

Rheology Modifiers for High Solids Coatings for Improved Hide

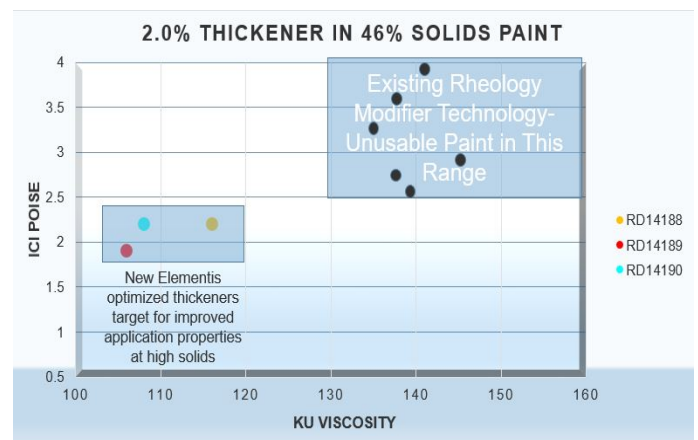
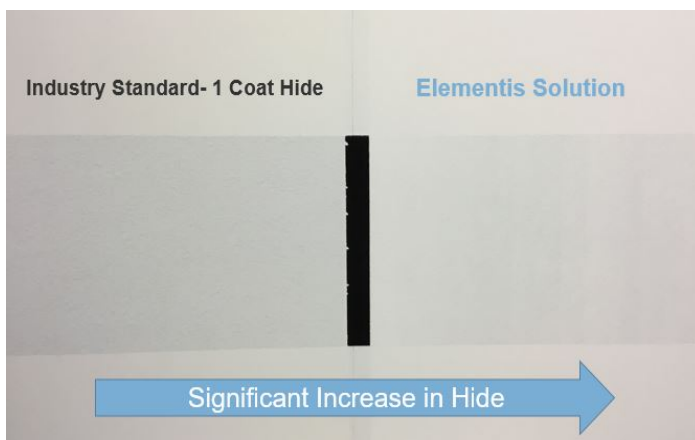
New Developmental NiSAT Associative Thickeners from Elementis, an industry leader in innovation and sustainability, greatly improve the performance of high solids architectural coatings. The specially developed rheology modifiers enable true one coat hide in bright white paints and pastel colors. Our application labs and technical experts are at your service to support you in order to maximize the benefits in your formulation.

The Challenges of Formulating at High Solids

- Rheology modifiers available at present build too much low and mid shear viscosity in high solids formulations, thus leading to poor performance in brushing and rolling applications

The Elementis Solution

- Rheology modifiers specially developed for high solids formulations
- Volume solids of 45-47% can now be achieved (typical paints are 35-37%), thus allowing true bright white and pastel colors to achieve one coat hide while maintaining excellent application properties
- Higher solids level leads to an improved increase in hide while maintaining application properties



Developmental Rheological Additives for High Solid Coatings: 45% - 47%

Product Type	Solids	Composition	Description	Dosage
RD 14188	25%	Non-ionic Associate Thickener (NiSAT)	High viscosity in all shear regions	1.5% to 2.5%
RD 14189	25%		Lowest low, mid and high shear viscosity	
RD 14190	25%		Slightly higher and mid shear viscosity and higher high shear viscosity	