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## Arkema Inc. to Introduce Latest Update of Kynar Aquatec® Cool White Roofing Savings Calculator at International Roofing Expo

**Arkema Inc., a leader in advanced chemical technologies for high-performance roof coating systems, will be exhibiting its vast array of product offerings at the International Roofing Expo in Las Vegas, Nevada. The company will be presenting such innovative solutions as Kynar Aquatec® PVDF latex, ENCOR® flex polymer binder systems, Coatex rheology modifiers, and Bostik smart adhesives.**

The International Roofing Expo, which is being held March 1–3, 2017, serves as the go-to event for commercial and residential roofing professionals to stay abreast of market directions, trends and cutting-edge technology. Sponsored by the National Roofing Contractors Association (NRCA), this year's event is expected to attract over 9,500 attendees and will host more than 470 exhibitors in the Mandalay Bay Convention Center.

At the show, Arkema Inc. will introduce version 5.0 of the Kynar Aquatec® cool white roofing savings calculator. This free, user-friendly mobile app will calculate the annual energy savings, cost savings and reduction in carbon dioxide emissions of a Kynar Aquatec® cool white roof coating versus an elastomeric acrylic coating. It will also display graphs of the 20-year energy savings, life-cycle cost and total carbon dioxide reduction. Among other enhancements, the updated calculator program includes new case studies, including recent total solar reflectance (TSR) measurements of the massive cool roof atop the MGM Grand Las Vegas after 10 years of service.

Stop by the Arkema exhibit (booth 1565) to learn more about the latest updates to the Kynar Aquatec® cool white roofing savings calculator, as well as the 10-year follow-up TSR study of the MGM Grand's cool white roof. Information kits on cool white roofing and metal restoration will also be available, which include new architectural specifications, detailed information on the Kynar Aquatec® coating products and licensees, and much more.

*A designer of materials and innovative solutions, Arkema shapes materials and creates new uses that accelerate customer performance. Our balanced business portfolio spans high-performance materials, industrial specialties and coating solutions. Our globally recognized brands are ranked among the leaders in the markets we serve. Reporting annual sales of €7.7 billion in 2015, we employ approximately 19,000 people worldwide and operate in close to 50 countries. We are committed to active engagement with all our stakeholders. Our research centers in North America, France and Asia concentrate on advances in bio-based products, new energies, water management, electronic solutions, lightweight materials and design, home efficiency and insulation. [www.arkema.com](http://www.arkema.com)*

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