

Explore ClariCoat – Clariant’s new digital assistant for choosing the right additive for your paints & coatings formulations

Abstract:

Identifying the right additive that matches paint formulation performance to customer needs can be very time consuming and resource-demanding. Despite R&D budgets getting tighter and resources becoming more limited, this is still often done using a “trial and error approach” in the laboratory based on know-how of experienced paint developers. Moreover, regulatory pressure has never been so high, provoking the need to reformulate older recipes that could not comply with the newest requirements. The need for guidance to design the adequate paint formulations with the shortest development times appears then obvious.

With this in mind, we have developed ClariCoat, our new digital assistant to help paint formulators to tackle these challenges. ClariCoat is a powerful digital consultant for personalizing solutions that helps you to identify the best paint additives for meeting your formulation needs. The newly built app allows customized property selection, covering a wide range of performance criteria from liquid paint stability and workability to sustainability, to name only a few. Once the criteria selection is complete, the product recommendation engine proposes the most suitable Clariant additives based on real lab data. The unique combination of product recommendation with real performance results gives every paint formulator a head-start in tackling their paint issues or developing new coating solutions.

In this presentation, we will present you our digital app ClariCoat and deep dive into its functionalities. You will also be introduced to a case study on how the right additive for a paint system is found.

Address

Matthias Häußler
Strategic Innovation Project Manager IBB
BU Care Chemicals

Clariant Produkte (Deutschland) GmbH
Brüningstraße 50
65929 Frankfurt am Main
Deutschland