

Title

High Solids Coatings for Improved One Coat Hide

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Obtaining One Coat Hide is an ongoing demand in Architectural Coatings. With the available technology it is challenging to achieve the desired hide with minimal coats. One of the factors that controls the hide is the volume solids of the coating. Higher volume solids= better hide. Current rheology modifiers available to the industry are very efficient for high volume solids paints resulting in inferior application properties. We have developed rheology modifiers that are specifically designed to work in synergy with high volume solids formula and this presentation will explain how that is obtained. In addition to performance, higher solids paints lead to more sustainable coating solutions.

High Solids Paint Formula leads to a greener/ more sustainable coating with reduced costs to the consumer

- Reduction in VOC: Less coats= less VOC
- Reduction in product usage
- Reduction in applied coats= reduced cost

Biography: Chitra Jeurkar

Chitra Jeurkar is the Global Director of Architectural Coatings at Elementis. She has over 20 years of experience in emulsion polymerization and water based coating formulation. Previous to Elementis, she worked as the Technical Director for Muralo Paints in Bayonne, NJ.