

ECS 2023 hall presentation. ELEMENTIS

Title: Adding future with decorative additive solutions

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The global decorative market is vastly changing. To be compliant with stricter labeling, safer ingredients are getting immensely important with the need of having products that are biocide-, VOC-free and asthma & allergy friendly. End-users are demanding more sustainable plant-based paints having exceptional properties such as enhanced dry film properties and improved workability. These market demands are heavily impacting the choice of additives and extenders used in paint formulations.

At Elementis we want to be the partner in shaping tomorrow's formulation. As a leader in Rheology and having a broad advanced additive toolbox, we continuously create market-led innovations via our unique insights 2 innovations development process.

During our presentation we will touch upon the following innovations

- Biobased defoamers
- Rheolate IF series: fit for future with safer ingredients.
- 100% active urethane rheology modifiers
- Reducing TIO₂ with innovative extenders

Join our presentation and discover how we can together shape tomorrow's decorative formulations.