

ECS 2023 hall presentation. ELEMENTIS

Title: New sustainable powder associative thickener for waterborne systems

Presented by Carlos Feito – Technical Director; Elementis.

“Industries worldwide are increasingly focusing on creating more sustainable and safer products, and for the coatings industry, this is no different.

One of the ways to achieve this is the selection of proper raw materials.

The rheology package is one of the most important considerations when formulating a paint.

Today, urethane thickeners are one of the most used thickeners in water-based paints, favored for their ease of use and high performance.

However, in the face of recent regulations and the increased demand for higher performing, safer and more sustainable paints, we believed we could raise the bar with the introduction of our family Rheolate powder NISAT thickeners.

These 100% active powders can be easily incorporated into paint and result in less negative interactions, no pumping issues and high ease of handling.

It shows up to 10% increased efficiency on usage compared to liquid version.

Their compact nature allows for less emissions during transportation and up to 4x reduced storage space.

The lack of biocide and VOCs ensures the product to be compliance with future regulations and enabling improved indoor air quality.