

Jungbunzlauer Abstract Presentation ECS

Presenter: Christin Jäger, **Function:** Application Development

Title: Boosting sustainability in architectural paints – CITROFOL as bio-based coalescent agent

The increasing stringency of regulations is driving the demand for sustainable raw materials. Traditional coalescent agents with low boiling points are no longer adequate to meet formulators' needs.

In contrast, CITROFOL® citrate esters are non-VOC, compliant with the latest toxicological and environmental safety standards, and can be up to 100% bio-based, depending on the specific type. This study evaluates the performance of CITROFOL® in comparison to benchmark coalescent agents, using an architectural paint formulation as a model. The results demonstrate that CITROFOL® delivers comparable performance while aligning with regulatory and sustainability goals.