

Rheological Additives for Deep Tint Base Architectural Paints

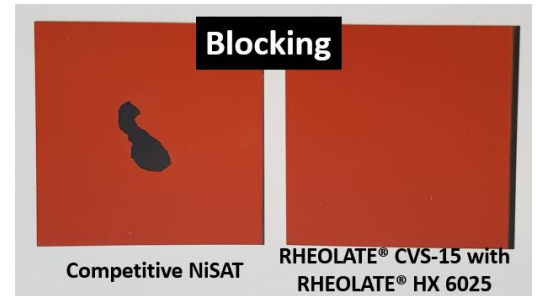
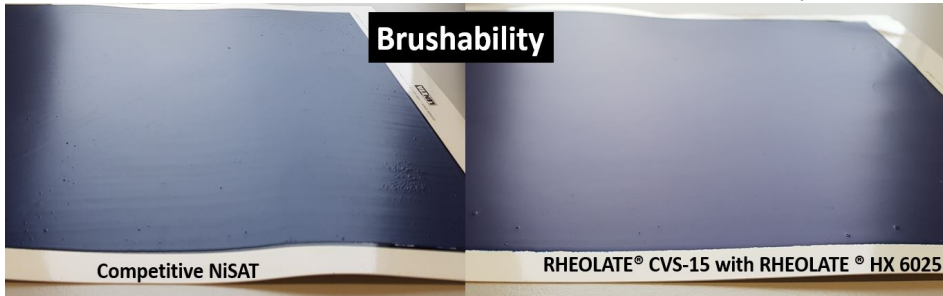


Depending on the latex technology, Elementis offers a variety of suitable thickeners to combine a successful rheological package for deep tint base formulations. Our application labs and technical experts are at your service to support you in order to maximize the benefits in your formulation.

Featuring Elementis rheological additives technologies, **RHEOLATE® HX, FX** and **RHEOLATE CVS® NiSAT**: Nonionic Synthetic Associative Thickeners were developed to improve performance in deep base paints for tinting. They help to provide the same performance as in the white or pastel color shade paint.

Elementis high performance NiSATs benefits versus traditional systems in Deep Tint Bases

- Reduction in viscosity drop upon at low shear (KU) and high shear (ICI) viscosity
- Improved Block Resistance
- Uniform film appearance after application
- Formulation flexibility: compatible with other thickeners



Performance rheological additives for deep base for tinted architectural paint

| Product Name | Low Shear | Mid Shear | High Shear | Description: Flexibility to combine different associative thickeners to match the full required rheology over the entire shear rate |
|----------------------|-----------|-----------|------------|--|
| RHEOLATE® HX 6010 IF | ○ | ○ | ● | Highly efficient, Newtonian high-shear builder. Excellent efficiency with hydrophobic resins with exceptional application properties. |
| RHEOLATE® HX 6025 | ○ | ○ | ● | Highly efficient high-shear viscosity builder. It provides excellent stain resistance, applied hide and block resistance. |
| RHEOLATE® 212 IF | ○ | ◐ | ● | Excellent high-shear viscosity builder. Newtonian profile with little influence on mid-shear viscosity. |
| RHEOLATE® 350D | ○ | ◑ | ● | Excellent high-shear viscosity build, based on PEPO technology, particularly suitable for small-particle-size resins in gloss, outstanding color acceptance and stability. |
| RHEOLATE® FX 1070 | ◐ | ◑ | ◒ | High shear viscosity modifier that results in balanced rheological properties due to his strong associations with the surface of the polymeric binder particles. |
| RHEOLATE® CVS-15 | ● | ● | ◐ | Excellent low and mid shear viscosity builder provides paint formulations viscosity retention upon point-of-sale or in-plant color tinting. |
| RHEOLATE® 299 | ● | ◐ | ○ | Extreme shear thinning thickener that provides excellent application behaviors And even spray application. |