

REDUCE TiO₂ USAGE WITH WATERBORNE VINYL ACRYLIC: ENCOR® 317

Gregory DELMAS

Development & innovation leader - Architectural coatings

Vinyl acrylic binders provide reliable performance like good touch up properties and cross-sheen performance at lower formulation cost points, yet there is a need for more sustainable offerings with improved TiO₂ efficiency since TiO₂ is CO₂ intensive. We will present the characteristics and key benefits of our new vinyl acrylic binder and how it will support paint formulation development in order to optimize TiO₂ usage.