



## **New Environmentally Friendly Acrylic Caulks by GE Add a Twist of Innovation to the Basics in Seven Different Products**

Huntersville, N.C. (May 30, 2013) – The new line of environmentally friendly acrylic caulks by GE offers a plethora of benefits ranging from the ability to enhance quality and exceed specifications to shorter wait times and increased flexibility. The powerhouse lineup of seven paintable caulks, manufactured by the exclusive licensee of GE caulks globally, Momentive Performance Materials Inc. (MPM), includes Max\* Flex (Kitchen & Bath or Window & Door), Max Extra, Max, Painters, Max Stretch and Max Speedpaint.

### **Environmentally Friendly: Low-VOC & EG-Free**

The entire line of caulks is environmentally friendly because it is low-VOC and EG-free. Volatile organic compounds (VOCs) are emitted by a wide array of products<sup>1</sup>, including by solvents found in most caulks. A product with lower levels of VOC can reduce the negative impact on indoor air quality, lessen the level of air pollutants and reduce potential adverse health effects.<sup>2</sup> Ethylene glycol, found in many consumer products, can be hazardous if ingested or inhaled depending on the level of exposure.<sup>3</sup> While the solvent itself is clear, colorless and odorless, it can be toxic to humans; exposure may cause a variety of health issues and reactions. The acrylic line by GE does not contain this potentially harmful substance.

### **Exceeds Many Important Specifications**

The acrylic line by GE exceeds a variety of specifications with offerings providing benefits such as better flexibility and crack or weather resistance. A caulk with more movement capability provides better crack resistance because it is less likely to crack when exposed to expansion or contraction. Cracking can lead to gaps where air and water can pass. Similarly, it provides better weather resistance with the expansion or contraction that can occur with temperature fluctuations.

- Max Stretch, Max Extra and Max Speedpaint exceed ASTM C834 for better flexibility in most temperatures.
- Max Flex Kitchen & Bath exceeds ASTM C920, TTS230 for better crack resistance, and its Window & Door counterpart exceeds the specification, providing better weather resistance.
- Max Stretch exceeds ASTM C920 class 35 giving it the capability to withstand +/-35 percent joint movement and has double the tensile stress PSI of typical acrylic caulks by GE, using ASTM test method D412, providing 800 percent elongation

### **Preserves Aesthetics**

Several products within the line have formulations that allow for enhanced quality. Max Stretch, Speedpaint and Flex are paint-friendly, meaning the caulk won't cause the paint to crack, fade or change sheen, whereas some acrylic caulks do. This feature is critical in maintaining the integrity of the paint job and preserving the aesthetics of the room or exterior. Similarly, the mold and mildew resistance that the majority of the line offers helps the caulk maintain a neat, clean and fresh appearance.

### **Quick Painting, No Waiting**

To accelerate the pace and provide the ability to move on to the next job quickly, Max Speedpaint can be ready for painting in just 30 minutes or spray painted immediately. Max can do so in just one hour. The reduced wait times can help make pros more efficient and provide convenience to do-it-yourselfers.

**-more-**

1 <http://www.epa.gov/iaq/voc2.html> & <http://www.health.state.mn.us/divs/eh/indoorair/voc/>

2 <http://www.epa.gov/iaq/voc2.html> & <http://www.cleanaircounts.org/lowvoccleaningproducts.aspx>

3 [http://www.cdc.gov/niosh/ershdb/EmergencyResponseCard\\_29750031.html](http://www.cdc.gov/niosh/ershdb/EmergencyResponseCard_29750031.html)



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**Made in USA**

The entire acrylic line by GE was developed and is manufactured in the United States. In fact, MPM (and its predecessors) has been making a number of silicone and acrylic sealants in the United States for decades, primarily at its Waterford, N.Y., and New Smyrna Beach, Fla., plants.

**Wide Variety of Choices**

The line, available in hardware stores nationwide, is offered in a variety of colors and is sold in 10.1 fl. oz. cartridges; a few products are also sold in 5.5 fl. oz. squeeze tubes. For a full listing of products, visit [gesealants.com](http://gesealants.com).

*Momentive Performance Materials Inc. (MPM) is the exclusive global licensee of GE sealants. GE pioneered silicone sealants in the 1940s and led innovative evolution of those products for decades. With a clear focus on product mastery and unparalleled technical support, MPM offers a robust line of GE-branded sealants, adhesives and coatings around the world in consumer and commercial applications.*

**About the Company**

Momentive Performance Materials Inc. is a global leader in silicones and advanced materials, with a 70-year heritage of being first to market with performance applications for major industries that support and improve everyday life. The Company delivers science-based solutions, by linking custom technology platforms to opportunities for customers. Momentive Performance Materials Inc. is an indirect wholly-owned subsidiary of Momentive Performance Materials Holdings LLC.

**About Momentive**

Momentive Performance Materials Holdings LLC (Momentive) is the ultimate parent company of Momentive Performance Materials Inc. and Momentive Specialty Chemicals Inc. Momentive is a global leader in specialty chemicals and materials, with a broad range of advanced specialty products that help industrial and consumer companies support and improve everyday life. Its technology portfolio delivers tailored solutions to meet the diverse needs of its customers around the world. Momentive was formed in October 2010 through the combination of entities that indirectly owned Momentive Performance Materials Inc. and Hexion Specialty Chemicals Inc. The capital structures and legal entity structures of both Momentive Performance Materials Inc. and Momentive Specialty Chemicals Inc. (formerly known as Hexion Specialty Chemicals, Inc.), and their respective subsidiaries and direct parent companies, remain separate. Momentive Performance Materials Inc. and Momentive Specialty Chemicals Inc. file separate financial and other reports with the Securities and Exchange Commission. Momentive is controlled by investment funds affiliated with Apollo Global Management, LLC. Additional information about Momentive and its products is available at [www.momentive.com](http://www.momentive.com).

*For additional information, including use requirements and other specifications, see product label.*

*GE is a registered trademark of General Electric Company.*

*\*Trademark of Momentive Performance Materials Inc.*

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<sup>2</sup> <http://www.epa.gov/iaq/voc2.html> & <http://www.cleanaircounts.org/lowvoccleaningproducts.aspx>

<sup>3</sup> [http://www.cdc.gov/niosh/ersbdb/EmergencyResponseCard\\_29750031.html](http://www.cdc.gov/niosh/ersbdb/EmergencyResponseCard_29750031.html)