

Bermocoll® EHM Max

Title: Bermocoll® EHM Max A New Cellulosic Associative Thickener with Superior Paint/Coating Performance

A new cellulosic thickener with hydrophobic modification has been developed by Nouryon for architectural paints that sets a new benchmark for performance in paints and coatings. In a wide range of PVC paints, this new product delivers efficient KU build with higher ICI viscosities compared to industry standards and greatly improves coating application properties by reducing spatter and sag, at the same time building film thickness with superior hiding power translating into better coverage and reduced application times. Bermocoll® EHM Max works universally with a variety of pigments and binders for superior color acceptance and optimized color development, and paints formulated with it show improved storage stability that are highly resistant to syneresis and color float. The hydrophobically modified cellulosic thickener can be easily combined with traditional high shear NiSAT (Nonionic synthetic associative thickeners) and other low molecular weight associative cellulosic thickeners providing formulators an opportunity to fine tune their paint rheology and obtain superior sag resistance and leveling balance.