE™ technology. “Manufacturers can remove the coalescing solvents while improving the wet scrub performance of their coatings,” Wu said. “There is no question that EcoVAE™ offers upgraded performance over styrene acrylic as the binder for high-performance interior paints. When you include the ability to deliver near-zero-VOC paints with exceptionally low odor, we believe coatings manufacturers will realize the value that EcoVAE™ delivers to their products in both formulation and marketing. We will continuously develop products specifically for the Asia and Pacific regions to meet our customers’ market-driven needs in the future.”

Strong commitment to the Asian region

Celanese’s plans for future success include strong growth throughout the Asia Pacific region and, in particular, China. The company has made a series of large investments in the region, including the Celanese Nanjing Integrated Chemical Complex. This complex is comprised of seven units including acetic acid, vinyl acetate monomer (VAM), and emulsions, among others.

“The Nanjing emulsions plant manufactures both atmospheric emulsions such as vinyl acrylics and pure acrylics as well as high-pressure emulsions such as VAE. With one of the principal raw materials (VAM) also produced by Celanese on site, it ensures the surety of supply to the emulsions customers,” stated Wu.

Another major investment is in the announced Shanghai Commercial and Technology Center in Zhangjiang, which will house both the Celanese Asia Headquarters as well as the commercial and technology departments of the various businesses, including emulsions. The center is slated to open in early 2010. These state-of-the-art facilities will be staffed with more than 400 experienced scientists, design engineers and technical experts who will provide prompt service and support with regard to localized technology and application testing to Asian customers.

“EcoVAE™ emulsions and the coatings industry in Asia will continue to be a focus for Celanese in the future. The emulsions plant in Nanjing and the Shanghai Commercial and Technology Center enable us to meet our customers’ current and future needs and help them drive value into their coatings products,” said Wu.

For more information on EcoVAE, or to order a sample, visit www.EcoVAE.com.

About Celanese Emulsion Polymers

Celanese Emulsion Polymers is a global leader in developing products and application technology to improve performance, create value and drive innovation in a broad range of industrial and consumer end-use applications including adhesives, coatings, engineered fabrics, glass fibers, paper, textiles and more. The business has manufacturing facilities worldwide and is supported by expert technical service regionally. More information about the Celanese Emulsions Polymers is available

at www.celanese-emulsions.com.

About Celanese

As a global leader in the chemicals industry, Celanese Corporation makes products essential to everyday living. Our products, found in consumer and industrial applications, are manufactured in North America, Europe and Asia. Net sales totaled \$6.4 billion in 2007, with approximately 70% generated outside of North America. Known for operational excellence and execution of its business strategies, Celanese delivers value to customers around the globe with innovations and best-in-class technologies. Based in Dallas, Texas, the company employs approximately 8,400 employees worldwide. For more information on Celanese Corporation, please visit the company's website at www.celanese.com.

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