

Session Title: Solutions for Architectural Paints

Abstract Updated:

The accumulation of dirt on building surfaces can lead to frequent refurbishments and maintenance, significantly impacting both aesthetics and costs. LUDOX® colloidal silica offers enhanced dirt pickup resistance in both low and high Pigment Volume Concentration (PVC) paints, even at low addition levels. It can help extend the service life of paints, minimizing the need for frequent cleaning and repainting. This presentation will delve into the specific mechanisms by which LUDOX® colloidal silica achieves these benefits for architectural paints, supported by empirical data and real-world case studies.

Bio: Dr. Alexander Kröger, Technical Services Manager at Grace GmbH, has been with the company since 2018. With a robust focus on technical customer support and application development in the coatings industry, he has effectively led numerous initiatives that have significantly improved customer satisfaction and product performance.

Alexander earned a Master of Science in Chemistry and Polymer Technology and a Ph.D in Chemistry from Paderborn University. With over ten years of professional experience, his expertise is not only in the technical realm but also in fostering collaborative environments where teams can thrive and deliver exceptional results.