



CELANESE EMULSIONS FOR PAINTS & COATINGS

PRODUCT PORTFOLIO AMERICAS 2025

Formulating your vision with our expertise

The company

We are a global technology and specialty materials company based in Dallas, Texas, operating in key geographic locations worldwide.

We are continuously working on innovation and process improvement and are always looking for exciting new opportunities. In all the industries we serve, our products hold leading positions worldwide. We offer an advanced product portfolio complemented by large global production capacity, operating efficiencies, proprietary production technology and competitive cost structures.

- Celanese is a real solution provider. We help our customers address problems and accelerate product development or deliver new solutions for their customers.
- Celanese is a company of world-class chemists, material and polymer scientists, engineers, operators and professionals across the globe.
- Celanese is represented by diverse backgrounds and cultures with diverse capabilities and expertise.
- Celanese is closely watching market and industry trends, as well as regulatory requirements, to be at the forefront of innovation. Celanese is ready to help you meet your requirements for high-quality waterborne coatings.

Our two business segments

- Acetyl Chain: acetic acid, vinyl acetate monomer, other acetyl derivatives, EVA polymers, emulsion polymers, redispersible polymer powders and specialty additives & Acetate Tow: cellulose derivatives
- Materials Solutions: Specialty thermoplastics, cellulose derivatives and food ingredients

Celanese Emulsion Polymers business

- Partnering with our customers to fulfill real industry and consumer needs
- Global expertise in a wide array of applications
- Manufacturer of both high-pressure (VAE) and conventional (atmospheric, ATM) emulsions

Celanese Emulsion Polymers is one of the largest and most experienced suppliers of emulsion technology for waterborne coatings in the world. We have been an active leader in paints and coatings for decades, and we have gained a deep understanding of the markets, products, applications and issues affecting our industry today.

Thanks to the acquisition of the ELOTEX® redispersible polymer powder products, Celanese has extended its product portfolio for the building & construction industry.



products to meet real-world application profiles to enable product testing according to the latest standards and norms.

Advanced technology for a sustainable future

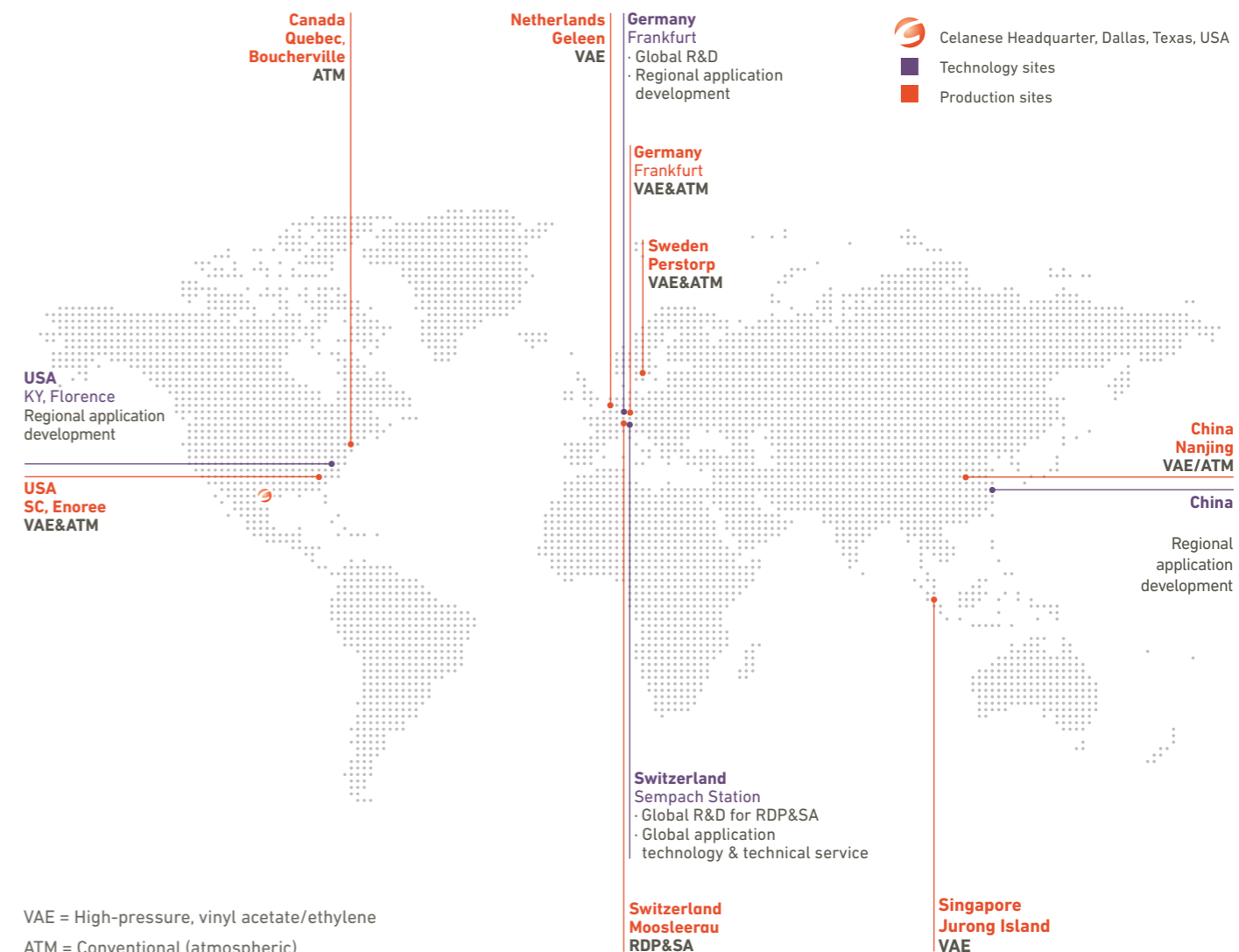
Celanese offers high-performance emulsions for the entire coatings market. These water-based emulsions do not contain solvents or plasticizers. This leads to lower emissions, lower odor and a lower environmental impact, making them the right binder choice for the next generation of high-performance coatings.

Global reach

The global research and development center for Celanese emulsions (Frankfurt Technology Center) is located in Germany. The center closely cooperates with the other Celanese regional application development centers in Florence, USA and in Shanghai, China. These regional facilities enable us to rapidly develop new products and to assist customers in the region with their development projects. We have manufacturing plants and technical support in all major regions.

Understanding customer and industry needs

The Celanese technical team consistently strives to meet the needs of our customers, including their formulated coating products. We are constantly updating our laboratory with modern equipment to aid us in designing and adapting our



Celanese supports the American paint industry

Celanese supports the North, Central and South American paint industries by providing high-performance emulsions and technical expertise to coatings manufacturers. We constantly monitor and evaluate the market drivers and regulatory trends that affect the coatings industry in order to provide innovative solutions to our customers.

Celanese has two emulsions manufacturing facilities in North America to support your requirements. As one of the world's leading suppliers of vinyl-based technologies, Celanese is backward integrated to VAM and acetic acid to provide the security of supply to our customers.

For the formulator, we provide technical expertise, starting point formulations and emulsions that are tailored to meet all their needs, from VOC regulations to application characteristics and paint performance properties. For the paint marketer, we help support low odor and low VOC claims, as well as high-performance attributes such as scrub resistance and block resistance.

Broad product range to meet your needs

Celanese offers a diverse portfolio of products, including our EcoVAE® line of vinyl acetate/ethylene emulsions, our Avicor® line of vinyl acrylic and 100% acrylic emulsions and our Celanese® CLX ultra-low VOC coalescent.

Celanese has decades of experience in VAE emulsions designed for low-odor, low-VOC interior decorative paints and has translated this in the form of EcoVAE® emulsions designed for the North and Latin American industries. EcoVAE® emulsions must meet stringent criteria including:

- Ability to formulate low-VOC coatings
- Very low odor
- APE-free
- Low residual monomer level (<1000 ppm)

These emulsions address formulation and regulatory concerns, and offer distinct competitive marketing advantages, such as low odor, good touch-up and scrub resistance. These emulsions can also enable you to meet third party certifications such as Master Painters Institute specifications.

Ask us about our products and how they fit your sales and marketing goals.

Our brands Avicor® and EcoVAE® Emulsions for Architectural Coatings

Celanese offers a broad range of emulsions for use in the architectural paint and coatings industry, including the EcoVAE® brand of vinyl acetate/ethylene polymers and the Avicor® brand of emulsions.

Celanese Emulsion Polymers has been at the forefront of technology that has enabled environmental breakthroughs for the coatings industry. Our company developed the first non-solvent binder technology for low VOC paints decades ago. Today, EcoVAE® brand emulsions are enabling low VOC paints that meet increasingly stringent VOC legislation, while meeting consumer requirements for high-performance use.



Today, you can choose the following polymer types in the Avicor® line of emulsions:

- Vinyl acrylic
- 100% pure acrylic
- Specialty vinyl acetate/versatate emulsions

Avicor® polymers enable formulators to meet durability and high-scrub requirements in both conventional and low-VOC paints. They can be used in both interior and exterior architectural coatings where durability and washability are critical requirements.

EcoVAE® vinyl acetate/ethylene emulsions are specifically designed for the formulation of low-odor, low-VOC architectural coatings.

Characteristics of paints formulated with EcoVAE® emulsions:

- Low odor
- Low emission / low VOC
- Eco-friendly
- Excellent scrub resistance
- Good touch-up
- Able to meet green certifications

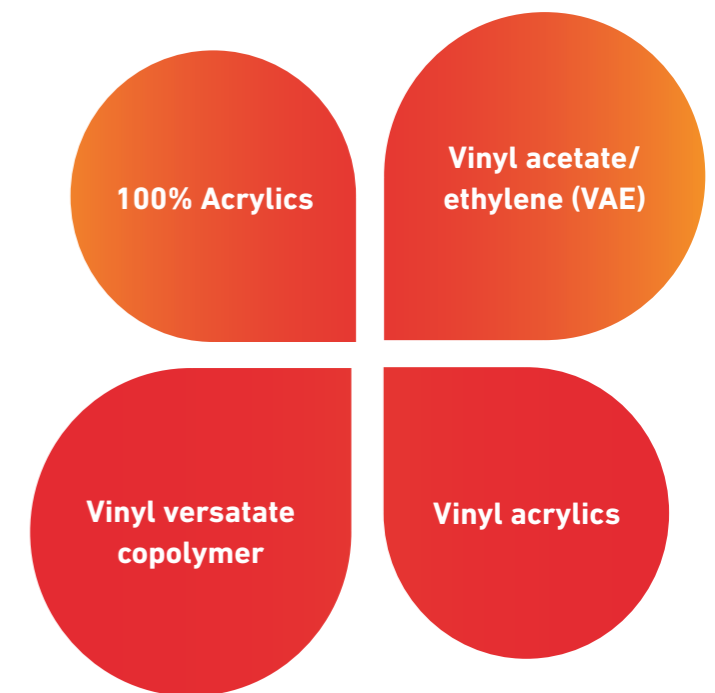
EcoVAE® emulsions meet the following criteria:

- Low VOC
- APE-free
- Vinyl acetate/ethylene (VAE)-based

Applications:

- Interior Wall and Trim Paints
- Exterior Paints
- Bonding Primers
- Wood Stains and Sealers
- Peelable Coatings
- Low VOC

Technologies:



Celanese emulsion polymers binder technology solutions

Product	Polymer Type	Stabilization*	APE-Free	Solids Content (%)	MFFT (°C)	Tg (°C)	pH	Typical Particle Size (nm)	Viscosity (cps)	Features & Benefits	Product
EcoVAE® 401	VAE	E/C	Yes	53.5 – 56.5	0	13	3.8 – 5.7	225	50 – 550	A versatile, workhorse emulsion for low- to zero-VOC DIY and contractor paints that addresses both regulatory compliance and performance issues. Paints formulated with EcoVAE® 401 offer low odor, good scrub resistance and excellent touch-up characteristics. Low- to near zero-VOC capable.	EcoVAE® 401
EcoVAE® 405	VAE	E/C	Yes	53.5 – 56.5	0	13	3.8 – 5.7	225	50 – 550	A high-performance emulsion for DIY and contractor paints, offering exceptional scrub resistance, low odor and enhanced touch-up characteristics. Low- to near zero-VOC capable.	EcoVAE® 405
Avicor® 325	Vinyl Acrylic	S	No	53.5 – 56.5	10	19	3.8 – 6.2	300	600 – 1650	A vinyl acrylic designed for use in both interior and exterior paints. Offers excellent flexibility for use on aged masonry, primed wood, etc. High tensile strength makes this an ideal binder choice for use in peelable coatings.	Avicor® 325
Avicor® 384	Vinyl Acrylic	S	Yes	53.5 – 56.5	11	19	3.8 – 6.2	200	50 – 500	A small particle size APE-free vinyl acrylic designed for use in both interior and exterior paints. Offers excellent flexibility for use on aged masonry, primed wood, etc. Excellent scrub and stain resistance. Compatibility with other polymers and coalescents.	Avicor® 384
Avicor® 395	Vinyl Acrylic	S	Yes	53.5 – 56.5	8	15	3.8 – 6.2	200	250 – 950	A high scrub, APE-free vinyl acrylic designed for superior performance in interior and exterior paints. Reduced solvent/coalescent demand to reach low/zero VOC. Small particle size for improved rheology response and binding efficiency.	Avicor® 395
Avicor® 7305	Vinyl Acrylic	E/C	Yes	53.5 – 56.5	13	20	4.3 – 5.7	285	400 – 1700	An APE-free vinyl acrylic emulsion designed for quality interior coatings across a wide range of sheens. Paint properties include excellent film build and gloss development as well as good flow and leveling.	Avicor® 7305
Avicor® 7480	Vinyl Acrylic	E	Yes	53.5 – 56.5	8	18	4.0 – 5.4	275	25 – 350	A high molecular weight, APE-free vinyl acrylic emulsion, which exhibits efficient pigment binding over a range of PVC, resulting in enhanced scrub resistance, good hiding and superb gloss.	Avicor® 7480
Avicor® 7448	Vinyl Acrylic	E/C	No	53.5 – 56.5	13	20	4.3 – 5.7	300	200 – 1200	A high molecular weight vinyl acrylic emulsion, which exhibits efficient pigment binding over a range of PVC, resulting in enhanced scrub resistance, good hiding and superb gloss.	Avicor® 7448
Avicor® 601	100% Acrylic	S	Yes	45.5 – 48.5	0	-14 / +32	7.8 – 9.2	115	45 – 400	A self-crosslinking APE-free premium acrylic emulsion designed for excellent performance in ultra-low VOC flat and non-flat formulations. Excellent adhesion to various substrates and capable of being used in bonding primers. Can be used to blend with Celanese vinyl-based resin systems.	Avicor® 601
Avicor® 633	100% Acrylic	E	Yes	48.5 – 51.5	10	20	7.8 – 9.2	150	50 – 650	An APE-free emulsion suitable for interior and exterior formulations with superior scrub and stain resistance and excellent dry and wet adhesion to alkyd substrates. It is an excellent modifying resin for VAEs and vinyl acrylics.	Avicor® 633
Avicor® 2550	100% Acrylic	E	Yes	48.5 – 51.5	17	20	8.0 – 9.4	150	50 – 400	A high-performance, APE-free acrylic latex designed for versatility across a wide range of interior and exterior paints. Excellent wet and dry adhesion and good resistance to UV degradation from exterior exposure.	Avicor® 2550
Avicor® 6408	100% Acrylic	E	No	43.5 – 46.5	34	52	7.8 – 8.6	80	50 – 1700	Extremely small particle size leads to a tougher polymer film resulting in excellent water and alkali resistance. The all acrylic backbone provides increased resistance to UV degradation from exterior exposure. Blend with alkyds to create wood coatings or concrete sealers.	Avicor® 6408
Avicor® 2456	Vinyl Versatate Copolymer	E	No	48.5 – 51.5	11	19	5.8 – 7.2	175	50 – 500	This terpolymer is ideal for masonry exterior surfaces because it offers excellent alkali and efflorescence resistance. It is also commonly used in intumescent coatings.	Avicor® 2456

*E=Emulsifier C=Protective Colloid S=Surfactant

Product	VOC	Product Type	Specific Gravity	Boiling Point (°C)	Acid Value	Appearance	Water Content	Odor	Features	Product
Celanese® CLX	~0% (GC Method)	Coalescent	0.967	380	Max. 0.10 mg/KOH/g	Clear liquid	Max. 0.10% (w/w)	Very slight	Ultra-low VOC coalescent that enables formulators to meet lowered VOC-limits. Coating formulators can replace conventional coalescents with CLX without having to switch to lower Tg binders, maintaining many desirable application and paint performance characteristics.	Celanese® CLX



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