

**ECS 2025 Product Presentation**

**COMPANY:** Advancion Corporation (DBA ANGUS Chemie Succursale France)

**TITLE:** Next generation multifunctional additives for waterborne paints and coatings

**SPEAKER:** TBD

**ABSTRACT:**

This presentation introduces two groundbreaking additives from Advancion Corporation (formerly ANGUS Chemical Company). OPTIMINE™ is a new-to-world high-efficiency stabilizer, pigment co-dispersant, and neutralizer, optimized for advanced waterborne decorative coatings, outperforming AMP™ in key applications. DMMOPA is a multifunctional etheramine tailored for waterborne automotive and industrial coatings and inks, offering superior neutralization, chemical and water resistance, catalytic effect for 2K systems, and compatibility with a wide range of binder systems. These additives, with their innate affinity for pigment surfaces and ability to replace conventional counter ions in surfactants and dispersants, play a pivotal role in enhancing critical aspects of paint and dry-film performance, including particle size distribution, storage stability, hiding power, corrosion resistance, and color strength. The session will also explore future developments and the potential role of these additives in emerging architectural and industrial coatings technologies.