

PCI

Paint & Coatings Industry

Globally Serving Liquid and Powder Manufacturers and Formulators

2011

COATINGS SUPPLIER HANDBOOK

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Greetings from the Publisher



Welcome to **PCI's** 4th annual Coatings Supplier Handbook. The suppliers that are included chose to be in this special edition to provide you with their information, and to reinforce to the coatings manufacturers their commitment to providing the latest technology that is available.

In 2010, **PCI** saw a more encouraging economy for the coatings industry. The AC Show in Charlotte kicked off the first quarter with more optimism than 2009. And, during my travels in the last quarter of 2010, visits with the coatings suppliers seemed to be more up beat – still cautious but looking to work on new projects.

In addition, the Coatings & Trends Technologies (CTT) conference held in October, produced by **PCI** magazine and the Chicago Society for Coatings Technology, was a sold-out event. There was a lot of good, new technology presented throughout the one-and-half day conference. **PCI** will be publishing some of the technical papers that were presented at this event throughout 2011. Please visit www.coatingsconference.com to learn more about the upcoming 2011 CTT.

Some other conferences coming up in 2011 include Smart Coatings, The Waterborne Symposium, European Coatings Show, Windy City Coatings Course, Latin American Coatings Show, Adhesives & Sealants Council Spring and Fall Conventions, ABRAFATI, and ChinaCoat. You can find an in-depth calendar of events at www.pcmag.com under our Events heading. All of these events provide a wonderful opportunity for suppliers and manufacturers to meet and discuss challenges and potential solutions.

It is very important that the manufacturer/supplier relationship continues to grow and develop. I urge you to contact the suppliers in this special edition and continue to work together on developing environmentally friendly products and cutting-edge technology. The suppliers look forward to hearing from you and discussing how their products can help you succeed.

PCI has been a global resource to the coatings industry for years. In order to provide such high-quality information to you, the suppliers play an important role in keeping our editors abreast of what is happening at the manufacturing end. Without the suppliers' knowledge and resources, **PCI** wouldn't be able to report such in-depth editorial.

Other great resources **PCI** offers include our online 2011 Buyers' Guide, which allows you to search for and contact suppliers (www.pcmag.com/buyersguide), or our Virtual Supplier Brochures (www.pcmag.com/brochure), which contain product datasheets for more in-depth supplier and distributor information.

Please offer your feedback on what else you would like to see regarding supplier information that will help you in your formulations. You can reach me at campbelld@bnpmmedia.com.

Have a prosperous 2011!

Donna M. Campbell

Donna Campbell / Publisher

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Company Profile

Company Description

Nubiola is a world leading producer of Ultramarine and Inorganic pigments. Founded in 1914, we are a 3rd-generation, family owned business headquartered in Barcelona, Spain, with plants located globally. Our staff of 600 services the sale of pigments and corrosion inhibitors to over 70 countries.



Nubiola USA- Norcross, Georgia

North America

Nubiola USA, based in Metro Atlanta, Georgia, sits upon 8 acres of land that houses our administration, 55,000 square feet of warehouse space, dry pigment blending and application laboratory.

Production Facilities

We produce inorganic pigments at our facilities located in:

- Spain
- Colombia
- India
- Romania
- Bulgaria
- China (joint venture)

Customer Service

Nubiola offers a nimble and flexible ability combined with a commitment to service excellence. We supply through a network of direct and indirect distributor sales channels. Our friendly, responsive customer service and technical sales teams provide support to the plastics, coatings and construction industries. Local capabilities include custom dry blending and the North American Technical Center.

R&D Capabilities

Nubiola has 5 application laboratories and a central R&D laboratory with a compliment of 48 technical staff members.

Product Range

We manufacture and market a core range of specialty inorganic pigments. Our brands include:

- **Ultramarine Pigments**
 - Nubix
 - Nubiperf
 - Nubicoat
- **Iron Oxide Pigments**
 - Nubifer
 - Oxifer
- **Zinc Ferrite Pigments**
 - Nubifer K-Series
- **Chrome Oxide Green Pigments**
 - Nubicrom
- **Anticorrosive/Rust Inhibitors**
 - Nubirox
- **Chromate Yellow & Molybdate Orange**

We are also pleased to offer:

- **Organic Pigments**
- **Cadmium Pigments**
- **Pearlescent Pigments**
- **Phosphorescent Pigments**
- **Fluorescent Pigments**

Distribution

Nubiola USA now distributes in the Southeast for the following:

- Tomatec- CIP
- SMI- Minerals/Extenders
- LCP- Special Effects
- Metaflake- Aluminum
- New Riverside Ochre- Ochre

Air Products

Committed to Providing Unmatched Performance

Air Products seeks at all times to be a global leader in supplying specialty additives to a variety of industries. By continual investment in product development and pace-setting technology we anticipate the needs of our customers and offer innovative solutions, sometimes even in advance of our customers' anticipated requirements.

Over 40 years ago, we recognized the inevitable shift from solvent to water-based systems and helped guide formulators through the challenges of making the transition. From a small number of Surfynol surfactant products, we have applied our surface science knowledge to help create what is today recognized as an exceptional product portfolio encompassing **wetting agents, defoamers and dispersants**. We remain the global supplier of choice of specialty additives supplying, within a broad range of applications and markets, customers who value high-performance solutions.

Offering You Solutions, Not Just Products

Air Products' families of Surfynol®, Dynol™, EnviroGem®, Carbowet® and ZetaSpurse® additives, are widely used in countless industries, including coatings, inks, adhesives, metalworking and industrial processing. Our continued commitment to developing new and beneficial surfactant technology promises to be an answer to ongoing challenges facing formulators. We are constantly working to provide unique products and performance solutions for a broad range of applications.

• **Surfynol surfactants** – multifunctional additives that are performance wetting agents – they can also help to control



the foam you encounter when developing your formulation or applying it somewhere down the line. The Surfynol molecule is where we started ... but it's sure not where we stopped

• **Dynol surfactants** – are for your most demanding applications – we think of them as superwetters because where wetting is concerned, they're second to none.

• **Carbowet surfactants** – perfect for applications where you need a bit more than your typical surfactant, but you also need to balance cost with performance.

• **ZetaSpurse additives** – a dedicated line of pigment-dispersing additives to help with the unique challenges of handling pigments efficiently and effectively.

• **EnviroGem additives** – APE-free products with varying degrees of biodegradability – examples of our long-standing commitment to stay ahead of the world's most challenging environmental regulations.

Additives may be able to help you solve formulating challenges – but it's the people behind the products that really make a difference. For decades our chemists have been studying the unique challenges faced by the formulators of water-based systems. With their support, our goal is to help you achieve your goals; to help you create successful products. From product development to applications testing to technical service, we can help you put it all together by teaming the best products with an unparalleled applications development team. From ideas to finished products, our team can help you develop products, solve problems and grow your business.



www.airproducts.com/surfactant



**Happy formulating
made easy with our wide
selection of defoamers.**

Finding the right defoamer is a lot easier when you add Air Products' defoamer samples to your bench. Our wide selection of high-performance defoamers (silicone, organic, mineral oil, molecular) help you meet the technical demands of a wide range of water-based coatings and inks formulations. And they achieve their high performance without increasing cost-in-use.

Air Products has been a leader in specialty additives for over 40 years. We've applied our proven expertise to a unique product selector tool, which can eliminate your formulating frustrations by matching the best Air Products defoamer to your application and specific project need. Call 1-800-345-3148 to request the tool and a free sample. And see why adding our defoamers to your bench will certainly add a smile to your face.



Arch Chemicals, Inc.

Introducing Proxel® BZ Plus Preservative

VOCs continue to disappear from paint and latex formulations, the alternative “greener” solutions become more susceptible to microbial spoilage – leading to a need for novel preservatives. Compounding this issue, increasing regulatory requirements have put pressure on many currently used biocides as they face new restrictions.

This demand to minimize use levels of existing biocides, in combination with reduced availability of new biocides, has left the industry with a diminishing number of options. As a result, work has been undertaken to identify a biocide option that would provide more consistent microbial control in these formulations.

Proxel® BZ Plus Preservative, a unique combination of Proxel® preservatives and Omadine® antimicrobials, offers a dual mode of action for inhibiting microbial growth in latex emulsions, water-based paints, adhesives and pigment dispersions – preventing discoloration and providing the extra protection you and your customers need against mold, mildew and bacteria.

Other Features Include:

- Color-stable formulations;
- Dual-action protection;
- Zero VOCs;
- CMIT/MIT and formaldehyde free;
- Long-term preservation; and
- Broad-spectrum activity.

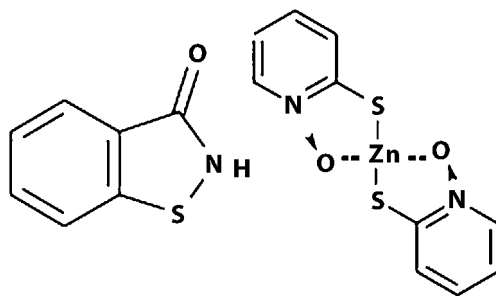
Learn more about Proxel® BZ Plus Preservative and download product information at:
www.archbiocides.com/proxelbzplus

About Arch Chemicals, Inc.

Headquartered in Norwalk, Connecticut (USA), Arch Chemicals, Inc. is a global biocides company with annual sales of approximately \$1.5 billion. Arch and its subsidiaries provide innovative, chemistry-based solutions to control the growth of harmful microbes. The company's concentration is in water treatment, hair and skin care products, treated wood, paints and coatings, building products and health and hygiene applications. Arch Chemicals operates in two segments: Treatment Products and Performance Products. Together with its subsidiaries, Arch has approximately 3,000 employees and manufacturing and customer-support facilities in North and South America, Europe, Asia, Australia and Africa.

About Arch Biocides

Arch Biocides, a business unit of Arch Chemicals, Inc., earns distinction by offering products that function independently or that may be formulated with other biocides in adhesives and sealants, architectural and marine antifouling paints and polymer emulsions. We provide solutions for adhesives and sealants, architectural paints, marine antifouling and polymer emulsions by offering a wide array of products such as Omadine™ Antimicrobials, Omacide™ Fungicides, Proxel™ Preservatives, Triadine™ Antimicrobials, Reputain™ Antimicrobials, Densil™ Antimicrobials, Vantocil™ Antimicrobials and Vanquish™ Antimicrobials. Learn more about how we can become a part of your solution at www.archbiocides.com.



www.archbiocides.com



Great Individually. Exceptional Together.

As with wine and cheese, when two products with long track records come together, such as Proxel® preservatives and Omadine® antimicrobials, you get an exceptional result:

Proxel® BZ Plus Preservative

This unique combination offers a dual mode of action for inhibiting microbial growth in latex emulsions, water-based paints, adhesives and pigment dispersions - preventing discoloration and providing the extra protection you and your customers need against mold, mildew and bacteria.

Other features include:

- Color-stable formulations
- Dual-action protection
- Zero VOCs
- CMIT / MIT and formaldehyde free
- Long-term preservation
- Broad-spectrum activity

Download product information at archbiocides.com/proxelbzplus and learn more about how we can become a part of your solution.



Arch Biocides
Tel: 800.523.7391
Email: sales@archbiocides.com

Use biocides safely.
Always read the label and product information before use.

*This product is not meant for food applications.
*This product provides preservative properties to protect the product or coating.
*Arch Biocides is a business unit of Arch Chemicals, Inc.
*Some Arch® biocides may not be registered or registered for only certain uses in your country.

BASF Corporation

Performance Loves Low VOC

COMPANY DESCRIPTION:

As the world's leading chemical company, BASF helps formulators of architectural, industrial and automotive coatings deliver sustainable, eco-efficient solutions that meet or exceed performance requirements. BASF supports the needs of coatings manufacturers with a depth and breadth of technologies and cross-functional teams with expertise in chemistry, applications and formulations.

TECHNOLOGIES:

We provide virtually every ingredient that a coatings manufacturer needs, including resins, binders, latex, crosslinkers, pigments and colorants, effect pigments, antioxidants, light stabilizers, photoinitiators, formulation additives, and specialty minerals. Among our priorities is a focus on sustainable solutions – e.g. low- and zero-VOC products, APEO-free and formaldehyde-free materials, low energy curing, replacement of heavy metal pigments, and latex with minimal environmental impact.

TECHNICAL SERVICES:

Our cross-functional teams apply expertise in chemistry, applications and formulations to support your formulation objectives. BASF offers local expert support capabilities from sites in Charlotte, NC; Newport, DE; and, Wyandotte, MI.

MAJOR PRODUCTS:

Resins, Binders, Latex, Crosslinkers

- Acronal® Optive™ low- to zero-VOC acrylic resins, including: Acronal Optive 130 and Acronal Optive 230 50 g/L VOC capable latexes that offer superior titanium dioxide efficiency. Acronal NX 4641 primer is capable of 50 g/L VOC formulation and lower.
- Basonat® aliphatic isocyanates for high-quality two-part polyurethane coating systems.
- Joncryl® 1522 for low-VOC, direct-to-metal applications.
- Joncryl RPD polyols to accelerate property development of automotive refinish coatings.
- Joncryl high solids acrylic polyols, self-crosslinking and acrylic emulsions for industrial coatings.
- Laromer® oligomers and reactive diluents.
- Laropal® aldehyde resins for pigment dispersions.

Pigments & Colorants

- Cinquasia® high-performance quinacridone pigments.
- Cromophtal® high-performance pigments.
- Heliogen® phthalocyanine blue and green pigments.
- Irgalite mid- to high-performance pigments.
- Irgazin® DPP high-performance red and magenta pigments.
- Luconyl® transparent iron oxide in-plant colorants.
- Lumogen® heat management pigments.
- Meteor® complex inorganic color pigments.
- Orasol® and Neozapon® metal complex dyes in powder forms for solventborne systems.
- Options® universal colorants for P.O.S. applications and H2® Options high-strength aqueous version of Options® for in-plant colorants.

- Paliogen® black near-infrared (NIR) transparent pigments for heat management applications.
- Paliotol® high-performance organic yellow pigments.
- Paliotan® pigments, combinations of high-grade organic and inorganic pigments.
- ProLine® universal squeeze bottles for tinting.
- PureOptions™ zero-VOC eco-colorants for point-of-sale operations.
- Santa Fe™ high-luster mica-based pigments in earth-tones.
- Sicoflush® transparent iron oxide red and yellow dispersions.
- Sicopal® inorganic yellow and orange pigments.
- Sicotan® inorganic mixed-phase yellow and brown pigments.
- Sicotrans™ transparent iron oxide pigments.
- Xfast® stir-in dry pigments for machine and in-plant applications.

Effect Pigments

- Black Olive™ pearlescent pigment with champagne undertones.
- Dynacolor® effect pigments.
- Glacier® frost white effect pigments.
- Firemist® Colormotion color-shifting pigments.
- Lumina® royal blue effect pigments.
- Lumina® mica-based effect pigments.
- Magnapearl effect pigments that deliver excellent whiteness and brilliance.
- Mearlin® pigments that have a smooth satin to bold sparkle effect.
- Mearlite® pigments with a liquid metal look.
- Metasheen® vacuum metalized effect pigments.
- Paliocrom® effect pigments offering excellent chroma, brilliance and hiding.
- Xymara® Fireball effect pigments.

Antioxidants, Light Stabilizers, Photoinitiators, Formulation Additives

- Chimassorb® UV absorbers.
- Darocur®, Irgacure® and Lucirin® photoinitiators.
- Dispex® dispersants for inorganic minerals and pigments.
- Efka® dispersants, slip and leveling agents, and defoamers.
- Rheovis® and Viscalex® rheology modifiers.
- Irganox® phenolic antioxidant additives for efficient processing stabilization.
- Lignostab® 1198 wood photostabilizing additive.
- Pluracoat® CA additives that help formulators to meet environmental requirements such as low-VOC and Alkylphenol Ethoxylate (APEO) free.
- Pluracoat® Dispersal DA dispersants for pigment dispersions and color development.
- Pluracoat® Performa additives for wetting, de-foaming, dispersing and adhesion promotion.
- Tinuvin® UV absorbers for efficient light-sensitive protection.



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performance loves low VOC

Paints made with our Acronal® acrylic latexes, Joncryl® emulsions, Pluracoat® and Efka® additives, Mattex® kaolin extenders and attapulgate can be zero to low VOC without sacrificing functionality. And with PureOptions™ eco-colorants and Xfast® stir-in pigments, they can be practically any color.

The performance you need
and the sustainability
you want: at BASF,
we create chemistry.



www.basf.us/dpsolutions.com

 **BASF**
The Chemical Company

BWAY Corporation

Packaging Innovation from a Market Leader

Company Overview

BWAY has offered packaging solutions for more than a century. Today, we are a market leader in the general line packaging industry. We provide rigid metal, plastic and hybrid packaging to large manufacturers, container distributors and small businesses across North America. BWAY maintains modern, well-capitalized manufacturing facilities that ensure fast order fulfillment and superior customer service. Our diverse products, innovative packaging and broad geographic reach help our customers succeed today and beyond.

Primary Markets

We cater to many different markets, and our products are used for wide-ranging applications. Our primary markets include adhesives, agricultural products, aircraft lubricants, automotive additives, aviation fuels, brake fluids, charcoal lighter fluids, chemicals, coatings, colorants, construction materials, detergents, edible oils, flavorings, foods, fragrances, granules, household products, hydraulic fluids, industrial products, insecticides, janitorial supplies, lubricants, paint thinners, paints, personal care products, pesticides, petroleum products, pharmaceuticals, pool products, roofing mastics, rubber cement glue, screws, solvents, spikes and weed killers.

Comprehensive Products

BWAY has the most extensive product lineup available from any single manufacturer in the general line packaging industry. Our products include:

Metal Products

- Aerosol Cans
- Ammunition Boxes
- Cone and Pour Top Cans
- F-Style Containers
- Monotop Cans
- Non-UN Open Head Pails
- Oil Can
- Paint Cans
- Tight Head Pails
- UN Open Head Pails

Plastic Products

- All-Plastic Colorant Cans
- ECO-PAIL™ by BWAY
- Non-UN Open Head Pails
- Plastic Bottles
- Plastic Drums



- Screw Top Injection Pails and Drums
- Tight Head Containers
- UN Open Head Pails

Hybrid Products

- Hybrid Paint Cans

Sustainability Commitment

BWAY is dedicated to reducing waste and minimizing our carbon footprint. Our containers are fully recyclable and are constructed of post-consumer and post-industrial raw materials. In particular, the ECO-PAIL™ by BWAY earned the 2010 Greener Package Award from Summit Publishing and the 2010 AmeriStar Package Award from the Institute of Packaging Professionals. This product features the unique Tri-Seal cover that eliminates rubber gaskets to simplify recycling. The pail body contains up to 50-percent recycled core material. The manufacturing process lowers non-renewable energy used by 31 percent and carbon dioxide emissions by 30 percent compared to standard plastic pails.

Learn More

For more information, visit us online at www.bwaycorp.com, call 800/527.2267 or e-mail sales@bwaycorp.com.



www.bwaycorp.com

Less Waste.
Less Energy.
Less CO₂.
Less Impact.



Sustaining Our Planet Demands Less From All Of Us.

BWAY is dedicated to minimizing our carbon footprint and preserving the environment. Our one-gallon and five-gallon metal and plastic containers are embraced by manufacturers and consumers alike. Our packaging is fully recyclable, and we use post-consumer and post-industrial raw materials. BWAY provides diverse packaging that can be found on store shelves across North America. Discover how our innovative packaging conserves resources and can help your business prosper.

Learn more at bwaycorp.com/less-waste
1.800.527.2267 | sales@bwaycorp.com



Additives for eco-friendly formulations

BYK is not only an innovative company, but also very service-oriented and customer-focused. Our products always address current and future market trends.

Now more than ever, environmental concerns are becoming increasingly important and the development of eco-friendly coatings is one of the industry's top priorities. In response to this, BYK has developed a "Greenability" product line that gives our customers access to a full range of high-performance additives.

Performance and Ecology

The VOC content of products and raw materials is one of the key parameters for determining how "green" a product is. Other factors that have an influence on whether or not a product is "green" include the assessment of eco-friendliness according to various eco-label systems and the amount of renewable materials used in making a product. Formulators must decide which specific requirements have to be met when developing "green" systems, which raw materials are particularly well-suited for these purposes, and where best to produce them. In addition, they want to be certain that the use of environmentally friendly raw materials does not ultimately sacrifice performance in the end product.

In order to assist our customers during formulation and to respond to any "green" questions they may have, BYK has adopted a comprehensive approach to this topic – an approach we call "Greenability".

BYK made one thing clear from the onset: quality and eco-friendliness are not mutually exclusive. What sets BYK's additives for environmentally friendly coating systems

apart from the rest is that they are suitable for formulating eco-friendly, "green" end products without having to compromise the high level of performance that customers have come to expect.

Eco-friendly systems

We devote more than 50% of our research and development activities specifically to the development of additives for eco-friendly systems. These include powder coatings, aqueous systems, and high-solid systems, as well as solvent free, VOC-free, and UV-free systems. In addition, we are continuously increasing the percentage of renewable raw materials that we use.

Global presence

BYK has placed a strong emphasis on being available to customers

and on carrying out a continuous dialog. That's one of the main reasons why the company is represented in more than 100 countries and regions around the world. BYK staffs eleven technical service laboratories that assist customers and application technicians with their specific questions. At its sites in Wesel, Germany, Deventer, the Netherlands, as well as in Asia, the USA, and Brazil, BYK is developing solutions for a variety of application areas, including automotive paints, printing inks, general industrial coatings, etc. Through customer seminars, BYK's experts provide worldwide access to their extensive experience. Every year, over 1,000 participants from all over the world receive information and training.



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We are thinking about the same thing you are...

How to make your products greener and their performance pure gold.

Our customers come to us to help them stay ahead of competitive pressures by helping to re-formulate existing products and innovate new ones – meeting “green” goals while preserving and even enhancing performance. **We call it *Greenability*. You’ll call it *genius*.**

Another fine result of the Innovation Principle – I^2 . Let us help you work through the formula for *Greenability*.

www.byk.com



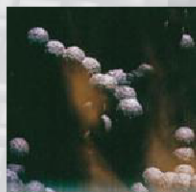
Cabot Corporation

Creating What Matters

As a Global Leader in Performance Materials, Cabot materials enable and improve high performance coatings. With a complete line of Carbon Black pigments and Fumed Silica rheology modifiers Cabot is a one-stop-shop, who meets the needs of demanding customers across a wide spectrum of coatings applications, from automotive to industrial, to architectural, marine, powder coatings and more.

Carbon Black

Performance Black Pigments



Cabot's line of Carbon Black pigments for Coatings include High Color Blacks for masstone where jetness and blue undertone are key performance differentiators. Cabot also provides high performance tinting blacks and conductive black pigments for specific applications. Cabot's latest Carbon Black, EMPEROR® 1800, offers best-in-class color performance and is extremely easy to disperse in waterbased formulations.

Function	Carbon Black products
Masstone pigmentation	BLACK PEARLS® and MONARCH® Carbon Blacks
Tinting pigmentation	BLACK PEARLS, MONARCH, REGAL® and MOGUL® Carbon Blacks
Easy-to-disperse masstone pigmentation	EMPEROR® Carbon Blacks
Conductive pigmentation	VULCAN® Carbon Blacks

BLACK PEARLS®, MONARCH®, RAVEN®??, MOGUL®, EMPEROR® and VULCAN® are registered trademarks of Cabot Corporation.

Fumed Silicas

Rheology Modifiers and Performance Additives



Cabot's complete line of Fumed Silicas for Coatings allow formulators to tailor the rheological properties of formulations to meet specific needs. Cabot's Fumed Silicas deliver a number of other performance benefits, including enhanced free flow of powder coatings, corrosion resistance in industrial coatings, abrasion resistance in UV-cured coatings and sag resistance in a wide range of applications.

Cabot Aerogels are high surface area, low density silicas offering unique performance benefits including matting at extremely low loadings and thermal insulation in specialty high performance coating applications.

Function	Fumed Silica products
Rheology control in liquid coatings	CAB-O-SIL® TS-series Fumed Silicas CAB-O-SIL M5, H5 and EH5
Free flow in powder coatings	CAB-O-SIL CT series products
Matting	NANOGEL® Aerogel
Thermal insulation	NANOGEL Aerogel

CAB-O-SIL® and NANOGEL® are registered trademarks of Cabot Corporation.

Cabot Performance Materials for Coatings

Carbon Black Performance Black Pigments



Carbon Black

Performance benefits:

- High-jetness masstone
- Tinting and shading
- Easily dispersable pigments
- UV protection
- Electrical conductivity

Fumed Silica

Rheology Modifiers and Performance Additives



Fumed Silicas

Performance benefits :

- Rheology control
- Free flow
- Sag resistance
- Thixotrophy
- Abrasion resistance
- Anti-corrosion

For more information, please contact
our technical service: +1 978 663 3455
or visit our website:
www.cabot-corp.com/coatings



CABOT

creating what matters

Elementis Specialties

Rheology Leadership, Plus So Much More...

Company Description

Elementis Specialties is a global specialty chemicals company that utilizes manufacturing technology and scientific innovation to deliver products that enhance the performance and value of our customers' products.

We bring innovative solutions to the market for both waterborne and solvent systems that enhance the look, feel and stability of paints. We support that technology with world-class technical and applications support that is built on long-term relationships of trust, collaboration and technical expertise.

Our technology addresses performance needs through our rheological additives, wetting and dispersing agents, colorants and tinting systems, coalescents, defoamers and other performance-enhancing additives. Our trademarks, such as BENTONE®, RHEOLATE®, THIXATROL®, THIXCIN®, M-P-A®, TINT-AYD®, DAPRO® and NUOSPERSE® are recognized worldwide.

Innovation is the foundation upon which Elementis was created and is the force that drives us to achieve greater success for our company and for our customers.

Our global centers of excellence are positioned to respond to local needs and integrated to leverage our global expertise and collective experience. Our organization fosters creativity and a commitment to high standards of technical achievement. We focus on developing products and solutions that create a sustainable competitive advantage for our company and our customers.

Innovative New Products

RHEOLATE CVS® innovative rheology modifiers provide an excellent balance between sag, and flow and leveling. Highly efficient with great color acceptance while minimizing loss of viscosity upon addition of colorants.

THIXATROL® LT 1200 Series – Novel liquid organic thixotropes designed for baked polyester and acrylic industrial coatings. Easy to incorporate, pourable and pumpable products.

DAPRO® FX 514 – New sustainable coalescent that provides great film integrity and low odor in a wide variety of waterborne emulsion systems.

Compliant Technology

NUOSPERSE® FN 211, FN 260, and FN 265 are APE- and VOC-free wetting agents that provide improved wetting and dispersion properties, excellent paint stability, and gloss development for all types of waterborne paints and pigment dispersions.

Specialty Additives

BENTONE® DY CE a modified clay-based rheological additive designed for architectural and industrial paint systems. Provides excellent anti-settling and sag control while maintaining superior flow properties.

THIXATROL® P200 Series pre-dispersed polyamide thixotropes provide excellent thixotropy and sag control in a variety of solventborne paint systems.

DAPRO® DF 5300, DF 5800F, and DF 6800 defoamers provide exceptional foam control while eliminating surface defects in conventional solvent and high-solids coatings.

ELEMENTIS
SPECIALTIES

Rheology leadership plus so much more...



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elementis.com

Technical Centers

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800/866.6800

Looking for a clear direction?

Have we got a solution for you.



Our high-performing, innovative, and compliant technologies provide a clear path forward.

New regulatory guidelines mean that you'll be making a lot of choices going forward. So many products with many different approaches. How do you meet the ever-changing needs of the market?

Follow our lead. Whether you are developing the next generation of low-VOC products or trying to improve the performance of your new compliant coatings, Elementis has the right solution for you. Our innovative products ramp up performance—often at a lower formulation cost. New additives—like liquid organic thixotropes, color viscosity stabilizers, and APE-free dispersants—make formulating compliant coatings easier and boost performance. Our exceptional technical service will steer you in the right direction.

Whatever direction you choose, we can help.

Come to Elementis—an innovator in chemistry.

Get to know us better.

www.elementis.com

609.443.2000

800.866.6800

contactus.web@elementis.com

Elementis: a leading world producer of rheology, colorants, and surface active chemistry

Evonik

COLORTREND® 808HP – Brighter, Stronger, Cleaner, Deeper

Evonik's Colortrend Group is delivering innovative color system solutions for the architectural and industrial paint and coatings industry. Colortrend offers a broad range of universal and water-based colorants for point-of-sale and in-plant tinting of architectural paints as well as colorants specifically designed for use in high performance and industrial coatings applications.

Evonik Colorants has now developed a new row of the cleanest, brightest colors in the industry, the COLORTREND® 808HP No-VOC colorants. The expanded color space available from these high-performance colorants provides an additional 460 colors that can be added to any existing color system. Customers have remarked how they see the impact on the color gamut explode with the cleaner, brighter, higher hiding colorants! One benefit is a much greater selection of reds and depth of color provided in the violet range of colors as well.

"By taking advantage of the pigment selection in Maasricht's COLORTREND® 807 product line, we can now supply more color options to the market," said Teresa Kummer, Color Services Manager. "COLORTREND® 808HP offers performance advantages such as increased opacity and fade resistance, while minimizing the effect the colorant has on paint properties, and most importantly expansion of the color space."

Kathy Thomas, color scientist, who has worked on numerous color systems in her 35 years with Evonik, including FOLIO™, AMBIANCE® and BOUTIQUE®, successfully completed the challenge of adding a row of 460 colors to the existing FOLIO™ system, which now offers a total of 3,220 colors. This remarkable new set of vivid colors can also be added to systems that have been in the market for many years and offer a fresh, bold look for our customers' retail merchandizing.

Consumers expect more color choices. Expanded color space with cleaner, brighter colors with improved hiding power satisfies regional trends and stimulates consumer interest. With the updated technology and the additional color choices, customers can take advantage of using the expanded selection in FOLIO™ to update and customize their tired old color palettes like never before!

The feedback from customers on the additional FOLIO™ colors has been very positive. They have remarked how they could see the color space coverage increase dramatically with COLORTREND® 808HP. "For instance" said Kummer, "a fire-engine red color typically had poor hiding power required as much as four coats of paint, but can now be obtained with one to two coats."

The economic benefits of using stronger colorants can help customers offset the additional cost of upgrading to these premium, high performance colorants.

Evonik's COLORTREND FOLIO® color system – environmentally friendly colorants specifically formulated for use in volumetric color dispensing for retail (point-of-sale) applications and in-plant volumetric tinting.

AMBIANCE®, COLORTREND FOLIO®, FOLIO™, COLORTREND® 808 and COLORTREND® 888 are registered trademarks of Colortrend USA LLC.



Passion is in our nature.

Dancing around high VOC levels?
Introducing CHROMA-CHEM® 846



CHROMA-CHEM® 846 industrial colorants deliver the high performance standards set by our industry-leading CHROMA-CHEM® 844 with dramatically reduced VOC levels and elimination of APEs.

The state-of-the-art pigments specifically chosen for CHROMA-CHEM® 846 provide broad color space, excellent durability, light fastness, and chemical resistance. Used for both volumetric dispensing and in-plant tinting, CHROMA-CHEM 846 colorants feature best-in-class quality for color retention, dispensability, consistency and film properties in a wide variety of chemistries.

Combined with the 3000+ colors and formulas in the Portfolio of Color® industrial color system, our passion for color and performance is unlimited!

chroma-chem 

For more information,
please contact your local
Evonik Degussa Account Manager.

Colortrend USA LLC

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Piscataway, NJ 08854

PHONE +1 732 981-5343
www.evonik.com/chroma-chem

Evonik. Power to create.



EVONIK
INDUSTRIES

Harcros Organics

Technology Driven, Customer Focused

Over the last 40 years, Harcros Organics has evolved into a flexible specialty manufacturer of surfactants for the coatings industry. Building on expertise in alkoxylation, phosphorylation, and custom chemical synthesis, Harcros offers novel solutions to changing industry demands. Our greatest advancements and most innovative products are developed through collaboration with leaders in the coatings industry. **Innovation, Responsiveness and Flexibility are the principles that guide us!**

Harcros' lines of dispersants, reactive monomers, specialty surfactants for emulsion polymerization and foam control products emanate from our core competencies.

Alkoxylation (Non-Ionic Products and Intermediates)

In-house handling of ethylene and propylene oxide enables production of unique non-ionic surfactants based upon natural and synthetic alcohols, fatty acids, natural oils, etc. Harcros offers high mole ethoxylates of nonylphenol (**T Det N** series) and octylphenol (**T Det O** series), ranging from 20 to 100 moles of ethylene oxide, for emulsion stabilization. Products are available as 100% or 70% active. Harcros' low glycol process ensures a low PEG content. Alkylphenol-free options, based on linear and branched fatty alcohols (C12-22), are also available.

Non-ionic **H-Sperse N** Dispersants are based upon proprietary block copolymers and ethoxymers of aliphatic and aromatic substrates. These products are excellent for use with organic pigments such as carbon black. With a large selection, Harcros' line of dispersants provides formulators with many options for optimizing pigment loading performance and value.

Phosphorylation

With years of experience in production of phosphate esters, Harcros has refined our processes to better control mono and di-ester ratios in our phosphate esters. Anionic dispersant technology based on phosphate esters of our alkoxyated products is commonly used with inorganic pigment systems.

Due to our alkoxylation capabilities, the options Harcros can provide are limitless. Please contact one of our specialists to discuss specific structural compositions.

Harcryl Functional Monomers also originate from our phosphorylation technology. This special line of products was developed to add a functional phosphate group to the acrylic backbone found in many emulsion polymer systems. Such functionality can impart adhesion promotion to various substrates, corrosion resistance, and improved film strength. Harcros is rapidly expanding our offerings in this area by focusing on new acrylic polymers to functionalize.

Coming soon are new lines of functional monomers and dispersants based upon Harcros' technology to add a borate functional group to different substances.

Foam Control

Harcros formulates several oil and polymer-based antifoams for use as de-aerating agents in aqueous and oil-based coatings and adhesives. Products include dispersions of ethylene bistearamide, polyethylene waxes and silicas in various oils as well as a variety of modified polyalkylene glycol-based compositions.

Customized Products and Services

Harcros' experienced technical staff excels at working closely with customers' R&D groups to bend molecules that suit their specific demands. Pilot plant operations, analytical equipment and skilled technicians are part of the service package Harcros offers clients. If you have a unique challenge, requiring a customized solution, please contact Harcros' technical staff to find out what we can do for you.

PARTNERING TO PAINT A BETTER PICTURE: REACTIVE MONOMERS

COATINGS INDUSTRY DEMANDS:

- Cost Reduction
- Time Savings
- Improvements in Corrosion Performance

HARCROS SOLUTION: PHOSPHATED ACRYLIC MONOMERS

Characteristics and Benefits:

- Functional Phosphate Group
- Improved Corrosion Resistance
- Better Adhesion to Metal and Other Difficult Substrates
- Less Surface Preparation

Though the spotlight is on our Phosphated Monomers, please take notice of our latest projects in this area as we have been adding Borate functionality to a variety of monomers as well.

Please contact us to learn more about these and other advancements with Reactive Monomers.



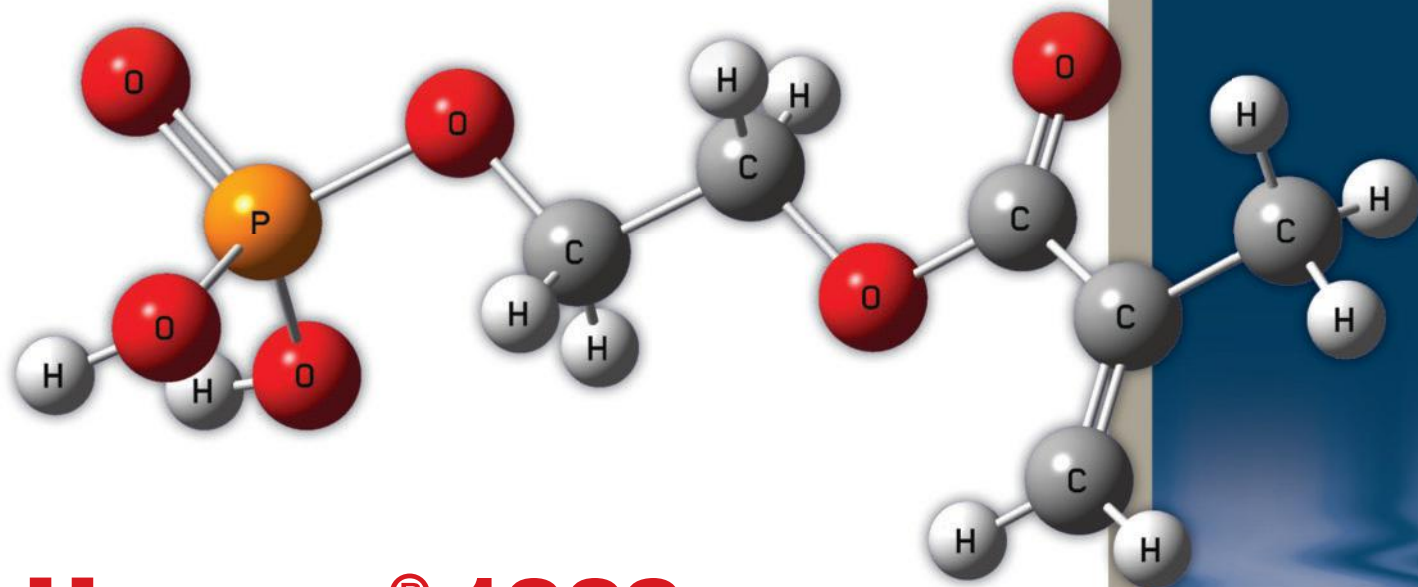
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ORGANICS

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HARCROS ORGANICS

YOUR MANUFACTURING SOLUTION...

FOR HIGH PURITY PHOSPHATED ACRYLIC MONOMERS



HARCRYL® 1228

2 - HEMA PHOSPHATE

-  **Enhances corrosion resistance**
-  **Promotes adhesion direct to metal and difficult substrates**

For Samples and Tech Data Sheets or to learn about Harcros' developments, please visit us at www.harcrosorganics.com/harcryl



HARCROS
ORGANICS

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Manufacturing Division
of Harcros Chemicals

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HEUCOTECH LTD. -

A world leader in the Production of Pigments and Pigment Preparations



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NEW

COMPANY DESCRIPTION

Heubach is a world leader in the production of pigments and pigment preparations, with production facilities in Germany, the U.S. and India. The company began producing color and performance pigments approximately 200 years ago. Heubach pigments and colorants are marketed worldwide through strategically located sales offices on six continents.

MARKETS SERVED

Heubach companies throughout the world serve the adhesive, paint and coatings, printing ink, textile colorant, latex, paper, plastic and building products markets with a full spectrum of color pigments and pigment preparations. In addition, full lines of non-toxic anticorrosive pigments are marketed to the coatings industry.

TECHNOLOGIES

Organic Pigments

- › Phthalocyanine Blues & Greens
- › Indanthrone Blue
- › A wide range of high performance Oranges, Reds and Yellows (e.g. Quinacridone, Diketopyrrolo Pyrrole, Isoindoline Yellow)



Pigment Preparations

- › Environmentally Friendly Universal Colorants for Tinting at Point-of-Sale
- › Conventional and „environmentally friendly“ aqueous dispersions based on unique surfactant technology for in-plant tinting
- › Aqueous dispersions based on resin for ultimate gloss, transparency and strength.
- › High performance hybrid pigments

Inorganic Pigments

- › (Encapsulated) bismuth vanadate yellows
- › Chrome and nickel titanium rutile yellows
- › Cobalt blues and greens
- › Iron chromite and manganese titanium browns
- › Spinel blacks
- › IR Reflecting pigments

Anticorrosive Pigments

- › Zinc Phosphates
- › Modified Ortho-and Polyphosphates
- › Wide Spectrum Anticorrosives
- › Organic Corrosion Inhibitors
- › Zinc-free Anticorrosives
- › Ion-exchange silica Anticorrosive

GLOBAL CAPABILITIES

Heubach's worldwide R&D capabilities allow us to combine our resources to continue our strong commitment to innovation. Our global technical support staffs are available to assist our customers with their pigment and pigment preparation needs. Heubach remains committed to continuing the long tradition of innovation in pigment technology for the graphic arts, coatings and plastics markets. Meeting and surpassing our customers' expectations concerning quality, service, and value with a deep sense of responsibility to the environment will drive our new product development.



Environmentally Friendly Colorants

From one of the global leaders in color, Heubach introduces our latest innovation, the HEUCOTINT line of universal colorants for architectural paint.

HEUCOTINT colorants are:

- Environmentally friendly
- VOC-free
- APE-free
- Formaldehyde-free
- Cost effective

Heubach - Providing colorants today that will meet the requirements of tomorrow!

Heucotech Ltd.
Phone +1 - 800 - HEUBACH
Fax +1 - 215 - 736 - 2249
E-Mail: sales@heubachcolor.com
Internet: www.heubachcolor.com

heubach
COMPETENCE IN COLOR

Hoover Color Corporation

Colors You Can Trust for Any Application

COMPANY DESCRIPTION:

Hoover Color was established and incorporated in 1923 in New York. Now located in the heart of the Blue Ridge Mountains of Virginia, Hoover Color is adjacent to two major interstate highways – I-77 and I-81 – putting it within a one-day drive of the majority of the U.S. population. Hoover Color also has easy access to the ports of Norfolk and Richmond, VA, and Charleston, SC.

The company owns 3,000 acres of land in and around Hiwassee, where it maintains its mine sites, production facilities, laboratories and corporate offices. The main complex comprises 66,000 sq. ft. of production and warehouse facilities, 4000 sq. ft. of lab space, and 3,600 sq. ft. of office area. The original plant was built on this site in the early 1920's, with the last major expansion completed in 2006.

TECHNOLOGIES, PRODUCTS & SERVICES:

Hoover Color's business includes the following areas:

Mining, Production, and Sales of Natural and Blended Iron Oxide Pigments

– From its inception, Hoover Color has been blending pigments to rigid color specifications for its customers. With the purchase of the Hiwassee facility in 1970, Hoover Color also acquired mineral deposits, which made it fully integrated in the mining and manufacturing of siennas, umbers and ochres. These rich earth tones are the hallmark products for Hoover Color, especially raw and burnt siennas. Our product range includes natural and synthetic iron oxides, blended iron oxides, chromium green oxides, Van Dyke browns, Tuscan blends, and complex inorganic pigments.

Distribution of Pigments (under the manufacturer's label and manufactured to Hoover Color's specification in toll production agreements) – In order to offer our customers a wider range of colors, Hoover Color has reached agreements to distribute certain pigments and has contracted the toll manufacturing of others. Various synthetic and natural iron

oxide pigments, mixed metal oxides, and Van Dyke brown pigments are all distributed in order to give our customers a complete range of inorganic colored pigments.



The Hoover Automatic Muller provides a quick and easy method for preparing a small sample of pigment-resin dispersion. Glass plates that shear the pigment into the resin are easily cleaned by the solvent used in solubilizing the resin. This piece of equipment continues to find new uses wherever incoming pigment quality is a concern.

Pigments for Colored Concrete Products

– Hoover Color provides oxides of iron to produce yellows, reds, blacks and browns; chromium oxides to produce greens; and titanium dioxides to produce whites. Oxides of cobalt and/or copper can produce various greens and blues. All of these pigments are produced by Hoover Color and comply with ASTM test method C979, "Pigments for Integrally Colored Concrete." Hoover Color uses a computerized color measuring system to measure these color variations and publishes this information to its customers in a "Certificate of Analysis." This helps to ensure that the color variation is within previously stated specifications.

Manufacture and Sales of the Hoover Automatic Muller

– Since the 1940's, Hoover Color has always been in the forefront of color control, developing the Hoover Automatic Muller. The Hoover Muller has since become the standard piece of testing equipment for the pigment industry. It is also widely used in the ink and cosmetic industries. The Hoover Muller has been recognized by ASTM and ISO as an approved way to prepare samples for color evaluations.

HEADQUARTERS:

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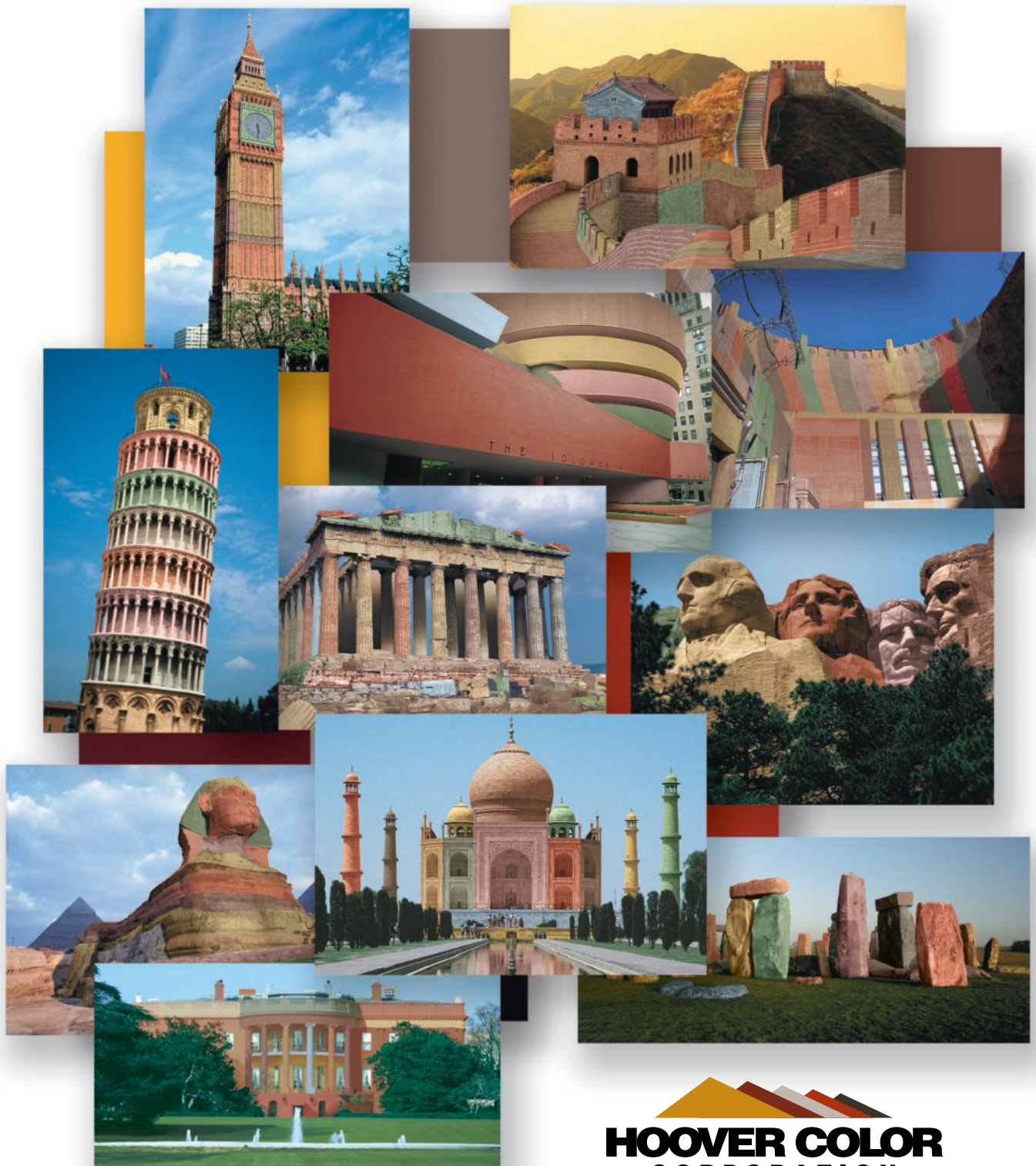
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www.hoovercolor.com

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LANXESS Corporation

Meeting Customer Demand for More Environmentally Friendly Products, While Maintaining Effective Protection

LANXESS Corporation's Material Protection Products (MPP) business unit offers an extensive portfolio of biocides for in-can and dry-film preservation. LANXESS understands customers require more environmentally friendly products, but still need effective protection. The MPP business has increased the number of VOC-free and formaldehyde-free biocides that effectively inhibit the growth of microorganisms in paints, coatings, emulsions, construction and building materials, adhesives, glues, sealants and related materials.

LANXESS offers a wide range of active ingredients. Additionally, we have combination products that offer benefits vs. single active ingredient products. These benefits include:

- Wider pH stability range;
- Improved temperature stability;
- Broader biocidal activity spectrum;
- Lower risk of adaptations and development of tolerant microbial populations; and
- Ability to reduce levels of certain actives while still being efficacious.

Now more than ever, it is important for suppliers to offer regulatory expertise. LANXESS provides:

- Global product registrations in the United States, Canada, EU, Asia and other regions;

- Toxicological and ecotoxicological evaluations and risk assessments;
- Product stewardship and customer support; and
- Product defense and advocacy.

LANXESS also believes technical service and commercial support are important aspects of being a quality supplier:

- Laboratories in key regions: United States, Europe, Asia and Latin America;
- We offer microbiological and analytical capabilities;
- We work with Green Seal to allow you to obtain certifications for your products;
- LANXESS active ingredients and combination products give you the flexibility you need in today's marketplace; and
- We work with you to determine how best to meet your needs.

LANXESS biocides are sold under the brand names PREVENTOL®, METASOL®, TEKTAMER® and BIOCHEK®.



PREVENTOL® is a registered trademark of LANXESS Deutschland GmbH. METASOL®, TEKTAMER® and BIOCHEK® are registered trademarks of LANXESS Corporation.

LANXESS

Energizing Chemistry

L ANXESS Corporation
Material Protection Products

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WELL

PROTECTED

Ask us about
Formaldehyde Free,
VOC Free and Low
VOC Biocides

X

Protected by

PREVENTOL®

Water is synonymous with well-being, but it also promotes the growth of bacteria, fungi and algae. Protecting aqueous formulations such as paints, coatings, adhesives and sealants from microorganisms requires customized solutions. Our experts choose from a wide range of biocides and preservatives to develop the best protection system to meet your special needs. Our PREVENTOL® products provide in-can preservation, dry-film mold protection, and surface protection.

LANXESS Material Protection — Industrial preservatives and antimicrobials you can always trust

LANXESS

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www.mpp.us.lanxess.com

Mason Color Works

Coloring Your World Since 1842

High-Performance Color Technology

Mason Color's high-performance pigment technology for coatings provides the ultimate in heat resistance, UV durability and chemical resistance. Our mixed metal oxide pigments meet the most exacting color and durability requirements of the defense, architectural, stove and heating products, and roofing industries. These pigments add vibrant color to building facades, stove equipment, exhaust parts and outdoor furnishings and equipment.

Our mixed metal oxide chemistry withstands temperatures as high as 1850 °F (1000 °C) and resists fading for over 20 years in Florida and other tropical climates. The chemical stability of Mason's products provides color with unsurpassed resistance to acids, alkalis and strong solvents.

These advanced-technology pigments can be incorporated into any coating platform including powder coatings, electrocoat, high solids and waterborne paints. Their inherent coloristic properties make Mason Color pigments particularly suitable for UV-curable coating formulations as they allow for more through cure than conventional organic pigments.

Mason Color: A History of Pigment Technology Excellence

Mason Color Works has been coloring your world since 1842. Our innovative mixed metal oxide pigments were first introduced to the British ceramics industry at the onset of the industrial revolution. James and Mary Mason founded the company in Staffordshire, England and developed ceramic colors for the pottery industry located there.

In 1902 their grandson, Fortunatus Quartus Mason moved the company to East Liverpool, Ohio, the hotbed of the pottery industry in the New World. The company's product line expanded to provide a full palette of pigments to all aspects of the ceramics industry.

In 1964 our product offerings increased to include Cobalt Nucleating Agents for the investment castings industry. These high-tech materials are integral to the casting process used to manufacture jet engine turbine blades and medical devices. Mason Color is ISO 9001 compliant for this sector of our operations.

Recognized for superior high temperature resistance, our pigment product line entered the gas log industry in the early 1990s.

In the mid 90's the swimming pool and spa colorant industry embraced Mason Color's pigment technology. Our high-performance pigments exceed the demands for resistance to punishing UV energy and the aggressive chemicals used to treat water.

The reach and breadth of our technology has expanded over the generations and across the world ever since. Mason Color Works is a family owned and is operated by the fifth generation of the Mason family.

The Mason Color Advantage

We have over 160 years of experience formulating and producing high-performance inorganic pigments. We have served the highly critical color needs of such demanding industries as the ceramics, pool and spa and gas log products. We also continue supply to the exacting requirements of the investment casting industry.

Our fully outfitted powder coatings laboratory and highly trained technical staff are at your disposal to offer formulating support and evaluation in industry-appropriate formulas.

We now bring you this expertise, quality, knowledge and sterling track record to the coatings industry.



www.masoncolorpigments.com



MASON

COLOR

Coloring Your World Since 1842

MASON COLOR WORKS, INC.
250 E. 2ND ST. • P.O. Box 76
East Liverpool, OH, USA 43920-5076
Phone: (330) 385-4400 • Fax: (330) 385-4488
Website: www.masoncolorpigments.com



**All Our Products
MADE IN AMERICA**

Introducing Mason Color's High Performance Pigments to the Coating Industry

Mason Color's high performance pigment technology for coatings provides the ultimate in heat resistance, UV durability, and chemical resistance. Our mixed metal oxide pigments meet the most exacting color and durability requirements of the defense, architectural, stove and heating products, and roofing industries. These pigments add vibrant color to building facades, stove equipment, exhaust parts and outdoor furnishings and equipment. These advanced technology pigments can be incorporated into any coating platform including powder coatings, electrocoat, high solids and waterborne paints.



Mason Color Works, Inc. A History of Pigment Technology Excellence

Mason Color Works has been manufacturing high temperature, inorganic pigments since 1842.

For more than 40 years Mason Color has been a global supplier of high performance pigments to all sectors of the ceramic industry including pottery, artware, bricks, sanitaryware and roofing materials.

In the last 45 years, Mason Color has expanded into the high technology Investment Casting Industry. Our ISO Compliant Cobalt Aluminate products are integral in the manufacturing jet turbine blades and medical devices.

In the 1990s heralded the emergence of the fireplace gas log industry and Mason Color's participation as a supplier of high quality, high temperature pigments for this use.



Soon thereafter, the Swimming Pool and Spa colorant industry embraced Mason's pigment technology. Our high quality pigment exceed the demands for resistance to punishing UV energy and the aggressive chemicals used in swimming pools.

Our fully outfitted Powder Coating Laboratory and skilled technicians will help you choose the perfect color for your most demanding requirements.

*See you at the American Coatings Show,
April 2010 in Charlotte, NC.*

Micro Powders, Inc.

High-Performance Wax Additives for the Paint, Coatings and Ink Industries

Micro Powders, Inc. is a major supplier of specialized micronized waxes, wax dispersions and emulsions for the paint, ink and coatings industries. Micro Powders has an extensive and innovative product range and is committed to providing consistent quality products, excellent customer service, and superior technical support to its customers.

For over 39 years, Micro Powders, Inc. has been supplying the printing ink, paint and coating manufacturers worldwide through a network of sales representatives and distributors. All MPI sales personnel offer technical assistance and quick delivery from local stocks.

Innovative Technology Meeting ISO 9001:2008 Standards

Micro Powders specializes in developing innovative micronized wax technologies to meet the formulator's needs. In addition to innovative chemistry, the particle size of the micronized waxes are carefully controlled using laser diffraction analysis in order to ensure consistent particle size uniformity from batch to batch. Unique "stir-in" wax additives such as AquaBead®, Polyfluo® and Microspersion® provide the formulator with optimum performance in surface-protection additives.

A commitment to quality and to customers is first priority with Micro Powders. That is why its quality system has been awarded worldwide recognition under the current ISO 9001:2008 standard.

A dedicated and experienced technical staff, backed by the technical service laboratory, is ready to assist customers. The customer service department will direct all inquiries to the appropriate technical expert for assistance. A worldwide network of customer service representatives is available to respond to all global inquiries.

Specialty Products

Micro Powders offers specialty, high-performance micronized wax additives that are easily dispersed without prior melting or grinding.

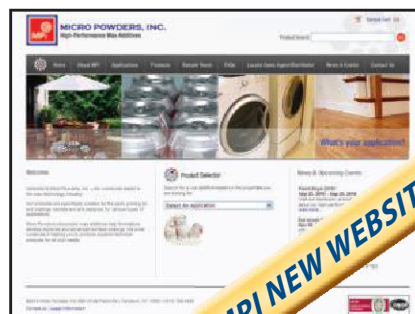
- MP Waxes — lubricity and economy
- MPP Waxes — rub and mar resistance
- Polyfluo®/ Synfluo Waxes — slip and abrasion resistance
- Aqua Waxes — all waterborne applications
- AquaBead® Waxes/Emulsions — water repellency and moisture resistance
- Micropro/PropylMatte Waxes — uniform matting and scratch resistance
- PropylTex Waxes — texture and gloss control
- Polysilk Waxes — improved slip, tape release and a smooth surface

- Microspersion® Aqueous Dispersions — "stir-in" wax dispersions
- Fluo Waxes — micronized PTFE for slip and heat resistance
- Nylotex Waxes — for high temperature texture applications
- Superslip/Synslip Waxes — for slip and abrasion resistance without PTFE
- MicrospeX — are pigmented polyolefin polymers intended for use in decorative floor coatings
- Propylfluo Waxes — gloss control and anti-blocking with increased slip



Since 1971 Micro Powders, Inc. has been developing and manufacturing innovative specialty micronized waxes, wax dispersion and emulsions offering more than 150 state-of-the-art products.

Visit our newly designed website for more product application information. Our updated site has a state-of-the-art look making it more user-friendly and easy to navigate. Visit micropowders.com to find a product and a solution ideal for your needs.



MICRO POWDERS, INC.

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Tarrytown, NY 10591
Tel: 914/793.4058
Fax: 914/472.7098
Web site: www.micropowders.com
E-mail: mpi@micropowders.com



In or out of water

Micro Powders waxes make a critical difference.

Ideal for waterborne products ... and all your formulations!

Whether your products are waterborne or conventional, whether you are looking for abrasion resistance, slip or other essential qualities... Micro Powders gives your formulas the properties you want – with total reliability, flexibility and creativity. For consistent results, personal service and innovative ideas, nothing outperforms Micro Powders specialty wax additives.



MICRO POWDERS, INC.

ISO Certified 9001

Visit our new website
www.micropowders.com

Münzing

1455 Broad Street
Bloomfield, NJ 07003
Creating Additive Value
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973/279.1306
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www.Munzing.com

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Munzing Shanghai

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Shanghai, 210108 – China

Warehousing:

Santa Fe Springs, CA
Belmont, NC
Ontario, Canada

Major Products

- DEE FO® and AGITAN® – Defoamers for printing inks, coatings, and adhesives
- EDAPLAN® – Leveling and universal dispersing agents
- METOLAT® – Wetting agents and dispersants for specific pigment groups
- TAFIGEL® – Rheology modifiers for printing ink and coatings formulations

Münzing

Solving Paint and Coatings Formulation Problems

Company Description

Münzing is the oldest and finest privately owned additives company headquartered in Heilbronn, Germany. The company has a presence in over 30 countries and is a technology-driven organization with extensive staffs of highly experienced R&D and technical service personnel in Europe, the Americas and Asia. The manufacturing plants in Europe and America have broad synthesis and formulation capabilities to best serve their global customer base.

Product Scope

Münzing is committed to creating value and improving its customers' formulations with its complete range of specialty additives. These additives, which include liquid and powder defoamers, rheology modifiers, wetting and leveling agents, polymeric dispersants, air-release agents, and emulsifiers have achieved worldwide recognition for their performance, quality and technical innovation. Above all, Münzing is known for its ability to solve customer problems. When technical issues arise, Münzing's customers look to them to provide the answer with innovative and, if applicable, customized solutions.

Technical Mission

The technical mission of Münzing is solving paint and coatings formulation problems, such as in the area of foam control. The company offers its state-of-the-art technical service testing to all companies, regardless of size. Since the company has the broadest range of defoamer chemistries, its technical service work provides paint and coatings customers with optimum solutions with respect to technical performance, as well as value.

Unique Products

Münzing has a specialized range of anti-foaming and defoaming agents. This product range is continually being updated since a large portion of the company's R&D and technical service efforts focus on delivering paint and coatings customers with customized solutions. This technical

strength stems not only from the company's intimate understanding of customer applications and associated issues, but focusing its highly skilled lab resources to identify and/or develop products that offer the desired performance properties.

R&D Capabilities

To further strengthen its global position within the worldwide paint and coatings market, Münzing has state-of-the-art R&D labs in the United States and Europe. Seasoned scientists in these labs continually develop new additives that create value for the paint and coatings industry. Furthermore, the company has unique and proprietary technology available solely through its organization.

QC Capabilities

Münzing's reputation in the paint and coatings industry as a leader in quality is well known. Continual analytical testing of incoming raw materials, outgoing finished goods and retain rechecks assures maximum batch-to-batch consistency. As an ISO 9001-registered company, testing equipment must be routinely monitored and calibrated. Retains are kept for a minimum of one year, and experienced technicians are a phone call away from customers and sales personnel.

ISO and Environmental

The company's commitment to quality and the environment has been reinforced by its ISO 9001:2000 and ISO 14001 registrations. Moreover, the company's employee declaration, which has been signed by all employees, states, "being the premier supplier for our customers; being a responsible company; and creating sustainable value."

Conclusion

Münzing recognizes the value of both its customers, as well as its employees. The growth and success of its business illustrates this recognition, plus its continued commitment to technical service and custom-formulated solutions works very well. Specific product brochures with application matrix and samples can be obtained by calling 800/524.0055 or by e-mailing info@munzing.com.

Relentlessly working for YOUR perfect solution

Münzing. Solving your foam issues by providing the broadest range of defoamer chemistries and unlimited technical assistance to the coatings and printing ink industry.

While we may deal in complex science, what we do is very simple. We make your job easier.

By conducting unlimited, rigorous testing with the broadest range of defoamer chemistries, we'll develop precisely the defoaming additive that solves your problem. It's this kind of unyielding commitment to the needs of coating and printing ink formulators everywhere that has gotten us to where we are today. Practically on speed dial at some of the largest, and smallest, coating and printing ink R&D labs around the world.

The Industry Standard in Defoamers

DEE FO XRM-1537A	DEE FO PI-30	AGITAN 299
DEE FO XRM-1547A	DEE FO PI-35	AGITAN 350
DEE FO 3010E/50	DEE FO PI-40	AGITAN 760
DEE FO 97-3	DEE FO PI-45	AGITAN 771
DEE FO PI-12	DEE FO PI-75	

To try our AGITAN and DEE FO defoamers
and take advantage of our unlimited technical service,
call **1-800-524-0055**

www.munzing.com | info@munzing.us

Reichhold, Inc.

Everywhere Performance Matters

Company Description

Reichhold is the world's largest supplier of unsaturated polyester resins for composites and a leading supplier of coating resins for a wide variety of markets and applications. With its world headquarters in Research Triangle Park, NC, along with four technology centers and 19 manufacturing sites spread around the world, Reichhold has the widest global reach of any resin supplier today. Innovations combined with state-of-the-art manufacturing facilities and a sales and distribution network that is far reaching means that Reichhold can offer focused solutions for the needs of its customers.

Core Technologies

Reichhold offers one of the most comprehensive ranges of technology in the coatings industry today from traditional alkyds, polyesters, polyurethanes, epoxies and acrylics to more cutting-edge technologies such as Beckosol AQ® alkyd latexes, waterborne oil-modified urethanes and waterborne epoxy curing agents. More importantly, Reichhold doesn't just sell these technologies; it engineers them, tailor them and offer ongoing support through specialized technical experts.

Coating Markets Served

For over 80 years, Reichhold has been a pioneer in creating innovative technologies to help coatings formulators meet their customers' most demanding applications. Whether developing the latest in high-performance protective coatings or low-VOC architectural paints, formulators can look to Reichhold for a wide array of technologies used in a variety of markets and applications in the coatings industry.

Architectural Coatings:

- Interior/exterior wall paints and primers
- Trim enamels
- Wood floor finishes
- DIY stains and varnishes
- Deck coatings
- Concrete porch and garage paint
- Metal finishes

Industrial/Protective Coatings:

- Industrial maintenance
- Marine
- Aerospace
- Agricultural equipment
- Automotive refinish

OEM Coatings:

- Wood cabinetry and furniture
- Factory-applied wood finishes
- General metals
- Heavy machinery and equipment
- Metal furniture and office equipment
- Coil and can
- Plastic substrates

Brands

Reichhold's coating product line includes waterborne, solvent-borne, 100% solids, liquid and powder coating resins that are sold under the following trade names:

BECKOSOL®	Solventborne Alkyds
BECKOSOL AQ®	Alkyd Latexes
KELSOL®	Waterborne and Water-Reducible Alkyds
AMBERLAC®	Modified Alkyds and Copolymers
AROPLAZ®	Polyesters
UROTUF®	Urethanes
EPOTUF®	Epoxies and Epoxy Curing Agents
AROFLINT®	Non-Isocyanate 2K Systems
AROLON®	Styrenated and Solution Acrylics, Acrylic Polyols
SYNTHEMUL®	Non-Styrenated and Vinyl Acrylics
RESAFEN®	Phenolics
FINE-CLAD®	Powder Coating Resins
FINE-TONE®	Digital Printing Ink Resins

Value-Added Services

At Reichhold, products are constantly tested and technology refined so as to provide customers with high-performing products. Each of the global technology centers is equipped to measure physical and performance properties based on standardized test methods, and complete analytical services are available at the world headquarters and technology center. Additionally, Reichhold takes every opportunity to test products in real-world applications. Along with quality products, Reichhold offers formulation recommendations and technical support for the optimization of coating performance.



Global Technology Centers

Reichhold World Headquarters – United States

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Durham, NC 27703

Tel: +1 919 990 7500

Fax: +1 919 990 7749

Website: www.reichhold.com

Mexico Tel: +52 712 122 9500

Fax: +52 712 122 0328

Brazil Tel: +55 11 4795 8136

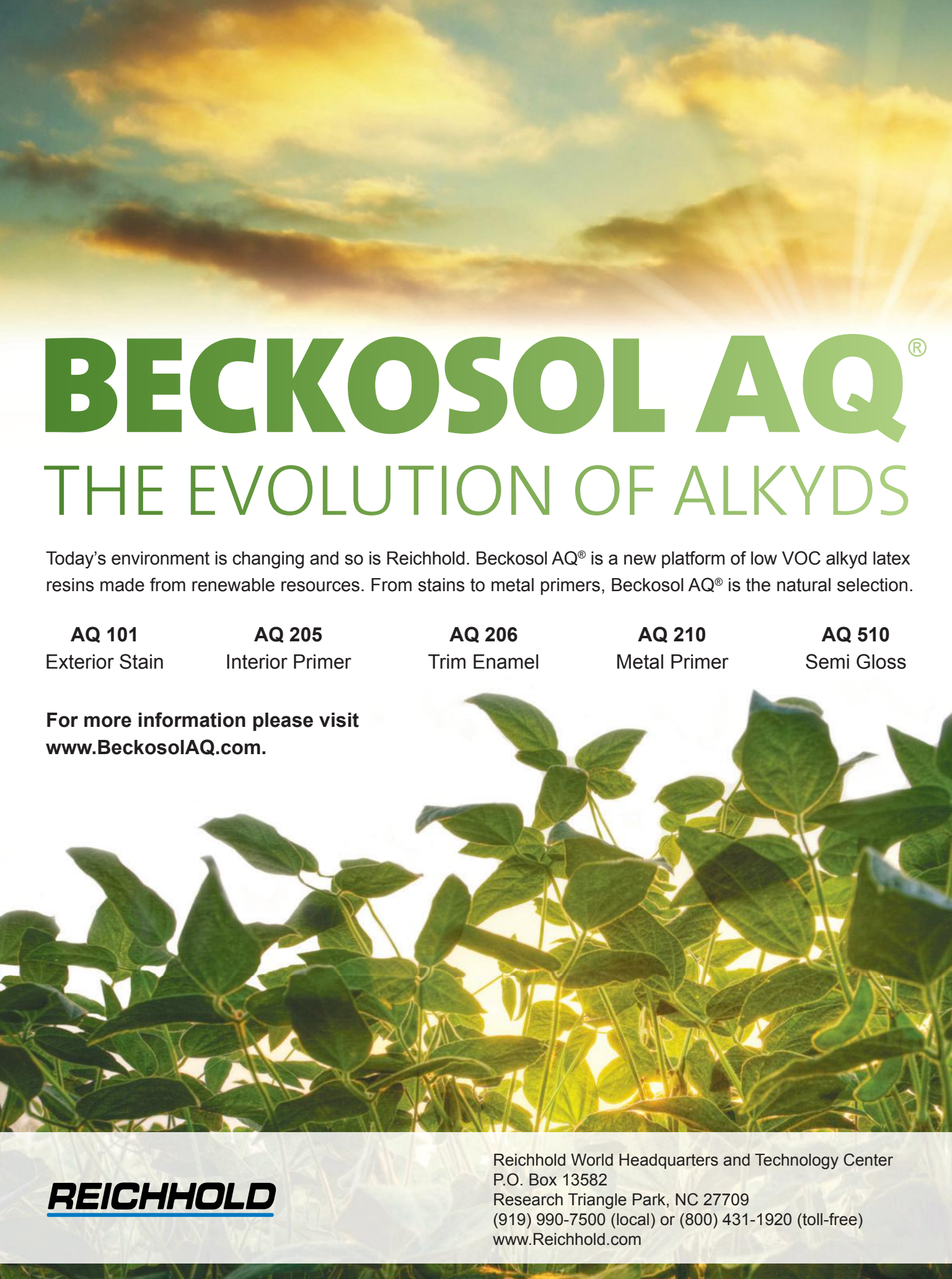
Fax: +55 11 4727 6382

EMEA Tel: +47 33448600

Fax: +47 33448701

REICHHOLD

www.reichhold.com



BECKOSOL AQ[®]

THE EVOLUTION OF ALKYDS

Today's environment is changing and so is Reichhold. Beckosol AQ[®] is a new platform of low VOC alkyd latex resins made from renewable resources. From stains to metal primers, Beckosol AQ[®] is the natural selection.

AQ 101
Exterior Stain

AQ 205
Interior Primer

AQ 206
Trim Enamel

AQ 210
Metal Primer

AQ 510
Semi Gloss

For more information please visit
www.BeckosolAQ.com.

REICHHOLD

Reichhold World Headquarters and Technology Center
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Research Triangle Park, NC 27709
(919) 990-7500 (local) or (800) 431-1920 (toll-free)
www.Reichhold.com

Shamrock Technologies, Inc.

Developer & Major Manufacturer of PTFE and Wax Additives

Shamrock Technologies is the global leader for PTFE micro-powders, and the largest processor of recycled polytetrafluoroethylene (PTFE) in the world. Shamrock is also a leading worldwide manufacturer and supplier of micronized powders, dispersions, emulsions, and compounds including PTFE, polyethylene, polypropylene, fluoropolymers, custom wax alloys, natural waxes and specialty additives.

Founded in 1941, the company pioneered the development of PTFE and wax additives, first for inks and coatings, and later for a wide range of applications including lubricants, personal care products, polymer additives, and many more.

Through our use of dedicated technology and sophisticated production equipment, combined with state-of-the-art application and R&D labs, Shamrock creates consistently excellent products that help our customers meet their challenges. All of Shamrock's manufacturing facilities are 9001:2008 ISO-certified.

Service

Top-notch customer service is our bottom line, and a key driver behind Shamrock's significant commitment to research and development. Our chemists, scientists and engineers are highly trained experts in all applications industries, bringing valuable first-hand knowledge to meet customer needs. Our international sales network ensures that each customer receives optimal service, while our customer service team of industry experts works hard to ensure that product deliveries are made in a timely manner. Our Product Technical Center (PTC) is staffed with technical professionals from a variety of key industries, each dedicated to assisting current and potential customers.

Featured Products

Shamrock's products enhance and/or control slip, rub/abrasion resistance, rheology, water pick-up, and bleed.

- S-Series (PE powders): S-379, S-393, S-394, S-395
- FluoroSLIP (PE/PTFE): FS 225, FS 311, FS 421T, FS 511, FS 731MGSST Series (classic PTFE): SST-2D, 3, 3D, 3H, 4, 4MG, 5

- MicroFLON (new PTFE): MF 123, MF 204, MF 505
- Hydrocer Series: PE/Water
- Fluoro AQ: PTFE/Water
- CeraSPERSE: PE/Oil
- FluoroSPERSE: PTFE/Oil
- Natural Wax Powders: S-232, S-381, S-400 (for slip with clarity)
- PP-Based Powders: NS 59, SPP-10, SPP 25 (for Nonskid and Matting)
- Polymer-Based Additives: UltraMatte 76 (for Matting)
- Texturing Additives: FineTEX, PowderTEX, Texture Series (Surface Texture)

Global Locations/ISO 9001: 2008 Certified Facilities

Newark, NJ./Henderson, KY/Tianjin, China/
Tongeren, Belgium

Shamrock Technologies, Inc.

Corporate Headquarters
Foot of Pacific Street
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Phone: 800/349.1822 or 973/242.2999
Fax: 973/242.8074
marketing@shamrocktechnologies.com

Shamrock Recycles



www.shamrocktechnologies.com

Premium PTFE for Demanding Applications



Exceptional
Quality

Outstanding
Performance

			nanoFLON®						microFLON®					
Properties	Test Method	Unit	101T	114T	118C	119N	150N	160N	124T4	131T1	132T1	132T2	141T2	141T3
Average particle size	ASTM D4464	microns	6 - 9	4 - 8	4 - 6	4 - 8	4 - 6	5 - 8	16 - 30	4 - 6	4 - 6	10 - 13	10 - 13	14 - 22
Primary particle size	Scanning electron microscope (SEM)	microns	0.2	0.2	0.2	0.2	0.15	0.15	N/A	N/A	N/A	N/A	N/A	N/A
90%	ASTM D4464	microns	13	12	10	12	9	13	40	10	10	20	20	35
Melting point	ASTM D4591	C / F	323/614	321/610	320/608	320/608	321/610	321/610	325/617	328/622	328/622	327/621	328/622	327/621
Specific gravity	ASTM D5675	g/cc	2.15	2.15	2.15-2.2	2.1-2.2	2.2	2.2	2.15-2.2	2.1 - 2.2	2.15-2.2	2.15-2.2	2.1-2.2	2.1-2.2
Bulk Density	ASTM D4895	g/l	200 - 500	200-350	250 - 400	250-450	250-450	250-450	300-550	300 - 550	300-550	300 - 500	250-400	300 - 500
Surface area	ASTM D5675	m ² /g	6.0 - 8.0	6.0 - 8.0	6.0 - 8.0	7.0 - 9.0	11.0-13.0	11.0-13.0	1.0-3.0	3	3	1.0-3.0	1.0-3.0	1.0 -3.0
FDA Status		21CFR	177.1550	175.300	175.300	175.300	177.1550	177.1550	175.300	177.1550	175.300	175.300	177.1550	175.300



Shamrock Recycles™

ISO 9001:2000 CERTIFIED FACILITIES

Newark, NJ • Henderson, KY • Tianjin, China • Tongeren, Belgium

www.shamrocktechnologies.com



The information contained in the table is for reference, is to the best of our knowledge true and accurate, but no warranty is expressed or implied as to the accuracy.

Troy Corporation

Innovative, Value-Added Products for Over 50 Years

Company Description

Troy Corporation is a global leader in performance materials — principally preservatives and additives — used in the manufacture of paint and coatings, building products, adhesives and sealants, textiles, metalworking fluids, cosmetics, and personal care products. Troy has served these industries with innovative, value-added products for over 50 years. The company's success in introducing new materials in anticipation of industry needs has fueled expansion into new markets worldwide.

Troy invests significant resources in research and development to address emerging needs and is dedicated to providing customers with continually improved products. Troy is positioned to offer service to customers through a global network of technical support, complemented by local sales staff.

Markets Served

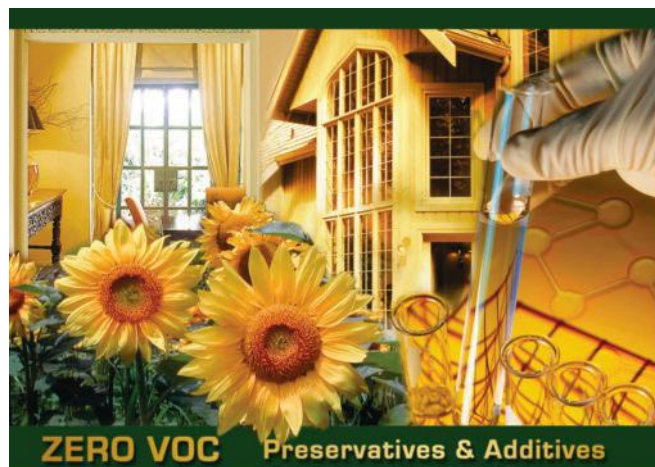
Troy operates modern manufacturing facilities in the United States, Canada, Germany, Netherlands, Russia and Thailand. Troy is recognized for providing a wide range of high-quality additives, preservatives and specialty performance products to customers in over 100 countries.

Troy manufacturing facilities are ISO 9001:2000-certified, indicating dedication to quality and accuracy. Troy also achieved ISO 14001:2004 certification of its Newark, N.J., manufacturing facility, recognition of the company's environmentally sound manufacturing process. As a global manufacturer, Troy has reached important milestones in extending its presence to markets around the world with performance products recognized for their quality, reliability and value.

Technologies

Troy products are involved in improving coating properties, protecting against product spoilage in the package, and resisting fungal and algal attack on the applied coating surface. In the United States, Troy is the leading producer of zero-VOC (volatile organic compound) dry film preservatives offering protection against marring and premature failure of coatings caused by microbial attack. In addition, Troy launched a new line of highly efficient defoamers for aqueous systems and provided a series of high-performance substrate wetting agents capable of coating many difficult hydrophobic surfaces. Troy remains committed to the ongoing pursuit of product innovation and the advance of technology in the markets the company serves.

Troy's experienced technical service staff provides customers with expert assistance to meet a diversity of challenges. Troy utilizes the latest advances in performance materials



research to create unique solutions for customers from Technical Service Centers in North America, Europe and Asia.

Major Products

Polyphase®	Dry Film Preservatives
Troysan®	Dry Film Preservatives
Mergal®	Wet-State Preservatives
Troykyd®	Defoamers
Troythix®	Rheology Modifiers
Troysol™	Pigment/Substrate Wetting
	Flow and Leveling Additives
Troysperse™	Dispersants
Troymax™	Driers, Metal Carboxylates,
	and Anti-Skinning Agents
Powdermate®	Powder Coating Additives

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Troy Asia Company Ltd.

Tel: +66 2 361 4546 Fax: +66 2 361 4547



Preservatives & Additives

Troy Corporation sets the Gold Standard for material protection and performance with products designed to meet or exceed the toughest measures of compliance while improving performance:

- VOC-free preservatives that set the standard for material protection in paint and coatings
- High performance zero and low VOC additives

To learn more about Troy Gold Standard products visit www.troycorp.com

Dry Film Preservatives

Polyphase® 663 • Polyphase® 678 • Polyphase® PW40

Wet-State Preservatives

Mergal® K10N • Mergal® 399 • Mergal® 753

Wetting & Flow Additives

Troysol™ ZLAC • Troysol™ LAC

Defoamers

Troykyd® D704 • Troykyd® D720 • Troykyd® D726



The Gold Standard for Performance

Wacker Chemical Corporation

Technology Leader in the Chemical and Semiconductor Industries

Corporate Overview

WACKER is a technology leader in the chemical and semiconductor industries and a worldwide innovative partner to customers in many key global sectors. With around 15,000 employees, Wacker generated sales of €3.72 billion in 2009. Headquartered in Munich, Germany, Wacker has 26 production sites, over 100 sales offices and five operating divisions that provide innovative solutions, technical expertise and comprehensive service support across five continents.

Technology

WACKER offers a wide range of materials ideally suited for many of the world's coatings, sealants and adhesives industries. With a product portfolio of silicone, VAE, silica and cyclodextrins-based technologies, WACKER materials are available off-the-shelf or in customized form to meet precise functional requirements, impart unique characteristics or enhance performance.

General Applications

WACKER's diverse technologies and materials have broad applications in architectural, masonry and industrial coatings; paints; construction; sealants and adhesive coatings; printing inks; and packaging, paper and film coatings. With this track record, WACKER materials have become widely known for versatility, general environmentally friendly properties, durability and reliability.

Products

WACKER markets coatings, sealants and adhesive products under the following trademarks:

SILRES® – Silicone resins combine aesthetics with functionality, enhancing the appearance of structures while introducing water-repellent and vapor-permeable properties for protecting buildings and construction against weathering, chemical attack and structural damage. As a binder for heat and corrosion resistant paints and coatings, SILRES® is used for chemical industry and marine applications, decorative and functional stove and grill coatings, and nonstick cookware.

ELASTOSIL® – Silicone rubber sealants and adhesives meet high specifications for extreme temperature, weatherability and UV resistance; good mechanical and weathersealing properties; and strong adhesives for porous and non-porous substrates.

GENIOSIL® STP-E – Offers a new hybrid system for elastic sealants, which binds organic polymers and silane to produce rapid crosslinking, for extremely fast-curing, paintable sealants that are tin and isocyanate free.

HDK® – Pyrogenic (fumed) silica is exceptionally pure, with a range of hydrophilic and hydrophobic grades for use in paints/coatings, printing inks, sealants/adhesives, laminating resins and gel-coats. A thixotropic agent, HDK® improves anti-sag and anti-settling properties and flow and leveling for uniformity.

VINNAPAS® – Dispersions help architectural paint formulations meet high performance levels and strict environmental regulations. Dispersions, dispersible polymer powders and solid resins are binders for modifying cementitious systems in grouts, mortars, gypsum, EIFS, self-leveling compounds and tile adhesives, and impart improved flexibility, adhesion, cohesion and flexural strength.

VINNOL® – Surface coating resins of vinyl chloride-derived copolymers and terpolymers can improve coating system adhesion and flexibility and be used in catalyzed surface coatings for baking finishes and varnishes.

CAVAMAX® / CAVASOL® – Cyclodextrins permit the molecular encapsulation and controlled release of substances such as fragrances in paints. This chemistry is based on chiral sugars with molecules of several glucose building blocks that link into a ring.

Ask Us

WACKER technical experts are ready to assist you with customized and innovative solutions. Email info.usa@wacker.com or visit www.wacker.com/coatings for more information about our product and service offerings.



www.wacker.com/coatings

YOU KNOW US. YOU JUST DIDN'T KNOW IT.



 Quality. Reliability. Global knowledge. Technical expertise. WACKER silicone-based materials are so versatile and adaptable, they have virtually unlimited applications just about anywhere imaginable, making WACKER an integral part of our daily lives. Engineered to deliver consistent and dependable performance, WACKER materials are known the world over for helping create new business opportunities through innovation. Ask our technical experts how we can help you meet the competitive challenges of a global economy. Get to know us even better. Visit www.wacker.com/knows-solutions

Anton Paar

Measuring and Analysis Instruments

Anton Paar produces high-quality measuring and analysis instruments for industrial and research applications. Located in Richmond, VA, with offices all over the United States, Anton Paar USA

provides sales and application support to customers. A special focus is set on after-sales support and service with a highly trained team of engineers and scientists on call to safeguard your investment.



Products for the Paint and Coatings Industry

Anton Paar provides top-of-the-range rheometers at attractive prices for QC, product development and complex R&D tasks. Applications include:

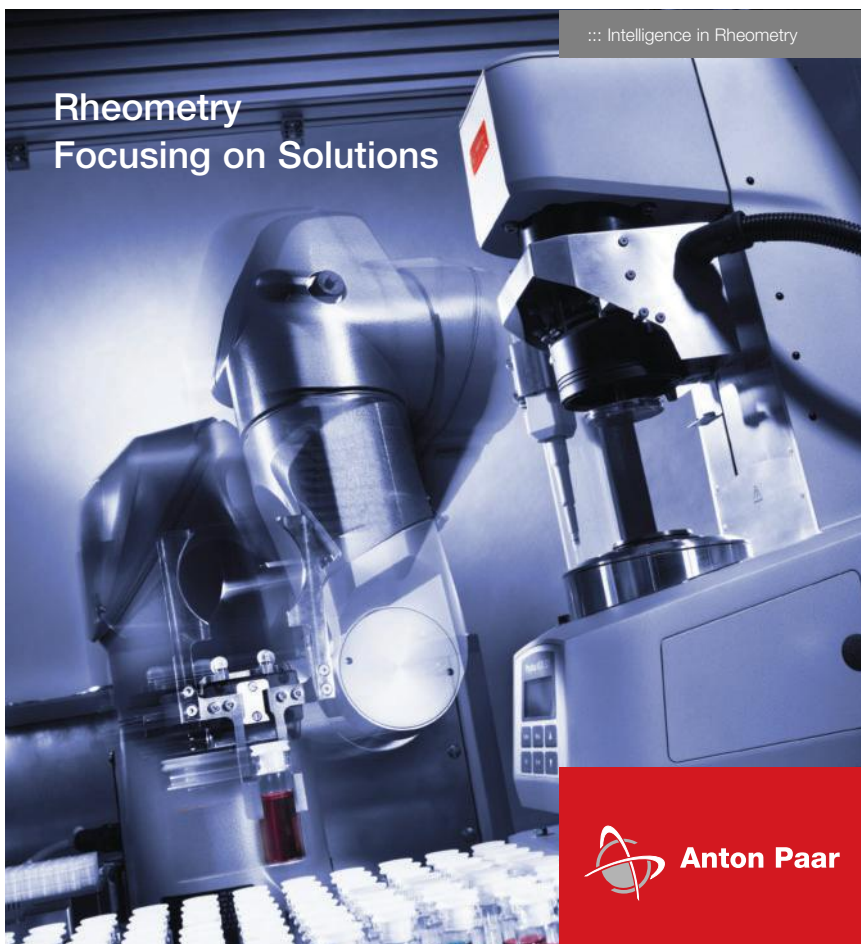
- flow and viscosity curves;
- investigations into the mixing and stirring behavior of emulsions and dispersions;
- tests on the sagging and leveling behavior of coatings;
- sedimentation behavior in storage.

21 CFR Part 11

To ensure 100% traceable documentation, Anton Paar's rheometers are all compliant with 21 CFR Part 11. This includes electronic signature, audit trail and data archive options. The Toolmaster® feature eliminates human error during data entry by automatically detecting geometries and accessories as soon as they are connected to the rheometer.

The 'Rheo Robot' That Does it All for You

The HTR High Throughput Rheometer is a solution that completely holds its own – a fully automated, robotically operated rheometer. Not losing an ounce of Anton Paar's world-renowned accuracy – yet giving you back your entire working day. HTR is an innovation landmark: the modern principles of high-throughput screening brought to full function on the ever-efficient Anton Paar MCR rheometer package.



Rheometry
Focusing on Solutions

Intelligence in Rheometry



**Fully automated, robotically operated:
The HTR High Throughput Rheometer
from Anton Paar.**

- Automatic sample filling and cleaning of measuring systems
- Processes up to 96 samples in a single run up to 24 hours
- Modular setup, flexible to individual applications
- All standard MCR 301 test types, configurations and accessories apply

Anton Paar® USA

800-722-7556
info.us@anton-paar.com
www.anton-paar.com

www.anton-paar.com

Clariant Corporation

Specialty Chemicals, Pigments and Additives

Paints & Coatings

Clariant is a global supplier of specialty chemicals, pigments and additives to the paints and coatings industry. Clariant's Industrial & Consumer Specialties business supplies an array of specialty chemicals such as emulsifiers for emulsion polymer production, dispersing agents for pigments, biocides, foam-control agents, wetting agents and special solvents.

We are able to offer solutions, such as APEO-free emulsifiers and low-VOC additives, that help our customers achieve their product performance goals while meeting regulatory requirements.

Emulsifiers

For the polymerization industry we offer our Genapol® and Emulsogen® emulsifiers, which are anionic and non-ionic, as well as copolymerizable emulsifiers for pure acrylic, styrene/acrylic, vinyl acetate, styrene-butadiene and PVC emulsion polymers. We offer products that are APE-free, low VOC and formaldehyde-free. Traditional NPEs can be replaced by our Emulsogen® LCN, Emulsogen EPN, and Genapol® X series of products.

Pigment Dispersants

We offer pigment preparation manufacturers our Dispersogen® brand surfactant and polymeric-type dispersing agents with strong wetting power. Our dispersing agents are available in a modular system that allows easy selection of combinations for organic pigments, inorganic pigments and carbon blacks.

Product Highlights

A new generation of dispersing and wetting agents for superior color strength and coating performance:

Dispersogen® AN 100 and Dispersogen® ECS are dispersing agents suitable for universal tinting systems. They disperse organic and inorganic pigments for colorants that are used in waterborne and solventborne coatings. Both dispersing agents offer high dispersion stability and excellent color acceptance.

Dispersogen® PCE is a new generation of polymeric dispersing agent. The product provides the lowest dispersion viscosity and enables the highest pigment load for pigment concentrates. When compared with existing dispersing agents, the pigment concentration in dispersions can be increased significantly using Dispersogen® PCE. At the same time, high dispersion stability, excellent color acceptance and high tinting strengths are achieved.

Genapol® ED 3060 is a wetting agent for latex paints used at very low addition levels and has low foaming properties. It improves the compatibility of binders with organic pigments that are difficult to disperse, including hydrophobic polycyclic



Without
Genapol ED
3060



0.3%
Genapol ED
3060

pigments. Genapol ED 3060 prevents flocculation of organic paint pigments and helps to minimize rub-out problems. These properties increase the tinting strength of the pigment system and subsequently may allow for lower pigment levels to achieve the desired color.

Genapol ED 3060 contains very low levels of VOCs, is APEO free and

can be used in interior and exterior architectural coatings based on a variety of emulsion polymer systems at addition rates of 0.1 to 0.3 percent.

Defoamers (www.defoamers.clariant.com)

Clariant offers a full line of defoamers to help resolve customers' foam control issues under the D-FOAM-R® tradename. Our products include 100% active synthetic-, silicone- and mineral-oil-based defoamers as well as silicone and organo-silicone emulsions. Our range of defoamers provides defoaming and antifoaming while maintaining leveling, anti-mar, anti-block, lubricity and anti-static properties. Because every component affects the properties of a finished coating, we recommend that our products be carefully screened in the final formulation. Our laboratory can evaluate additives in your systems and recommend the best-performing and most cost-effective solution for your application.

Biocides (www.industrial-biocides.clariant.com)

Clariant offers a broad range of biocides under the Nipacide® brand based on different actives and blends to help solve customers' microbial challenges. Common actives used in our formulations are BIT, CMIT/MIT, IPBC, PCMX, silver and triazine. In formulations, organic solvents are being replaced by water-based systems, but this change brings the problem of microbial contamination. Our technical team can help you choose the ideal Nipacide product for in-can preservation, dry-film protection and antimicrobial systems, as well as other applications.



www.paints-coatings.clariant.com
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Conn & Company, LLC

Industrial Mixing Equipment Since 1948

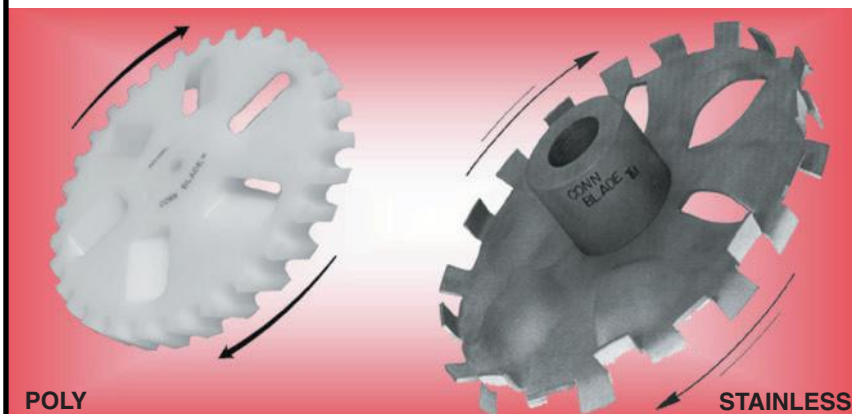
Conn and Co. has been designing and manufacturing industrial mixing equipment since 1948. We build equipment to

meet customer requirements and recognized the need for a mixing blade that provides good pumping action instead of

plowing action. We have brought three patented blades to the market under our trade name CONN Blade®. The blade illustrated in our advertisement is the ITT style, and with the combination of louvers and teeth, it has a reputation as

THE CONN BLADE®

Patented blending/dispersing blade design makes radical improvement over old saw tooth designs



- * Most efficient and aggressive blending/dispersing blade available.
- * Provides proper combination of pumping action and shear/dispersion essential for fast consistent results.
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- * Excellent for high or low speed and high or low viscosity.
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being the most efficient and aggressive dispersion blade available. The IT style pictured here has the louvers providing superior pumping action for fast, smooth mixing, but is gentle enough for shear-sensitive materials. The ITC style is an open blade and is not as aggressive as the ITT, but provides more shear than the IT style. CONN Blade® users may discover new equipment isn't needed — just the right blade!

www.connblade.com

Cytec Industries

Pioneering Sustainable Change

Cytec Industries is a global specialty chemicals and materials company focused on developing, manufacturing and selling value-added products. Cytec is a complete solution provider for customers requiring high-value surface technologies in industries that include industrial coatings, automotive, architectural, wood and paper, graphics, adhesives and opt-electronics.

We deliver innovative products beyond our customers' imagination. We are pioneers in the development and production of high-performance coating solutions. Our line of low-VOC coatings, radiation curing and powder coating resins, and additives allows our customers to create sustainable change for the industries they serve.

Working closely with our customers, we develop breakthrough technologies that enable them to improve performance and productivity, enter new markets, refine applications, and deliver advanced products to meet anticipated environmental regulations.

Our technology and technical development teams collaborate with customers every day to address today's business challenges and troubleshoot tomorrow's. The applications are diverse, but the commitment is uniform: finding better solutions for customers through continual research, ongoing collaboration and a passion for innovation.

Global Technical Support

Through our manufacturing facilities, technology and distribution centers, we are able to provide superior service on a consistent global basis, and to help our customers identify and profit from emerging opportunities.

For More Information

For more information about Cytec visit our website at www.cytec.com.



CYTEC

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DeFelsko Corporation

The Measure of Quality

DeFelsko, a leading U.S. manufacturer of coating thickness gages and inspection instruments, offers a variety of instruments designed specifically to meet the coating industry's requirements.

The American made **PosiTector® 6000** is ideal for measuring coatings on all metals. With the addition of a removable, built-in probe, now ALL PosiTector 6000 probes can be detached and replaced with any of a wide variety of probes including separate probes and microprobes. Memory models also feature **Bluetooth** wireless technology for immediate data transfer of your readings to a PC or Bluetooth-compatible device.

The New **PosiTector® PC Powder Checker®** non-contact, uncured powder thickness gage measures powder coatings before going into the oven to predict a cured thickness. The PosiTector PC helps control powder consumption to lower cost and reduce waste.

The **PosiTector® 200** Series gages measure coatings on



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DeFelsko also offers quality inspection instruments including the **PosiTector Dew Point Meter** and **PosiTector Ultrasonic Thickness Gage**.

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When it comes to coatings...

In the world of architectural and industrial coatings no one provides a more comprehensive palette of products than Dow Coating Materials.

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We make the products that make paints and coatings for almost any surface and nearly every purpose, such as polymers that act as the building blocks for any coating formulation,



or additives that enhance the application properties and contribute to reducing odor and VOC's (Volatile Organic Compounds).

With some of the most creative minds in chemical science and a solid understanding of

business and consumer trends, we're the 'experts' expert'. Our unparalleled research and development facilities bridge the gap between the industry's needs of today and the technology requirements of tomorrow.

...we've got it covered

At Dow Coating Materials, we have developed performance and value-enhancing advances in almost every category of coatings components, from upstream monomers and resins to solvents and additives. We are focusing our innovation in four key areas:

- Reducing environmental impact
- Enhancing durability
- Lowering system costs
- Enabling 'smart' coatings that respond to external stimuli

What this means is excelling in the development of low-odor, low-VOC paints that cover surfaces in just one coat, plaster that can render walls even in adverse weather conditions, durable surface coatings that maintain highways and byways and keep the roads safe for much longer, and bridge coatings that break the perpetual cycle of starting over again at one end when you've just finished at the other.

It's not just about innovative ideas – it's about innovative solutions customized for your needs.

The Products and Solutions You Need:

Resins and Polymers	Solvents	Additives
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Epoxy Resins & Hardeners		Anionic Rheology Modifiers (HASE)
Solventborne Resins		Cellulose Thickeners
		Non-ionic Rheology Modifiers (HEUR)
		Opacifying Polymers
		Surfactants

Markets We Serve:

Architectural	Industrial
Interior and Exterior	Auto Refinish
Broad Wall and Trim Paints	Auto Plastic
Ceiling Paints	Auto OEM
High Gloss Paints	Marine & Containers
Direct to Substrate – Primerless Paints	General Metal
Porch and Floor Paints	Maintenance & Protective
Primers	Packaging
Semi-Transparent and Opaque Stains	Oil & Gas Pipelines
Elastomeric Wall Coatings	Household Appliance & Furniture
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Coating Materials

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Ethox Chemicals

Ethox Chemicals Launches New Products for Coating Applications

E-Sperse™ 709 is the latest addition to the Ethox Chemicals, LLC line of APE-free dispersants. It is designed mainly for iron oxides, but has found use in some hard-to-disperse organics such as high calcium-containing Pigment Red 57:1.

The main benefits are low viscosity, storage stability, as well as good heat stability. Usage level is at 10-12% on weight of pigment for non-resinated and up to 2% on weight of formulation for resinated formulations. It is only 2.5% VOC.

E-Sperse™ 700 series products are a class of surfactants based on di- and tristyrenated phenol. There are four products in the E-Sperse™ 700 series, E-700 to 703; two are non-ionic and two are ethoxylated and sulfated anionic products. The E-Sperse™ 700 series are APEO and VOC-free.

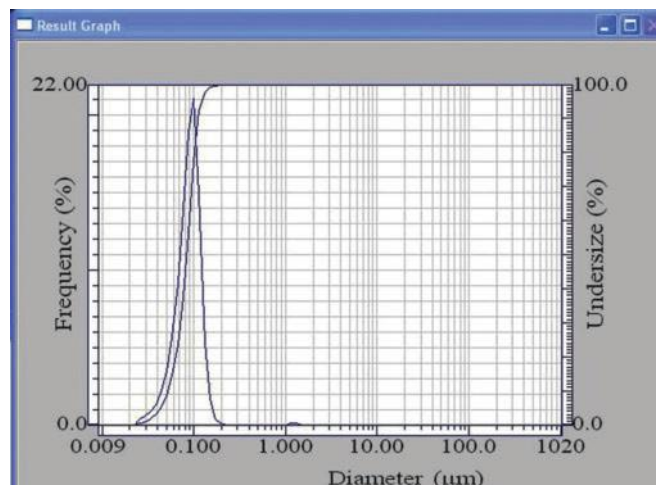
This patent-pending technology is optimized for emulsion polymerization applications. The benefits of the latex polymers made with the E-Sperse™ 700 series include enhanced colloidal and mechanical stability, very small particle size and tight distribution, low foaming, extremely low levels of coagulum, and better performance than APEO surfactants. Synergies may be expected when E-Sperse™ pigment dispersants are combined with E-Sperse™ 700 series surfactants for emulsion polymer manufacture. E-Sperse™ 700 series surfactants have other coatings applications as well.

E-Sperse™ RX products are a line of reactive emulsifiers specifically designed to emulsify alkyd resins. The products contain functional groups that allow them to react into the curing alkyd resin through the autoxidation mechanism. This technology is patent pending.

The chemistries of the emulsifiers, as well as their molecular weight, hydrophile/lipophile balance, and architecture, have been optimized to prepare stable emulsions of short, medium, and long oil alkyd resins. Emulsions made with these products can have a very small particle size with a narrow distribution. These very small particles give excellent emulsion stability and enhance the physical properties of the polymeric film. Adhesion, gloss, water resistance and hardness are enhanced with the use of the RX series. The RX products contain no VOCs or APEO surfactants.

E-Sperse™ 100 and **E-Sperse™ 506** are highly efficient APE-free dispersants for pigmented water-based resin-free formulations. **E-Sperse™ 100** is anionic while **E-Sperse™ 506** is nonionic.

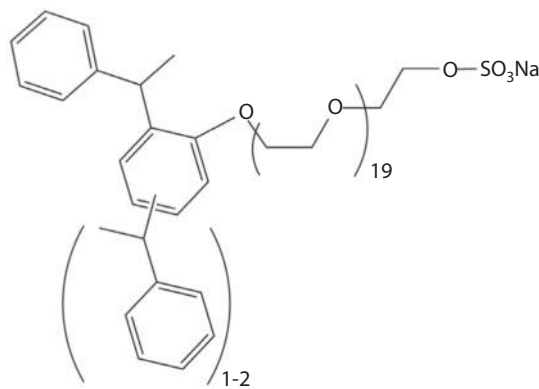
The benefits of E-Sperse™ 100 use are low dispersion viscosity, high degree of color development, and high pigment loadings. Typical use levels range from 6-12% by weight based on pigment and 1-2% on total weight of formulation for



This shows the very small particle size and narrow distribution that are achievable in an alkyd emulsion with E-Sperse™RX series products.

aqueous resinated systems. Optimum use level is determined by pigment surface area and chemistry.

Typical use levels of E-Sperse™ 506 are 6-12% based on pigment weight for non-resinated systems, and 1-2% for resinated systems based on total weight of formulation. Pigment-to-binder ratios may be increased to the 5/1, 6/1, or 7/1 level based on pigment surface area. E-Sperse™ 506 provides similar benefits to E-Sperse™ 100 in aqueous systems where resin is incorporated as a part of the grind composition.



POE(20) Di- or tristyrenated phenol sulfate

Ethox Chemicals, LLC

Since its formation in 1968, Ethox Chemicals has served industry with quality products and service. The

concept of specialized service to each customer has proven successful over the years, and it is the concept that Ethox strives to maintain. The application of this concept to the ink and coatings industries has resulted in our latest developments for targeted industries.

Ethox provides a broad range of surface modifying products covering a wide range of chemistries including alkoxylation, esterification, sulfation, phosphation, and custom synthesis.



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Huntsman Advanced Materials

*High-Quality Performance Products
for the Coatings Industry*

Huntsman Corporation is a leading global supplier of high-quality performance products for the coatings industry. Our comprehensive line of resins, pigments and additives, combined with our investment in research and development, provide you with the solutions you need to stay ahead of the competition. Over 11,000 associates at multiple locations worldwide work to fulfill this promise every day.

Huntsman is also committed to supporting global health, safety and environmental efforts, including new REACH regulations. In addition, Huntsman is dedicated to sustainable chemistry. We have established a strategic business unit wholly devoted to developing new chemistries and processes that can help address the world's most pressing environmental needs. By leveraging our core competencies, we will produce sustainable products that benefit our customers, consumers and the planet as a whole.

Huntsman Advanced Materials Division has been on the cutting edge of product development – with Araldite® epoxy resins and Aradur® curing agents leading the way. Our full range of waterborne epoxy resins and curing agents can provide you with the compliant, cost-effective performance needed for your application. Whether it is for the protection of steel or concrete in the areas of industrial maintenance or civil engineering applications, Huntsman has you covered.

Waterborne Solutions



EPOXY CURING AGENTS

Applications	Primary Recommendations
--------------	-------------------------

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Clear sealer	
DIY garage floor	Aradur® 3805
Paint	Aradur® 3984

METAL

Direct-to-metal	Aradur® 3984
Primer	Aradur® 3986

THICK FILM

Tile grout	Aradur® 340
Self leveling	Aradur® 3985
Thermal shock flooring	Aradur® 3985 S

Huntsman Advanced Materials offers a full range of Waterborne Solutions which include Araldite® Epoxy Resins and Aradur® Epoxy Curing Agents. Our two-component systems exhibit high-performance properties for concrete and metal substrates.

For more information on Araldite® Epoxy Resins and Aradur® Epoxy Curing Agents please visit www.huntsman.com/advanced_materials.

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Michelman is a global developer of water-based surface modifiers, additives and polymers for numerous industries including wood care, industrial coatings, inks, fibers, composites, and construction products. Founded in 1949, Michelman's extensive capabilities in chemical additive technology are enhanced by its formulating and coating expertise in related markets such as paper, film and foil converting.



With manufacturing facilities in the USA, Belgium and Singapore, agents and distributors around the world, and more water-based emulsion experience than any of its competitors, Michelman is uniquely able to help its customers thrive in competitive, global markets.

Key Brands Include:

Michem® Prime – Functionalized copolymer dispersions that deliver flexibility, water resistance, chemical resistance, and barrier properties in a water-based form.

Michem® Wood Coating – Low-VOC additives for waterborne deck stains and sealants that produce water beading, water repellency and swell resistance.

NatureShield™ – anionic emulsion of natural oils and waxes, designed to provide excellent water resistance for topical wood coatings through water beading and swell resistance.

Michem® Emulsion – Fine/nanoscale emulsions in water that improve black heel mark resistance, block resistance, buffability, chemical resistance, film forming, lubricity, rub resistance and release.

Michem® Guard – Large particle size water-based wax and PTFE dispersions that enhance mobility, lubricity, buffability, matting and toughness.

Michem® Wax – Micronized waxes used in powder coating formulations to improve scratch and mar resistance, lubricity, block resistance, release and matting in coatings and inks.

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Michelman has the technical expertise I was looking for to improve my formulations. They bring high-value, customized solutions to the table, to help my company move more product off the store shelves, and into consumer's hands.

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Whether the need is a single-shaft disperser, a basket mill or a complex multi-shaft mixer, every customer can expect careful guidance to help lower costs and improve overall production. The strictest manufacturing standards are adhered to, offering high-quality, low-maintenance equipment that customers can expect to last for decades.

Thousands of processing plants around the world have looked to Myers to provide solutions to mixing and dispersing needs. Myers has historically assisted in the production of paint and coatings, ink, adhesive and sealants, construction materials, composites, chemicals, food, dyes and pigments.

Manufacturing and sales are headquartered in Bell, CA. Sales and service offices are strategically placed in primary areas of our most active markets covering North America, Asia, South America, Europe, Australia, New Zealand and the Middle East.

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• Tri-Shaft • Quad-Shaft
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Complete Turn Key Systems
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Rhodia

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Two of our newest additives were designed to enable solvent replacement by improving freeze-thaw stability and open time in low-Tg, binder-based paints.

Special Features:

• Rhodoline® FT-100: Freeze-Thaw Stability Additive for Low/Zero-VOC Paints

APE-free and zero-VOC liquid additive that can be easily added either to the binder polymer or during the paint formulation to provide a finished paint that passes five cycles of freeze-thaw stability. Rhodoline FT-100 is Ecolabel compliant.

• Rhodoline® OTE: Extending Open Time in Low/Zero-VOC Coating Formulations

APE-free and zero-VOC liquid additive that can be easily added during the paint formulation. Designed to provide extended open time for formulations containing a minimum amount of solvent. Rhodoline OTE provides a two- to four-fold increase in open time for most paint formulations.

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The Shepherd Color Company

We Brighten Lives

The Shepherd Color Company is a world-class producer of Complex Inorganic Colored Pigments (CICPs). Shepherd

Color is a 4th generation family-owned business that has been satisfying customers worldwide for over 90 years.

Customers recognize the service and delivery of reliable, high-performance pigments by Shepherd Color as among the best in the industry.

Our Classic™ product line consists of High-Performance Inorganic Pigments, also known as Complex Inorganic Colored Pigments (CICP), or Mixed Metal Oxide (MMO) pigments. These pigments are an extraordinary class of transition metal oxide materials that offer stable, long-lived color for a multitude of applications.

Arctic® pigments are designed to reflect infrared radiation to keep colored exterior surfaces cooler and still retain all the wonderful properties that usually come with our high-performance inorganic pigments.

Calypso pigments are dry powder colors, used in cementitious applications such as concrete, grout and stucco.

StarLight® with MicroMirror® technology can be used to add sparkle and brilliance to any part.



The Shepherd Color Company
We Brighten Lives

DYNAMIX® dry dispersion technology is one such product. Dynamix® is a unique, innovative and revolutionary line of "stir-in" inorganic color pigments for the coatings market. A breakthrough in dry dispersion that has outstanding performance and brings additional benefits that are not readily available without the use of well-selected additives and a well-controlled process. Several colors have been launched, including those with infrared reflecting characteristics.

With constant advances in color and technology, rely on Shepherd Color to Brighten your Life with quality products and the latest innovation.

www.shepherdcolor.com

The advertisement features a central graphic with the following elements:

- Logo:** A blue diamond with the word "Shepherd" in white.
- Text:** "The Shepherd Color Company" and "We Brighten Lives" in a serif font.
- Headline:** "Lasting Color for a Demanding World" in a large, bold, serif font.
- Product Lines:** "Classic™", "ARCTIC®", "StarLight®", "DYNAMIX®", and "CALYPSO" (in a rainbow diamond) are displayed in various fonts and colors.
- Images:**
 - A worker in a lab coat handling pigments in a laboratory setting.
 - A close-up of a pigment being stirred in a container.
 - A woman in a red shirt working with pigments on a wooden board.
 - Three small bowls containing green, blue, and orange pigments.
- Contact Information:**
 - Website: www.shepherdcolor.com
 - Tel: 1-513-874-0714
 - Fax: 1-513-874-5061
 - Email: salesusa@shepherdcolor.com

Unimin

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Company Description:

We are a worldwide supplier of quality industrial minerals to the paint and coatings industry. We offer the industry's largest selection of reinforcing silicate fillers and extender pigments. A matrix of physical, chemical and functional properties, these mineral fillers are proven performers in architectural paints, OEM and powder coatings, wood finishes, and industrial and marine coatings. Discover for yourself the possibilities of our product portfolio.

Brilliant AdditionsSM

Key Products Include:

- HIFILLTM mineral fillers;
- IMSIL[®] microcrystalline silica;
- MINEX[®] functional fillers and extenders;
- SIBELITE[®] engineered mineral fillers;
- SILVER BOND[®] ground crystalline silica; and
- SNOBRITE[®] kaolin extender pigments.

Quality Accreditation:

Product consistency and uniformity is assured with proprietary programs designed to control and optimize mineral mining, processing and production.

Customer Service:

Complimenting our product portfolio is a support system of technically proficient sales representatives, knowledgeable customer service personnel and strategically situated local inventories. Specified worldwide, our functional fillers and extenders are available through a global network of distributors, agents and company-operated facilities.

We remain committed to the continuous improvement of our products and services. Our objective is to exceed our customers' expectations and provide the products that will fulfill both current and future requirements.



Contacts:

North America:

Unimin Specialty Minerals, Inc.
Elco, IL USA
Tel: 618-747-2311;
Fax: 618-747-9318
E-Mail: ContactUs@brilliantadditions.com

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FUNCTIONAL FILLERS AND EXTENDERS

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