

## Sell Sheet

Veova™ 10 Vinyl Ester

# Improved Elastomeric Roof Coatings



### Elastomeric Roof Coatings

#### Protecting and saving energy

Elastomeric roof coatings are the top layer of a composite roof system. Elastomeric roof coatings are applied in liquid form and when dry exhibit elastic properties. Thus, they can undergo dimensional changes with temperature and substrate movement and return to their original shape.

Roof coatings can also work as reflective systems, extending the life of the roof, by keeping a roof surface cool and providing a level of protection from the sun and weather. This brings savings in two ways: in roofing materials and in energy costs.

The elastomeric roof coating becomes the outermost layer of the roof, and is exposed to sunlight (infrared and UV radiation), rain, and physical damage. These systems must then be formulated with binders which exhibit good outdoor durability, elastic properties, and water resistance.

### Key Requirements

#### Key requirements for elastomeric roof coatings

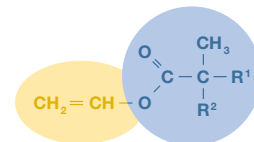
- In North America, the standard is the ASTM D-6083
- Reduced water absorption
- Adhesion to roofing substrates
- UV resistance
- Good balance between elongation and tensile strength

### Veova Vinyl Ester

#### Veova vinyl ester quick facts

Veova 10 vinyl ester is a monomer with a unique hydrophobic bulky structure and is used in the production of a broad range of high-quality emulsion polymers. Key characteristics of Veova 10 vinyl ester are:

- Easily polymerizable with vinyl acetate, ethylene and acrylates
- Hydrophobic
- Low surface tension
- UV Resistant
- Hydrolytically stable

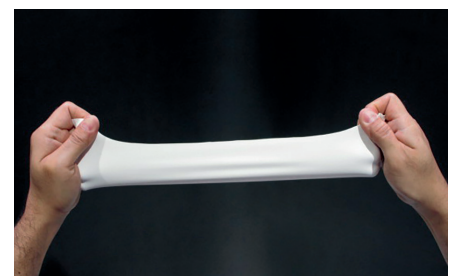


### Emulsions for Elastomeric Roof Coatings

#### Unmet needs in the market

The majority of waterborne systems used in North America for elastomeric roof coatings are based on all-acrylic emulsions. The market, however, is looking for improved performance, mostly in the following areas:

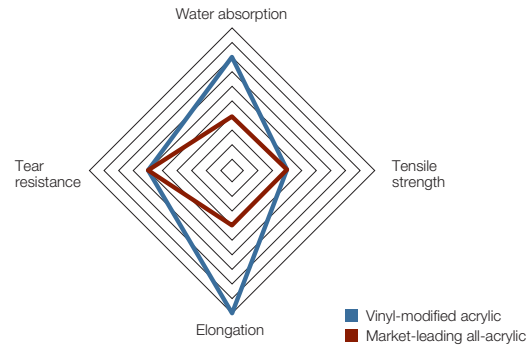
- Reduced water absorption
- Adhesion to roofing substrates
- Elongation



Hexion developed a vinyl-modified acrylic resin based on vinyl acetate, VeoVa 10 vinyl ester, and butyl acrylate. This resin was tested in a formulated elastomeric roof coating against a leading all-acrylic emulsion.

Description	Solids (% wt.)	Particle Size (nm)	T <sub>g</sub> (°C)
Market-leading all-acrylic system	55	360	-32
VA/VV/BA vinyl-modified acrylic system	54	160	-13

The performance of this system against the reference is summarized in the graph:



## Summary

### Improved polymers for elastomeric roof coatings based on VeoVa 10 vinyl ester

- Easily incorporated in a terpolymer emulsion
- Reduced water absorption of the roofing membrane
- Substantially increased elongation

Hexion's Versatics Business Unit has global commercial presence and has a strong commitment to the development of customer solutions. We achieve this by operating regional technical laboratories, which support customers with starting-point formulations and application guidance.



#### World Headquarters

180 East Broad Street  
Columbus, OH 43215-3799

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#### Reach our Global Customer Service network at:

##### U.S., Canada and Latin America

+1 888 443 9466/+1 614 986 2497

4information@hexion.com

##### Europe, Middle East, Africa and India

+800 836 43581/+40 212 534 754

4information.eu@hexion.com

##### China and Other Asia Pacific Countries

+86 2 1386 04835

4information.ap@hexion.com

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