

**ENCOR® 309**  
VINYL ACRYLIC BINDER



**Product Description**

ENCOR® 309 latex is a high molecular weight vinyl acrylic latex designed for architectural coatings where maximum scrub resistance and exterior durability are of primary importance. It can be used effectively in a wide variety of interior and exterior formulations.

ENCOR® 309 latex is compatible with many low VOC coalescing solvents, making it the perfect choice for environmentally-friendly paints.

ENCOR® 309 latex can be formulated across the PVC range from flat to semi-gloss finishes.

**Polymer Design**

- Vinyl Acrylic copolymer
- EnVia® Certified\*
- ENCOR® 309 latex is an APE-free version of ENCOR® 379G latex

**Performance Benefits**

- No added Alkylphenol Ethoxylate (APE) surfactants
- No added formaldehyde<sup>1</sup> or formaldehyde-donors
- Low VOC capable — from 0-50 g/L with added low VOC coalescing solvents
- Broad formulation capability
- Outstanding scrub resistance
- Excellent exterior durability

**Typical Properties<sup>2</sup>**

Total Solids, % by weight	55
Weight per Gallon, lb	9.05
pH Value	5.0
Particle Size, µm	0.30
Viscosity, Brookfield, cP, #2 LVT @ 30 rpm, 25°C	500
Minimum Film-Forming Temperature (MFFT), °C	12
Glass Transition Temperature (Tg), midpoint, °C	17

<sup>1</sup>Formaldehyde is a trace material in our environment, and there is no accepted regulatory or common definition of "formaldehyde-free."

<sup>2</sup>The data provided for these properties are typical values, intended only as guides, and should not be construed as sales specifications.

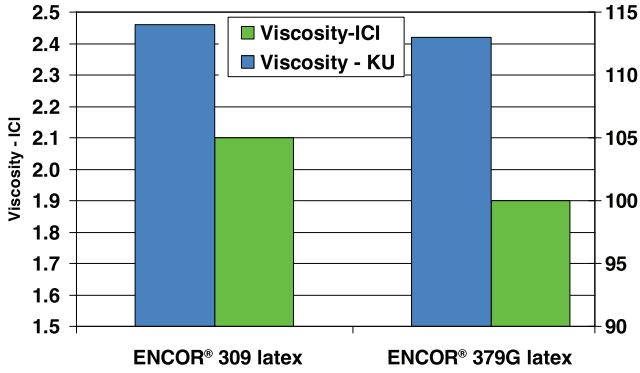
\*These products meet the standards of Arkema Coating Resins' EnVia® program. These products are designed to assist formulators in meeting their sustainability and regulatory goals in their finished products.



**Evaluation Above CPVC**

**Viscosity – KU & ICI**

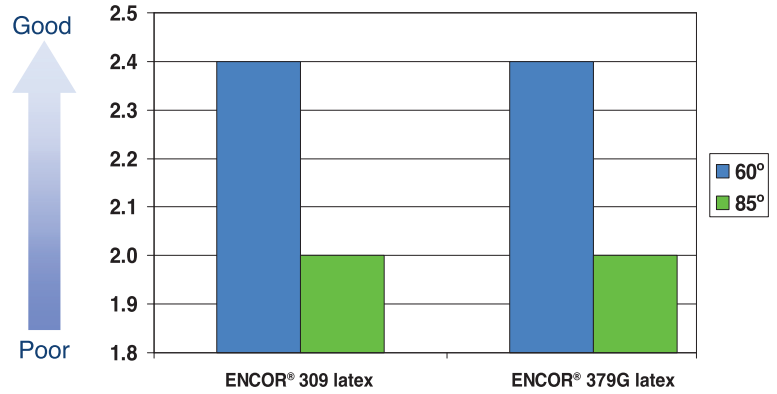
63 PVC Formulation



ENCOR® 309 latex offers comparable thickening efficiency to ENCOR® 379G latex.

**Gloss**

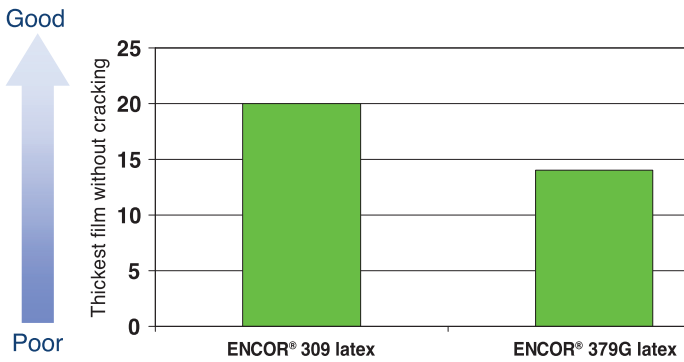
63 PVC Formulation



ENCOR® 309 latex offers similar gloss development to ENCOR® 379G latex.

**Low Temperature Mud-cracking**

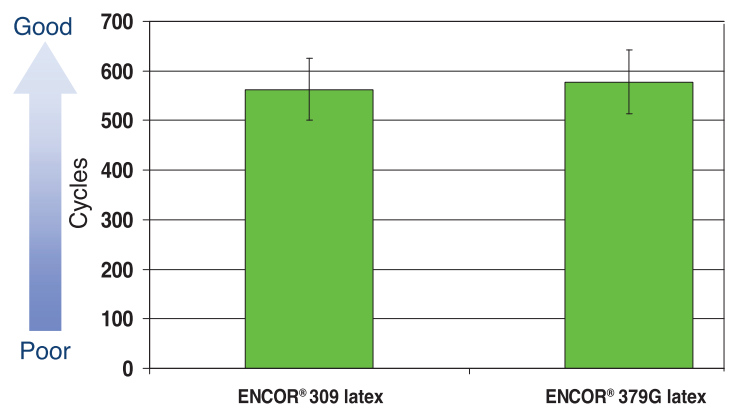
63 PVC Formulation



Using an ASTM Sag bar with 12-60 mil thicknesses at 4° C, ENCOR® 309 latex offers outstanding low temp mud-crack resistance for thick comparable to ENCOR® 379G latex.

**Scrub Resistance – Cycles**

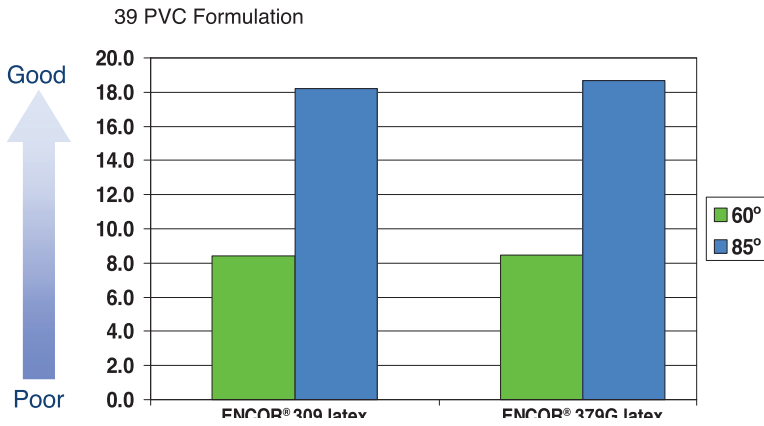
63 PVC Formulation



At above CPVC, ENCOR® 309 latex offers exceptional pigment binding resulting in outstanding scrub resistance, comparable to ENCOR® 379G latex.

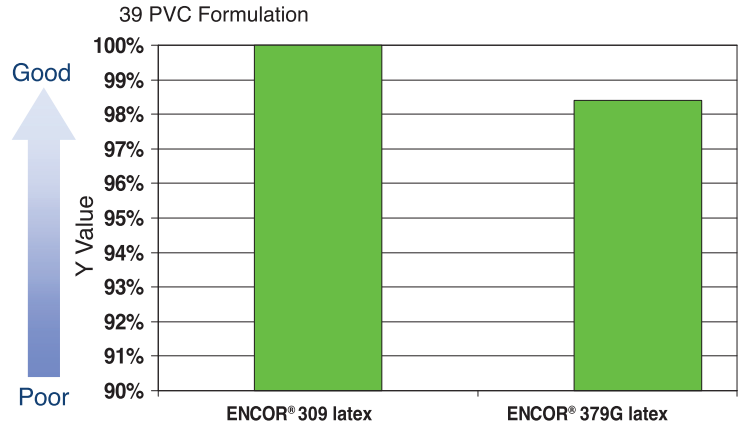
**Evaluation Below CPVC**

**Gloss**



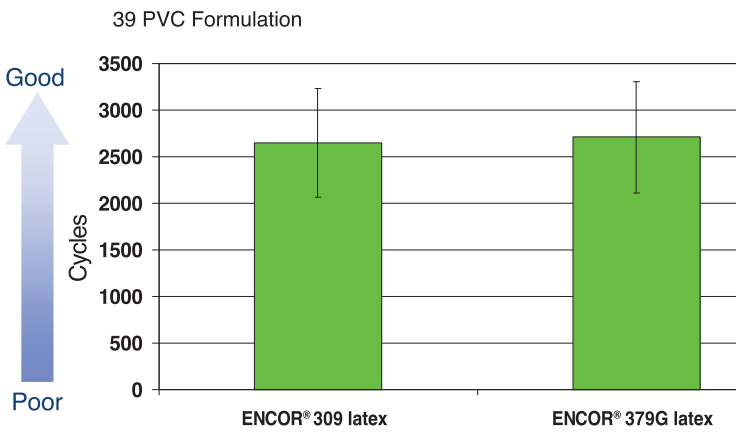
ENCOR® 309 latex offers eggshell coatings with similar gloss development to ENCOR® 379G latex.

**Tint Strength**



ENCOR® 309 latex offers similar to slightly improved tint strength development to ENCOR® 379G latex.

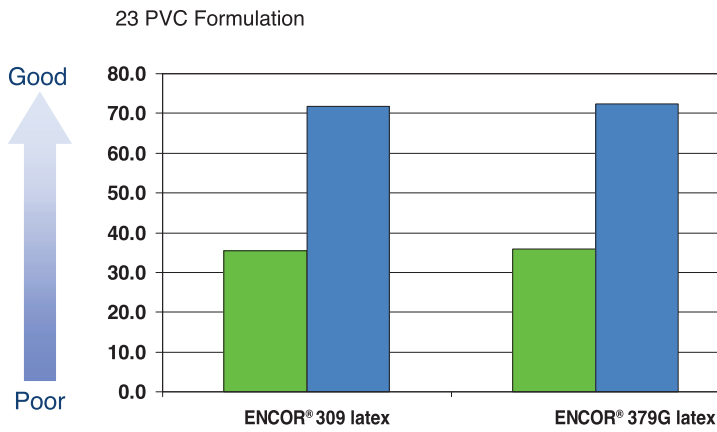
**Scrub Resistance – Cycles**



ENCOR® 309 latex offers comparable scrub resistance to ENCOR® 379G latex.

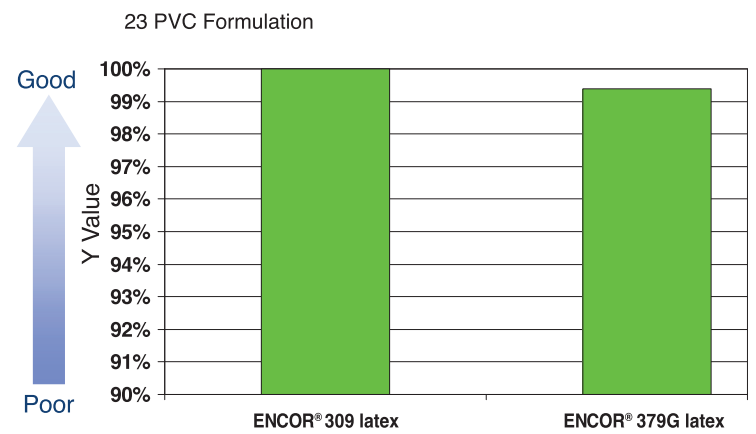
## Blending with acrylic for improved performance

### Gloss



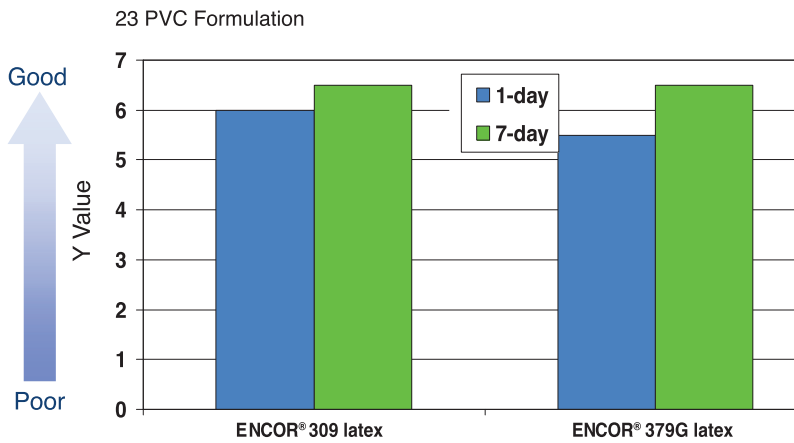
ENCOR® 309 latex offers semi-gloss coatings with similar gloss development to ENCOR® 379G latex.

### Tint Strength



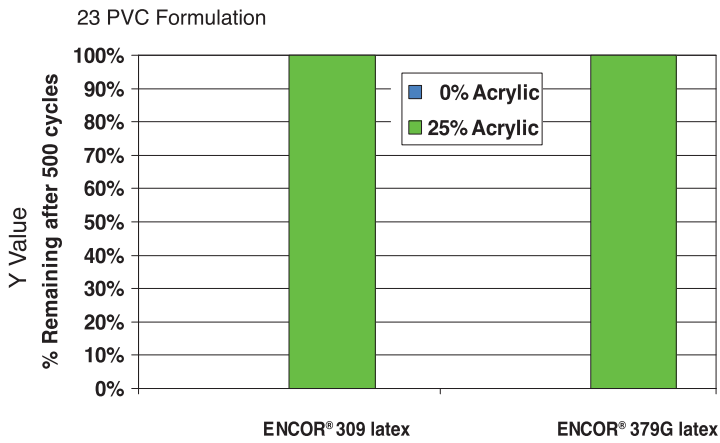
ENCOR® 309 latex gives similar to slightly improved tint strength development to ENCOR® 379G latex.

### Block Resistance



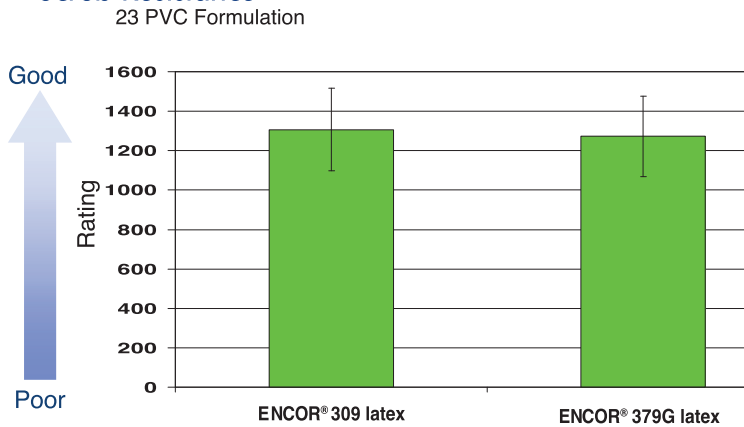
ENCOR® 309 latex gives similar block resistance development to ENCOR® 379G latex in acrylic blends.

### 4-Hour Alkyd Wet Adhesion



ENCOR® 309 latex gives similar gloss alkyd wet adhesion development to ENCOR® 379G latex in acrylic blends.

### Scrub Resistance



ENCOR® 309 latex performs similarly to ENCOR® 379G latex when blended at a 3:1 ratio with an acrylic technology.

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## **Product Safety**

Before handling the materials listed in this bulletin, read and understand the product SDS (Safety Data Sheet) for additional information on personal protective equipment and for safety, health and environmental information. For environmental, safety and toxicological information, contact our Customer Service Department at 1-866-837-5532 to find an SDS, or visit our web site: [coatingresins-arkema.com](http://coatingresins-arkema.com)

No chemical should be used as or in a food, drug, medical device, or cosmetic, or in a product or process in which it may contact a food, drug, medical device, or cosmetic until the user has determined the suitability and legality of the use. Since government regulations and use conditions are subject to change, it is the user's responsibility to determine that this information is appropriate and suitable under current, applicable laws and regulations.

Coating Resins – Arkema requests that the customer read, understand, and comply with the information contained in this publication and the current SDS(s). The customer should furnish the information in this publication to its employees, contractors, and customers, or any other users of the product(s), and request that they do the same.

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## **Storage and Handling**

Follow procedures typically recommended for polymer dispersions. Use corrosion-resistant storage tanks and piping. Air-operated diaphragm pumps are preferred. Avoid temperature extremes. Do not freeze; store between 4-40°C.

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