



Construction Chemicals

Let's jointly  
advance building...



## Benefit from our capabilities: global presence

Global structure and sales coverage

Powerful R&D network

Extensive manufacturing base

Global leveraging of knowhow and product solutions



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## ...and regional focus

- **Close to you:** our professionals from R&D, Sales and Marketing understand regional needs
- Regional laboratories/application centers
- Competent technical support
- Dedicated commercial organization

...all fully focused on the **construction industry** and its **regional specifics**



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## Benefit from our capabilities across the chemistries...

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- Cellulose ether technology
- Redispersible latex powder
- Acrylic emulsion polymers
- Dispersants
- Synthetic thickeners



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# Benefit from our capabilities across the chemistries...

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**WALOCEL™**  
Cellulose Ether

**OROTAN™**  
Dispersants

**PRIMAL™**  
Acrylic Emulsion Polymers

**DOW™ Latex Powder**  
Redispersible Latex Powder

**METHOCEL™**  
Cellulose Ether

**AQUASET™**  
Acrylic Emulsion Solutions

**ACRYSOL™**  
Synthetic Thickeners



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**...helping you create better building materials  
and deliver value to your customers for  
a large variety of applications  
including...**

# Flexible cementitious waterproofing

**Reliable protection** of interior structures  
supported by our acrylic emulsion polymers



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Turning a challenge into a business opportunity

# Cool Reflective Roof Coatings (CRRCs)





# WALOCEL™ Xtra

## Cellulose Ether

Xtra designed for optimizing performance in gypsum spray plaster



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# Want to Enable Better Building? Then Start with Us.

## What does better building mean to you?

Delivering improved material performance?

Offering reliability and durability?

Meeting cost demands?

Designing environmentally advanced solutions?

At Dow Construction Chemicals we know it can be about all these things and more.

Whether it's innovative product development, greater efficiency or application expertise that you're looking for, we can help you develop the next generation of building products and support better building.

## Work with us and get

- A global track record and network of resources.
- Extensive formulation expertise and technical service capabilities.
- Strength in acrylic, redispersible latex powder and cellulosic based chemistries.

**Dow Construction Chemicals:  
Better Building Starts Here.**