

DURA

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DURA Chemicals Launches Durablock for Architectural and Industrial Coatings

December 3, 2020. Emeryville, CA. DURA Chemicals Inc. announces the launch of Durablock, an innovative odor eliminating technology that can be added directly to architectural and industrial coatings such as Paint and Primers in One, Renovation Coatings and Multi-Purpose Primers.

Durablock grades can be added directly to both water and solvent-based coatings. Durablock encapsulates and neutralizes common household and institutionalized odors such as smoke, pets, fuel, asphalt, solvents and petrochemicals. Durablock can also be used to reduce the odor of commercial paints to make the application more pleasant for both paint contractor and DIY applicators.

Because Durablock offers no detrimental impacts on the performance properties on the paint and coatings formulation, it can be added directly into your architectural and institutional coatings product(s). It also offers minimal effect on VOC's, is nonhazardous and is easy to use and safe for the environment.

“Durablock allows coatings manufacturers to add odor eliminating technology to existing commercial coatings that specialize in surface prep, stain blocking, and renovation to expand the functionality of these coatings. In addition, Durablock can be added to paints with a strong smell to make them more pleasant to the applicator” says Steve Wilson, Dura Chemicals.

About DURA Chemicals

DURA Chemicals (www.durachem.com) is a global manufacturer and supplier of Metal Organics, Odor Elimination additives and specialty latex polymers, operating from 3 continents, offering market-driven solutions to many industries including paints and coatings, printing inks, unsaturated polyester, and polyurethanes. DURA is developing innovative products such as our Cobalt-free driers, odor elimination additives, and specialty polymers for water- and solvent-based coatings. We also offer the ability to develop and provide customer products specifically for your application(s).