

News Release



BASF's next generation, low-VOC dispersions for interior paints help improve indoor air quality

- **Acronal® ECO 7653 minimizes volatile substances and odor, for better indoor air quality after interior painting**
- **Fully compliant with stringent VOC standards in China, Australia, India and ASEAN countries**
- **Stain resistance exceeds Chinese national standard and outperforms other low-VOC commercial paints**

Hong Kong – November 14, 2017 – A new generation of dispersions for interior paints is set to improve indoor air quality in commercial and residential buildings around the region. BASF's new premium water-based polymer dispersion product, Acronal® ECO 7653, features extremely low levels of volatile organic compounds (VOCs) and thus odor. This means that interior paints made with this product can help protect health and provide strong resistance against stains and dirt, while meeting increasingly stringent environmental standards – including the Australian Ecolabel Program, the Chinese low VOC standard (JG/T 481-2015) and other green labelling schemes in Asia.

“Individuals and governments in the Asia Pacific region are becoming aware that interior paints are a common source of indoor air pollution that directly affects health. This acrylic dispersion for low-VOC, low-odor interior paint is developed to address consumer needs for healthier indoor air, and a durable, stain free living environment,” said CheeSeng Yong, Head of Regional Marketing, Polymer Dispersion for Architectural Coatings Asia Pacific. With its minimal VOC levels, at 0.27g/L*, the odor of paints made with Acronal ECO 7653 is extremely low. It thus reduces the possible impact of volatile substances on health, and lessens the typical unpleasant fumes in newly painted rooms. House owners can move in right away or hotel guest

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rooms can be released when the paints are dry, meaning downtime and costs can be saved.

This premium dispersion also exceeds the Chinese national standard on stain resistance for architectural coatings and paint (GB/T 9780-2013), which means paints formulated with Acronal ECO 7653 will look fresh and neat for a longer period, keeping stains such as tea, ink and crayon away from walls. The paints will also be highly durable, withstanding multiple cleaning processes and will have good resistance over polishing and rubbing resulting in less scuff marks on walls.

To further enhance appearance and other properties, BASF offers a variety of formulation additives including the FoamStar[®], Loxanol[®] and Dispex[®] series. These solutions further help reduce VOC and odor levels, improve freeze-thaw resistance, better hiding power and high gloss performance.

Paints with Acronal ECO 7653 are suitable for apartments, schools, offices, hotels, as well as mission critical environments such as operating theaters, isolated wards, MRI system room, radiology laboratories, microelectronic manufacturing, and other places where strict environment controls are required.

**at 50% PVC*

About BASF's Dispersions & Pigments division

The Dispersions & Pigments division of BASF develops, produces and markets a range of high-quality pigments, resins, additives and polymer dispersions worldwide. These raw materials are used in formulations for coatings and paints, printing and packaging products, construction chemicals, adhesives, fiber bondings, plastics, paper as well as for electronic applications such as displays. With its comprehensive product portfolio and its extensive knowledge of the industry, the Dispersions & Pigments division offers its customers innovative and sustainable solutions and helps them advance their formulations. For further information about the Dispersions & Pigments division, please visit www.dispersions-pigments.basf.com.

About BASF

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