

PRESS RELEASE

EPS® 2731: New Acrylic Resin for Architectural Coatings Without Fluorosurfactants

Marengo, IL – May 13, 2025 – Today, Engineered Polymer Solutions (EPS®) is announcing the launch of EPS® 2731, an innovative all-acrylic emulsion designed for flat-through semi-gloss interior and exterior architectural coatings.

"EPS 2731 is a versatile polymer that delivers exceptional exterior durability, including resistance to dirt pickup," said Karl Booth, EPS R&D Technical Manager. "These properties make it an ideal choice for a wide range of exterior coatings formulations."

EPS 2731 offers several key features that elevate the performance of architectural coatings

- Exterior durability
- Dirt pickup resistance
- Color fade and efflorescence resistance on alkali substrates
- Surfactant leaching resistance
- Low coalescent demand

"EPS is pioneering the next generation of polymers with no intentionally added fluorosurfactants," commented Makarand Gawade, EPS Global Marketing Director, "and we are setting the standard in performance and durability when it comes to polymers for architectural coatings."

EPS 2731 offers an excellent price-to-performance ratio when formulated into architectural DIY and/or professional paint formulations.

Customers can learn more about EPS 2731 and order samples at <https://www.epscca.com/en/products/resins/eps-2731/>.

###

About EPS

Engineered Polymer Solutions provides performance-based resins and colorants specifically designed for the architectural, construction, industrial, and adhesive industries. The company offers a wide range of acrylic emulsions and a broad colorant portfolio for both POS and In-Plant OEM customers. For more information, visit www.epscca.com.

Media Contact

Beatriz Batlle
Engineered Polymer Solutions (EPS)
beatriz.m.batlle@eps-materials.com