

OPTI-MATT™ 144: A new binder for premium low sheens and deep tone formulations

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OPTI-MATT™ 144 is an acrylic durable matt polymer developed by DOW® for the formulation of low-VOC premium high quality interior wall paints and deep tone. This new matting technology enables formulators to reduce considerably the amount of fillers/pigments/matting agents but with the guarantee to obtain low sheens and deep tone finishes.

Tests in our Innovation & Application Center demonstrate that formulations based on OPTI-MATT™ 144 provide high performance interior wall paints including superior stain resistance, burnish resistance, soft-touch feel and good flattening effect and scrub resistance.