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## **HONEYWELL LAUNCHES NEW LINE OF HIGH-PERFORMANCE MATTING AGENTS, NDUROMATT™**

*New polyethylene-based product line improves durability and longevity of matte coatings*

**MORRIS PLAINS, N.J., Feb. 3, 2020** -- Honeywell today announced the launch of its new [NduroMatt™](#) product line, of polyethylene-based matting agents, that deliver improved coating performance for longer service life. [NduroMatt](#) includes three matting agents, that are specifically designed to give improved surface performance, in a wide range of architectural, wood and industrial coatings.

While conventional matting agents make coating susceptible to surface defects, including burnishing, marring and scratching, NduroMatt products can completely replace conventional matting agents, or can be used to supplement them and enhance the surface properties of matte coatings.

“The introduction of NduroMatt is a prime example of our team’s focus on the customer, and that customer centricity is what drives new product innovation,” said Bob Gargione, vice president and general manager, Honeywell Additives and Chemicals. “Our team recognized the rapid growth in demand for matte coatings and understood the need for more advanced, high-performance matting agents. that enable these coatings to last longer.”

When compared to conventional matting agents on the market, NduroMatt is easier to incorporate into formulations, can be added at different stages of the manufacturing process, while still delivering improved coating products. Tests show NduroMatt significantly improves surface properties of coatings and provides formulation flexibility over existing matting agents.

Honeywell’s [Specialty Additives portfolio includes low molecular weight polyolefin based additives designed to improve performance of](#) adhesives, inks, paints and coatings and improve processing of plastic and rubber. For more information, visit <https://www.additiveschemicals-honeywell.com/performance-additives/>

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