

**Classification :** Coatings raw materials

**Title:** Rhodoline® HBR: New Fluorosurfactant Alternative for Early Hot Block Resistance in Waterborne Architectural and Industrial Paints

**Speaker:** Ms Sinthuya Mylvaganam, Syensqo

Rhodoline® HBR is an innovative solution addressing the industry's move away from fluorosurfactants due to environmental concerns and regulations. Designed for waterborne architectural and industrial paints, it provides excellent early hot block resistance. In addition, Rhodoline® HBR offers superior dirt pick-up and stain resistance, along with effective wetting properties. Its PFAS-free, APE-free, and low VOC formulation meets strict sustainability and regulatory standards. This versatile wetting agent ensures consistent performance across various formulations, supporting the industry's shift towards more sustainable practices.